

# Options to Raising Capital for Investment Projects

Presented to the Members of Real Estate Investment Network

September 2008

## Raising Capital for Multi-Residential Investing

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### Why choose to invest in apartments?

*Apartments have several advantages over single family ownership*

- Diversification
- Economies of scale
- Security
- Fewer hassles



### Standard investment structures

- Individual
- Joint Ventures/Partnerships
- Corporate Syndicates
- REIT's



### Workings of a multi-residential investment



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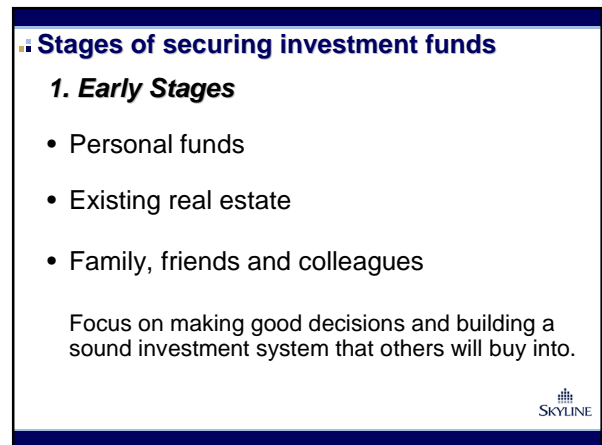
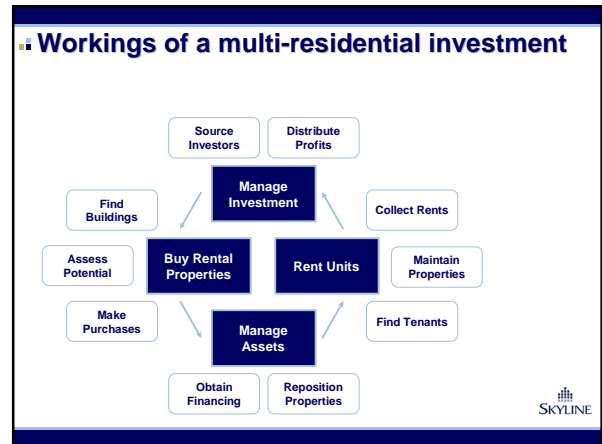
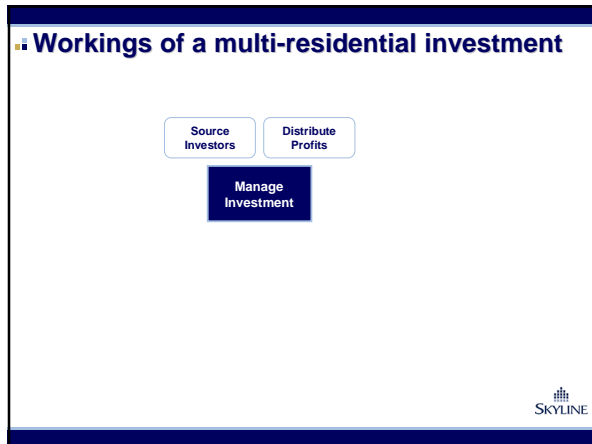
### Workings of a multi-residential investment



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## ■ Stages of securing investment funds

### **3. Advanced Stages**

- Leverage industry peers
  - Mortgage brokers, real estate agents, lawyers, accountants, etc.
- Specialty investment brokers
- Conduct online webcasts



## ■ Stages of securing investment funds

### **Advanced Stages**

- Sophisticated, interactive website
- Offering memorandum, prospectus or investment offering



## ■ Stages of securing investment funds

### **Advanced Stages**

- Sponsor industry events and organizations
  - Match your target demographics
- Educate others on real estate
  - Associations
  - Special interest groups
  - Business clubs



### **Places You Can Access Investment Funds**

## ■ Places you can access investment funds

1. Disposable Income
2. Unsecured lines of credit
3. Secured lines of credit



## ■ Places you can access investment funds

4. RRSP
5. RESP
6. RRIF

With the right investment program in place, investors will often borrow to invest in real estate opportunities.



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## ■ Qualifying under the Income Tax Act

- Minimum of 150 investors
- Registered trustee

Offering investors the opportunity to invest their registered retirement funds can open up a significant source of capital.



## *Managing Investors*

*Keep Them Happy and  
Wanting to Invest More!*

## ■ Managing investors

### **Regular distributions**

- Monthly or quarterly payments

### **Ongoing communications**

- Announce new deals, opportunities and company information
  - Open door policy
  - Quarterly newsletter
  - Website with secure investors section
  - Online webcasts
  - Investor meetings



## ■ Managing investors

### **Involvement**

- AGM
- Charity golf tournament
- Social events
  - Boat cruise
  - Investor appreciation night



Thank you

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