

Hi, this is _____ with ONE Terminus... *(if they ask, "who?" - say Investment Sales Specialists for Realty ONE Group Terminus).*

How are you doing today? Great!

I'm reaching out about 123 Main St, *did I catch you at an okay time? (***)*

(IG1) Well, the reason for my call is that my firm represents a group of multifamily investors that have expressed a significant amount of interest in similar assets to yours and we would like to know if you (the owners) would be open to fielding an offer for the property? *(attempt to retrieve the most recent financials and an up to date rent roll as well as an email address to submit the LOI)*

**(IG2) Well, we're piecing together a couple of deals like yours and we're getting extremely high trade numbers, in fact, while doing some research for a property that my team is underwriting, I noticed that you purchased these apartments for _____ per door back in _____... Is that correct?*

**Well, we're seeing similar buildings trade for anywhere between \$____K-\$____K per unit...*

**What are your plans to capitalize on this? ...*

In order to be more specific, we would have to discuss how the asset is operating and its current condition. Let's set up an appointment for me to view the property with you or the property management after I have a look at the numbers... What's the best email address for you? _____ (*) *(Feel free to schedule a virtual meeting in place of visiting the asset depending on how the conversation is going)**

What you should know in addition to your IGs (Interest Generators):

- ■ All major deal stories (case studies)
- ■ Knowledge of historical closing trends in the market
- ■ New sales comparables
- ■ Your competition
- ■ All on-market deals
- ■ Capital markets
- ■ Infrastructure and demographic trends
- ■ Rents and concessions
- ■ Distressed deals
- ■ Active lenders
- ■ Major employers
- ■ New construction
- ■ Employment trends