



Neal
Bawa

THE MONEY RAISING BLUEPRINT

Step by Step Techniques to raising money



MultifamilyU

LET'S START AT THE BEGINNING



I do what I teach

I have raised over \$35 Million in the last 2 years. I did that while managing a portfolio of about 2,000 units and while building the MultifamilyU and boot camp platforms.

No Sugar Daddies

There were 4 large checks in that \$35 Million worth 5 million. The remaining 30 million was raised one retail investor at a time. Starbucks trips, phone calls, individual webinars. NO MONEY RAISERS.

Average Joe investors

I raise from retail investors and that is what is in this presentation. Money raising is not magic – it is time consuming, hard work, but the methodologies shown are reliable. THEY WORK.

THE GOOD NEWS FIRST



- Market conditions are *AWESOME* for fund raising. There is too much money in the market, and not enough projects.
- So, what is your biggest obstacle? – Track record? Systems? Processes? Website? Pitch decks?
- Your mindset is the biggest obstacle to fund raising. Most new equity raisers are pre-conditioned to assume that nobody will want to invest with them. It's utter nonsense, and is just a limiting belief.

PREPARE YOUR MIND WITH THIS MANTRA



Investors need ME as
much as I need them.

Investors want to be lazy and have someone else do the heavy work.
NEVER FORGET THAT. Repeat your mantra before you go out to meet
investors.

NOT ALL INVESTORS WILL GIVE YOU MONEY



- There are very sophisticated investors and less sophisticated investors.
- GOOD NEWS: There are a LOT more less sophisticated investors than more sophisticated ones. And they will give you money. That is how EVERY top money raiser in this room got started.

THE FASTEST WAY TO RAISING MONEY NOW



- Talk to investors BEFORE you get a deal in contract. I raise only 10% of the money when the deal is in contract. 90% during the down time.
- If you are working to raise money for a syndicator, just use their last project to pitch. Watch the recorded webinar for the project and memorize the highlights.
- Then walk the investor through it . Let the investor know that this one is closed, but the next one will be very similar.
- At the end say this phrase exactly as I am saying it – *If I presented a project to you that was similar in scope and returns to this one, would*

THE 4 PHASES OF MONEY RAISING



Building the Foundation

Brand, Website, Story, Pitch Deck, Sample Project package

The lead funnel

Database acquisition through outreach, through Opinion Leadership platforms and also paid platforms

Nurturing and seasoning

Creating relationships, proving credibility, documenting for SEC purposes. Video Blogging. Database segmentation for super-targeting

Closing the deal through live and recorded webinars

Creating the right PowerPoint deck, a landing page, an email drip campaign, an Investment Summary

TOP 10

PHASE 2 – A POWERFUL LEAD FUNNEL

Database acquisition through outreach, through Opinion Leadership
platforms and paid platforms



ACQUIRE LEADS THROUGH LEADERSHIP PLATFORM



- 1) Make yourself visible to investors and potential partners
- 2) Develop contacts in the apartment industry
- 3) Connect with people who can raise equity for you
- 4) Teaching makes it easy to learn !! It's very hard to forget something that you have taught to someone else
- 5) You will develop credibility much faster, and your confidence will soar

POPULAR OPINION LEADERSHIP PLATFORMS



1. ONLINE VIDEO - YOUTUBE

- Youtube has over a billion users & is one the most powerful marketing channels at your disposal.
- Videos rank well in Google and often have rich snippets that attract more clicks and brand awareness.
- Tools like Nutshell, Magisto, Animoto, Videoshop, iMovie App, and iMovie for Macs will make the task of making videos easier
- Tools like [SEO That](#) will allow you to quickly figure out the right 'keywords' to plug into Youtube so that Google indexes your videos quickly.
- Video works well for people that do not want to be 'extemporaneous'. Video allows

