## RealCrowd - Fund 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 fund with short sentences and avoid industry jargon.

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

1) Fund 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 Fund (250 characters or less)

Examples:

* 475 million fund from an Enterprise level sponsor targeting a diversified portfolio of high yield debt and preferred equity investments including; acquisition loans, construction financing, and financing for partner buy-outs and special distributions.
* Class-A Multifamily Fund focused primarily in Texas and Oklahoma, targeting under-improved apartment complexes at a conservative basis, with leverage not exceeding 65%.
* A core-plus fund focusing on self-storage and multi-tenant industrial properties nationwide. Seeking properties with a cash flow exceeding 7% on in-place income with upside through modest value add improvements.

4) Clearly describe your investment strategy/business plan for this fund.

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 your investors be it through your structure, underwriting, management, etc.?
* When do you expect the fund will be fully invested and when do you anticipate selling the assets and closing out the fund?

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

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

7) 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.)

8) Clearly describe your target market and why you like these locations.\*

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

9) Email address of person completing this form\*

This will be used to send a confirmation email.