

Subject: Investment Opportunity: Value-Add [Property Type] in [City/Market]

Dear [Investor Name],

I am reaching out to share a new institutional-grade investment opportunity currently available through [Syndication Firm Name]. We have identified a [Number of Units]-unit [Property Type] located in the high-growth submarket of [Specific Neighborhood/City].

The Opportunity

The property, [Property Name], is currently under-managed and features rents approximately [Percentage]% below market rates. Our strategy is to execute a comprehensive value-add program to bridge this gap and force appreciation.

Investment Highlights:

- **Target Returns:** [Percentage]% Internal Rate of Return (IRR)
- **Equity Multiple:** [X.X]x
- **Hold Period:** [Number] years
- **Business Plan:** Interior renovations of [Number] units, exterior branding upgrades, and implementation of professional property management.

Market Dynamics

The [City] market continues to show strong fundamentals, including a [Percentage]% annual job growth rate and a constrained supply of renovated, mid-tier housing options. This property is located within [Distance] of [Major Employer/Project].

Next Steps

We are currently raising \$[Dollar Amount] for this acquisition. Attached to this email is the full Investment Offering Memorandum and the link to our investor portal for entity documentation.

Would you be available for a brief 15-minute call on [Day] at [Time] to discuss the underwriting and our exit strategy?

Best regards,

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