

[Date]

Dear [Investor Name],

I am writing to announce a new off-market investment opportunity that has just hit our desk. We have officially listed a value-add [Property Type, e.g., multi-family/industrial] property located in the high-growth submarket of [Neighborhood/City].

Property Overview:

- **Address:** [Property Address]
- **Units/Square Footage:** [Number of Units/SQFT]
- **Current Occupancy:** [Percentage]%
- **Asking Price:** \$[Amount]

Value-Add Potential:

This asset presents a significant upside through [mention key strategies, e.g., interior renovations, implementing RUBS, or curing deferred maintenance]. Current rents are approximately [Percentage]% below market averages, providing a clear path to forced appreciation and increased Net Operating Income (NOI).

Investment Highlights:

- [Highlight 1, e.g., Strong employment corridor]
- [Highlight 2, e.g., Below replacement cost]
- [Highlight 3, e.g., Favorable financing available]

We are currently organizing site tours for qualified investors. If you would like to receive the full Offering Memorandum and financial pro forma, please reply to this email or call me directly at [Your Phone Number].

We expect significant interest in this asset and look forward to discussing how it fits your portfolio goals.

Best regards,

[Your Name]

[Your Title]

[Your Company Name]

[Your Email Address]