NEELY PROPERTY INVESTMENTS · NOVEMBER 2026

The plan to finish The Aspen raise by year-end

Prepared for Brent Neely · based on our call of November 16

Leadfins Neely Property Investments

Our understanding

THE ASPEN TODAY

45 units, $8.75M

Closed August 28, 2026, bought 100% occupied at a 5.63% cap.

20.2% targeted IRR

2.36x net to LPs, 8% preferred return, $50K minimum. Targeted, not guaranteed.

Ahead of plan

NOI +5.4% vs plan for September and October, 44 of 45 units leased on November 12.

WHAT IS LEFT

About $1.2M by December 31

The bridge equity still to place with investors.

Or it stays with you

If it is not raised, it remains your position and slows the next deal.

Your time

Following up leads yourself while running buildings is hard, above all on weekends.

Deal figures from neelypi.com/deals/aspen, read November 18, 2026. Raise amount and timing from our call of November 16.

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Your record is the best ad



The Aspen

Boise · 45 units in 12 buildings

$8.75M purchase

100% occupied at closing

+5.4% NOI vs plan, first two months



North River

Boise · 16 units, built 1972

$3.3M contract price

$250K seller credit won in diligence

+11.5% blended market rent since closing

$34.9M

of real estate owned across Idaho and Oregon.

77 units

of apartments and townhomes, plus **92,000**+ sq ft of government-leased office.

Your cash in every deal

At least **5%** of your own money, same terms as investors.

Investors respond to proof. We would build the ads from these facts.

neelypi.com home, portfolio and deal pages, read November **18, 2026**. Self-reported figures, as stated on the site.

Where the campaign loses investors

	Your current campaign	A Leadfins multifamily sponsor client
Period and budget	About 30 days at about $150 a day	August 4 to October 1, 2026
Leads	About 200	411
Conversations or booked calls	**4 conversations, 2 follow-up meetings**	**144 booked calls, 35% of leads**
Cost	About $4,500 for 4 conversations	About $79 a booked call

Leads are not the problem

Your ads and your site already bring people in.

About 2% reach a conversation

4 of about **200**. The drop is between the form and the first call.

35% booked on our side

On a comparable multifamily raise, with a calendar right after the form.

Your figures as shared on our November **16** call (about **200** leads, **7** qualified, **4** conversations, **2** follow-ups). Client figures: Meta export and CRM, August **4** to October **1, 2026,** client not named. Most of its bookings came from a calendar shown right after the form.

Why it stalls, and how we fix it

WHAT YOU SHARED		OUR APPROACH
About 200 leads, 4 conversations Most leads were not reached while they were still interested.	→	**Every lead called within 5 minutes** Our setter calls as soon as the form comes in, with a calendar right after the form.
Weekend leads go cold A form filled on Saturday waits until Monday.	→	**Seven days a week** Weekend coverage, plus a text and a second dial when nobody answers.
You chase leads yourself Between running buildings and closing deals, follow-up slips.	→	**A setter trained on The Aspen** They know the memo, the fees and the downside case before the first call.
Calls are not screened Your time goes to people who are not ready or not accredited.	→	**Qualified before your calendar** Accreditation, a $50K+ check and timing are confirmed before booking.

Based on our November 16 call.

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Week one: call the leads you already have

About 200 Aspen leads

Already in your agency's account or your CRM. Nobody has called most of them fast yet.

$0 in new ad spend

Our setter works through them while the new ads are being built.

Same screening

Accreditation, check size and timing, then a call booked on your calendar.

Some of these investors may still be looking. It is the fastest way to year-end money.

Needed: an export of the leads from your current agency or CRM. How many are still active is unknown until they are called.

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What is realistic by December 31

Nov 19	Nov 20–24	Nov 25	Dec 19	Dec 31
Plan agreed	Build setter calls existing leads	New ads live	Last calls for year-end money	Deadline

Ad spend	Booked calls	Calls held	Investors	At a $100K average
$150 a day	30–45	21–31	2–4	$200K–$400K
$300 a day	**60–90**	**42–63**	**4–9**	**$400K–$900K**
$500 a day	100–150	70–105	7–15	$700K–$1.5M

The full **$1.2**M needs about **115–172** booked calls. It is the upper case, not a promise.

24 days live, Nov **25** to Dec **18,** at **$80–120** a booked call, a **70%** show rate and a **10–15%** close rate. Plus whatever the existing leads produce. The December **19** cutoff assumes accreditation checks and wires take one to two weeks; please confirm.

