

# Common Equity Capital Raise Requirements

*Is my project a good fit?*



This is not your first rodeo



You have other sources of capital available



You have “skin in the game” on this project



Your project offers attractive project returns relative to risk



You’re willing to answer questions throughout the project

## *This is not your first rodeo.*

You have a solid track record in institutional commercial real estate investment - executing on business plans and meeting or exceeding return projections on behalf of your investors. We give preference to projects where the sponsor has a track record in, and focus on, the market, subasset class, and project type.

## *You have other sources of capital available.*

You don’t absolutely *need* capital from EQUITYMULTIPLE to go forward with your project. Rather, you can raise capital elsewhere, but you’re interested in exploring the benefits that online syndication offers: more passive, lower-cost capital; a streamlined capital raise process; and an opportunity to expand your investor network.

## *You have “skin in the game” on this project*

You are retaining an equity stake in your project. This assures us that you are properly aligned with the interests of our investor network, and sufficiently incentivized to meet and exceed timelines established in your business plan.

## *Your project offers attractive target returns relative to risk*

Based on micro and macro factors, and a thorough assessment of the market, you’ve conservatively modeled net returns that are attractive relative to the risk your project carries. We do our own independent underwriting on each potential project, giving preference to those with in-place cash flow.

## *You’re willing to answer questions throughout the project*

It’s critical that our sponsor partners are forthcoming with information, both during the capital raise and subsequent execution of the project. We often ask our sponsors to contribute a recorded Q&A session to walk through any questions prospective investors may have while they consider investing in your project.