

Subject: Investment Opportunity: Distressed Student Housing Asset near [University Name]

Dear [Investor Name],

I am writing to present a strategic investment opportunity involving a distressed student housing asset located within [Distance] of [University Name].

The property, [Property Name/Address], is currently underperforming due to [Reason for Distress: e.g., mismanagement, deferred maintenance, or over-leverage]. Despite these temporary setbacks, the asset maintains a prime location in a high-demand submarket with a consistent supply-demand imbalance.

Investment Highlights:

- **Proximity:** Located [Number] blocks from the main campus gates.
- **Value-Add Potential:** Opportunity to increase NOI through [Action: e.g., interior renovations, professional management, or utility billing implementation].
- **Market Dynamics:** [University Name] reports a [Percentage]% increase in enrollment with a shortage of [Number] beds in the immediate area.
- **Discounted Entry:** Acquisition price represents a [Percentage]% discount to replacement cost and current market valuation.

Our business plan involves a rapid capital improvement program and a rebranding strategy to stabilize occupancy for the upcoming academic year. We are seeking [Investment Amount] in equity for this project, with a projected IRR of [Percentage]% and an equity multiple of [Number]x.

I have attached a brief executive summary and the preliminary financial model for your review. Would you be available for a brief call on [Date] at [Time] to discuss the capital structure and exit strategy in more detail?

Best regards,

[Your Name]
[Your Title]
[Your Company]
[Your Phone Number]
[Your Email]