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Working back from the raise

$80 to $120 a booked call

Our estimate for The Aspen, based on comparable multifamily raises. Your offering sets the real number.

$100K average check

73% of 173 accredited investors in a recent campaign chose $100–200K. Your minimum is $50K.

Your close rate counts most

If you know yours from past raises, put it in.

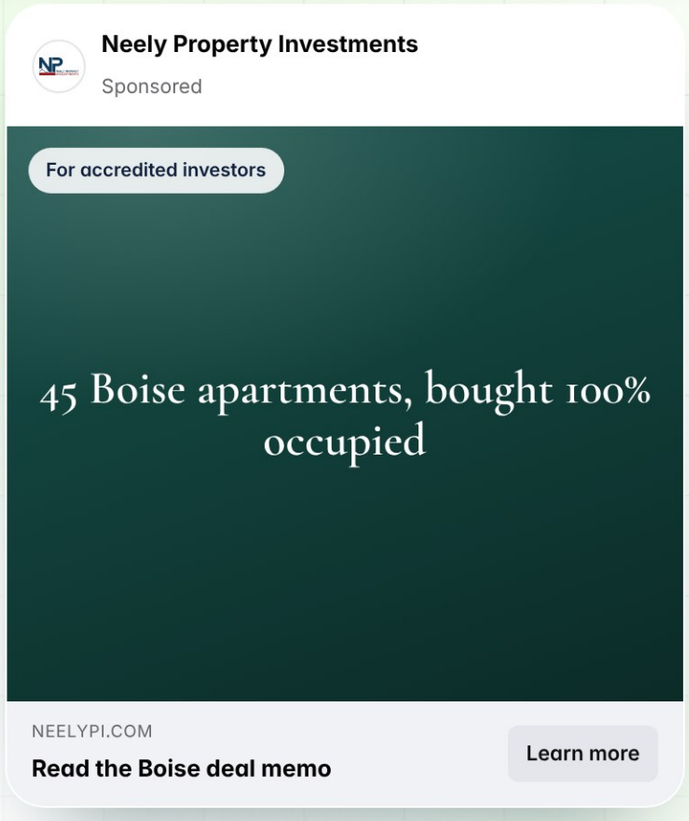
CALCULATOR · THE ASPEN, $1.2M

Target raise ($)	Average check ($)
1,200,000	100,000
Time frame (days)	**Cost per booked call ($)**
24	120
Show rate (%)	**Close rate on calls held (%)**
70	12

12 Investors needed	**143** Booked calls needed	**$17,160** Total ad spend
$715 / day Daily ad spend needed	**179 a month** Booked calls	**1.4%** Ad spend only, as % of the raise

Change any number. Booked calls needed = investors ÷ (show rate × close rate). Daily ad spend = booked calls × cost per call ÷ days.

The angles we would lead with



Example image ad: one fact per ad, no return figures in the image

You, on camera at The Aspen
30 to 60 seconds, in the voice of your podcast.

Ahead of plan in month two
NOI +5.4% vs plan in September and October.

Fees stated first
What you earn, shown before any return figure.

I walked away on the last day
The North River story and its $250K seller credit.

Depreciation, a question for your CPA
About $0.89 per dollar projected in year one, from the cost segregation study.

How the setter works

Within 5 minutes

Every new lead is called within 5 minutes of the form.

Seven days a week

Weekend leads are called on the weekend, with a text and a second dial.

Trained on The Aspen

The memo, the fees and the downside case, before the first call.

Qualified before booking

Accreditation, check size and timing, before your calendar.

Reminders and rebooks

Reminders before each call, and a new time if someone misses it.

Kept warm for the next deal

Investors who are not ready now stay in touch for your next Boise deal.

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The year-end sprint

Starts with your leads

Week one costs no new ad spend.

Nov 20–24 Ads, landing page and setter script built from The Aspen memo. Setter calls your existing leads.

Ads plus setter

New Aspen ads, and every lead called within 5 minutes, 7 days a week.

Nov 25–Dec 18 New ads live, every lead called within 5 minutes, weekly report.

Then the next deal

What works here carries into your next raise.

Jan 5 Review together: roll into your next deal, or stop.

The one number we report every week

Qualified calls held with accredited investors ready to place $50K or more, and the cost of each one. Mid-sprint check on December 8.

Needed from you: the lead export from your current campaign, Meta ad account access, your calendar, The Aspen memo, and your review of the ad wording.