



(This is an excerpt from Peter's **The Real Estate Investor's Money Manual – Step-By-Step to Raising Private Capital**)

## **Using the Right Language Approaching Friends and Family**

### **The Right Words to Say**

#### **SAY THIS:**

"I wanted to share something I'm excited about and get your thoughts..."

"I've been learning about multifamily investing and I thought you might find it interesting..."

"I'm putting together my first deal and I wanted to give you first look..."

"I value your opinion and I'd love your feedback on this opportunity..."

#### **DON'T SAY THIS:**

"I need your help..."

"Can you do me a favor..."

"I'm trying to raise money..."

"You should invest in this..."

## **When Describing the Opportunity:**

### **SAY THIS:**

"I'm offering the opportunity to invest in a multifamily property that's projected to return 8-12% annually..."

"This is a value-add opportunity where we'll improve the property and increase its value..."

"I'm looking for 4 partners to invest alongside me in this deal..."

### **DON'T SAY THIS:**

"You'll definitely make 12%..."

"This is a guaranteed return..."

"You can't lose money on this..."

"This is a no-brainer..."

"You'd be crazy not to invest..."

## **Addressing Your Inexperience: (if you have NO track record)**

### **SAY THIS:**

"I want to be transparent: this is my first syndication. But here's how I've prepared: [specific preparation]. And I'm investing my own money alongside yours."

### **DON'T SAY THIS:**

"Don't worry about my lack of experience..."

"Experience doesn't matter that much..."

## **Discussing Risks:**

### **SAY THIS:**

"Let me be clear about the risks: [specific risks]. Here's how I'm mitigating each one: [specific strategies]."

"No investment is without risk. Here's what could go wrong and how I'm prepared for it..."

"I've stress-tested this deal. Even in worst-case scenarios, we still achieve [X]% returns. But I can't guarantee anything."

"This is real estate investing, not a savings account. There's risk involved,

and you could lose money. Let me show you how I'm minimizing that risk..."

**DON'T SAY THIS:**

"There's really no risk..."

"Don't worry about what could go wrong..."

"Nothing's going to go wrong..."

"This is basically risk-free..."

**Asking for the Investment:**

**SAY THIS:**

"Based on what I've shown you, does this seem like something that could be a good fit for your investment goals?"

"I'm looking for 4 investors at \$50K each. Would that be something you'd be interested in?"

"What are your thoughts? Is this the type of investment you'd want to participate in?"

"I'd love to have you as a partner on this. What do you think?"

**DON'T SAY THIS:**

"So, are you in or out?"

"I really need you to invest..."

"Can you help me out with this?"

"Everyone else is investing, you should too..."

"I need an answer today..."

**Handling Objections:**

**SAY THIS:**

"That's a great question. Let me address that concern..."

"I completely understand that concern. Here's how I'm thinking about it..."

"That's valid. Let me show you the data on that..."

"I appreciate you bringing that up. Here's my perspective..."

**DON'T SAY THIS:**

"That's not really a concern..."

"You're wrong about that..."

"Don't worry about that..."

"That won't happen..."

## **If They Say No:**

### **SAY THIS:**

"I completely understand. Thanks so much for taking the time to consider it."

"I appreciate your honesty. Even though this isn't the right fit, I'd love to stay in touch."

"No problem at all. I value our relationship more than any investment."

"I understand. If you know anyone who might be interested, I'd appreciate an introduction."

### **DON'T SAY THIS:**

"Why not?"

"Are you sure? This is a great deal..."

"You're making a mistake..."

"Fine, whatever..."

[Getting defensive or upset]

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