POPULAR OPINION LEADERSHIP PLATFORMS



2. ONLINE AUDIO - PODCASTS

- Becoming a Podcaster is easier than you think. While the space is very crowded, innovators are entering the space and becoming successful every day.
- Podcasters learn very fast from people they interview. They make great connections !!
- Podcasting can be profitable. A lot of podcasters have sponsors that pay for the staff, technology and virtual assistants to bring in people to interview.
- Profitable Podcasting by Stephen Woessner and Podcast Launch by John Lee Dumas are two excellent step-by-step books to get you started
- Podcasting is great for those that are camera shy, but don't mind off-the-cuff discussions < >

POPULAR OPINION LEADERSHIP PLATFORMS



3. SOCIAL MEDIA – FACEBOOK GROUPS

- If you are not a good speaker or presenter, but you like communicating through words, a Facebook group is the way to go
- Facebook allows you to build custom, targeted communities, capture mindshare, and develop rapport with potential investors
- Facebook also allows you to recruit helpers, partners and subject matter experts much easier than Podcasts or videos
- It's possible to accelerate your growth with a few thousand well-targeted dollars to bring eyeballs to your facebook community
- Large Facebook groups can be monetized with sponsors and ads

POPULAR OPINION LEADERSHIP PLATFORMS



4. LOCAL SOCIAL – MEETUP GROUP

- Becoming an organizer or co-organizer at a meetup group is a wonderful way to gain influence
- Meetup organizing is a very slow burn strategy, they take time to develop or monetize.
- In the long run, it's a powerful investor connection strategy.
- Start by visiting one meetup a week. It's a great way to learn to network.

POPULAR OPINION LEADERSHIP PLATFORMS



5. INDEPENDENT CONTENT PORTAL – Such as MultifamilyU.com

- Content portals are the hardest, slowest and most expensive of the opinion Leadership platforms
- They have extraordinary long term branding advantages
- They can be combined with the meetup, Facebook and video strategies over time
- Content portals are excellent for SEO and PPC strategies for database acquisition
- They can produce a staggering number of leads

POPULAR OPINION LEADERSHIP PLATFORMS



6. BLOGGING THROUGH BIGGERPOCKETS

- Bigger Pockets has over a million members
- Blogging and branding through BP allows you to add more people to your BP profile
- BP has a similar feel to Meetups, but you get access to a national audience
- Posting on BP gives you credibility – ‘As seen on BiggerPockets.....’

POPULAR OPINION LEADERSHIP PLATFORMS



7. BLOGGING THROUGH LINKEDIN

- LinkedIn has over 500 million members
- Targeting local real estate investors allows you to quickly ramp up your DB
- Syncing your contacts is the fastest way to grow your network. I often grow my network by 500 contacts at a time by using Contact Sync
- You will end up with email addresses and phone numbers for most people that become 1st level connections with you. Export those to your emails software in INDOCTRINATION status.
- LinkedIn connections are 'Cold Leads'. You have to warm them up by blogging and INDOCTRINATION. This is why the LinkedIn strategy can be combined with the

POPULAR OPINION LEADERSHIP PLATFORMS



8. ORGANIZE AN ANNUAL CONFERENCE

- Organize an annual conference by yourself or with a sponsor like me (e.g. Barcamp or J. Martin's SF Summit). While a ton of work, it allows you to build your brand very quickly and draws powerful people to you.
- Here are examples of conferences that Branded their organizers
 - J. Martin's SF Bay Area Summit
 - Adam Adam's Raising Money Summit
 - Dylan Marma's Atlanta Multifamily Summit

MY FAVORITE LEAD ACQUISITION METHODS FOR NEW CAPITAL RAISERS – ATTEND MEETUPS



- Focus on meetup's with haves and wants
- Write, practice and improve your haves and wants pitch
- Carry an iPad with a ring holder and sample deck with photos
- Create memorable custom cards with actions in them, for credibility
- Getting a card is 10 times better than giving a card
- Use a custom lanyard with Multifamily
- Carry a notebook with a pen attached
- Always talk with the organizers, always thank them
- Recruit Contact swap buddies at the event
- Do not talk with people for more than 5 minutes before you excuse yourself
- Your goal is to have 2-3 good conversations and bring home 20 >

