## RealCrowd - Asset Marketing

#### **Create Your Marketing Plan**

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The content you provide below will be the first information potential investors see regarding your opportunity on your offering page.

Keep it simple. Describe your deal with short sentences and avoid industry jargon.

If you have any questions, please contact REOps@realcrowd.com.

1) Listing/Offering Name\*

2) Name of Sponsor Representative Answering These Questions\* (The representative name and company name will be credited for each of the answers provided.)

3) Tagline: Clearly describe the property (250 characters or less)

Examples:

* An adaptive reuse development of 1500,000 SF of retail and office space in the center of downtown San Francisco tech hub.
* Class-A Multifamily in Downtown Austin, a Top 10 ULI market, with attractive basis and favorable loan terms.
* Atria - Portland is the ground up development of 100 luxury apartments and ground-level retail in Bon Appetit's 2018 Restaurant City of the Year.

4) Explain why you are buying this property:

Take us inside the deal room, what factors were in the “Yes” column for acquiring this property? (market, pricing, trends, jobs market, schools, etc.) Please avoid first person references.

5) What are the most important aspects of this investment opportunity for the investors?:

List 3-5 key points that you think are important or unique to this offering. The following are suggested questions to consider when answering this prompt:

* Are there any unique aspects to the property, your strategy, or this offering that will help create value for investors?
* What unique qualities make this an attractive deal?
* What are the most important aspects of this investment opportunity for investors?

Please avoid first person references.

6) Clearly describe your investment strategy/business plan for this property.

The following are suggested questions to consider when answering this prompt:

* What are the top aspects that you will focus on to achieve your business plan?
* How will you create value for a buyer upon sale of the property?
* When do you expect to dispose of the property, and why is this timeline important for the business plan.

Please avoid first person references.

7) How has COVID-19 impacted your business plan?\*

8) What are the risks and how are you mitigating those risks?

What potential challenges do you foresee and how do you plan to address those challenges before they become problems? (Please avoid first person references.)

9) Clearly describe the property location and why you like this location.\*

Describe why you like this specific location/market in 3-5 sentences. (Please avoid first person references.)

10) Email address of the person completing this form.\*

This will be used to send a confirmation email.