MY FAVORITE LEAD ACQUISITION METHODS FOR NEW CAPITAL RAISERS – ATTEND MEETUPS



My name's Neal Bawa and I am in love with apartment complexes. Like so many of you, I got into real estate investing because I dreamed about financial freedom, long vacations and time with my kids. But if you've ever been a landlord, you know that it's far from all that. To be honest, It's a horribly boring and repetitive job. The tenants and toilets really burn you out. But I am lucky that I learned about the power of investing in large apartments. I now work with experienced teams around the country that buy large apartments for cashflow, truly passive income and amazing tax benefits. After the presenter's done, I would love to tell you more about why apartments are the preferred asset class of the megarich.

MY 2ND FAVORITE LEAD ACQUISITION METHOD FOR NEW CAPITAL RAISERS – APPEAR ON PODCASTS



- Appearing on podcasts is MUCH simpler than you think
- Podcasters need a constant flow of people to appear on their shows
- Sign up with a podcast booking service – Best money you will ever spend
- My favorite booking service is www.ccmymadmin.com
- Mention **MultifamilyU** and they will give you a discount

MY 2ND FAVORITE LEAD ACQUISITION METHOD FOR NEW CAPITAL RAISERS – APPEAR ON PODCASTS



- A good podcast guest is vulnerable and transparent
- Share your hopes and your fears freely. Investors connect with an honest approach
- Horror stories are FAR FAR more interesting than successes
- Never hesitate to remind investors that though your business is young, you are prepared to work far harder than established syndicators
- FINALLY, weave in 3 calls to action during the podcast
 - Direct them to a direct URL to your lead magnet
 - Direct them to your website

QUESTIONS?



PHASE 3 - HOW TO TURN LEADS INTO INVESTORS

Creating relationships, proving credibility, documenting for SEC purposes. Quick-Blogging. Database segmentation for

super-targeting



TOP LEAD NURTURING METHODS



STEP 1: INDOCTRINATE YOUR DATABASE

- Send them drip emails once you add them to the database
- DO NOT send them deal information during the indoctrination phase !! SEC Violation. Be patient.
- Keep trying different emails (DEMO), your goal is to get them to click on the links and download something or read something.

TOP LEAD NURTURING METHODS



STEP 1: INDOCTRINATE YOUR DATABASE

- Write newsletters about Multifamily and about cash flowing investments.
- Keep your newsletters short. Send them once a month. Two to three articles at most. The key is to get people to click through the newsletters.

TOP LEAD NURTURING METHODS



STEP 2: FILTER AND TARGET PEOPLE THROUGH THESE EMAILS

- Have an innocuous link in there that says something like –
Interested in passive Multifamily investments? Click here for our Passive Investing eBook
OR
Interested in passive cash flow? Click for our top 5 tips on finding the best passive investments.
- People are MUCH more likely to click on those links than to click on links that say *Interested in passive cash flow? Click here to schedule a phone call with me.*
- Now, go into Mailchimp to see who opened your newsletter. These are Level 3 leads
- Make a list of those that showed interest (clicked on links). These are Level 2 leads.
- Now, go into the Campaign view and see who clicked on one of the two links above. These are Level 1 leads.

TOP LEAD NURTURING METHODS



STEP 3: MEET AND GET SOFT COMMITMENTS

- Send emails to Level 3 leads reminding them of how you met (or connected online).
- Let them know that you have opportunities to invest coming up. Would they like to be added to the investor list for when those opportunities come up?
- If they say No, continue nurturing them through newsletters and webinars. If they say Yes, ask to meet them at a local Starbucks (or online using Zoom or Gotomeeting).
- When you meet them, walk them through your pitch deck and ask for a soft commitment for the next project.

TOP LEAD NURTURING METHODS



STEP 3: TAG, TAG, TAG (THIS IS INSANELY IMPORTANT)

- Tagging takes you closer to compliance, it is an essential step
- Tagging allows you to quickly filter the database and figure out who the engaged (and disengaged) people are
- [Detailed Demo of the incredible power of Tagging](#)

QUESTIONS?

