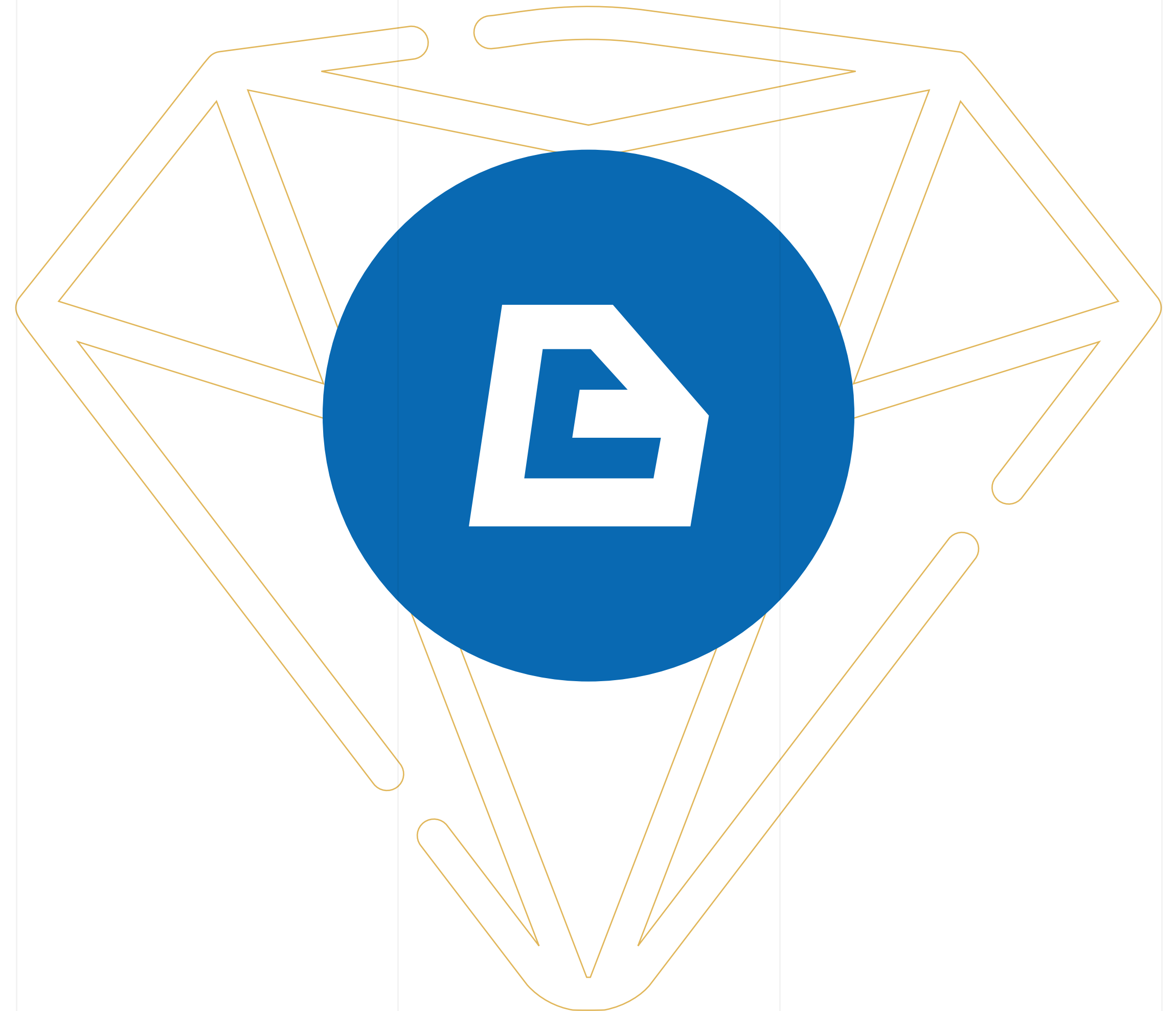


GAME OF BRAIT

The art and science of finding, funding and unlocking value of diamonds in the rough in commercial real estate



CONTENT

Game of Brait is a five step process of unlocking value in commercial real estate investments. This system is designed for individuals who have some experience in residential real estate or small balance commercial real estate looking to up their game.

LEARN HOW TO:

- 💎 FIND VALUE-ADD BRAITS
- 💎 NEGOTIATE CONTRACTS
- 💎 SOURCE CAPITAL
- 💎 MAXIMIZE VALUE
- 💎 RECAPITALIZE

ABOUT

Rafik Moore is the Founder and CEO of Caspian Group, a fully integrated commercial real estate investment firm based in Minneapolis MN. The company's main focus is on acquisition, adaptive reuse and development of well located industrial, retail, office and mix use assets. In 2022, Rafik formed Brait Capital, a real estate investment fund, with the intent of deploying capital as a strategic Limited Partner into deals procured by third-party sponsors. The purpose of the new venture extend the influence, to empower people and improve communities by making commercial real estate accessible and affordable through technology and raving fan tenant culture.

To date, Caspian Group has been involved in acquisition redevelopment leasing and management of over \$500 million of transactions across nine states. Brait Capital offers funding and strategic advisory services to third-party real estate sponsors and maximize risk-adjusted returns for investors through meaningful relationships and implementation of modern technologies



EVOLUTION

MY EVOLUTION AS AREAL ESTATE ENTREPRENEUR

Game of Brait is a five step process of unlocking value in commercial real estate investments. This system is designed for individuals who have some experience in residential real estate or small balance commercial real estate looking to up their game.

1 DREAMER

2 WHOLESALER

3 HOUSE FLIPPER

**4 RESIDENTIAL
RENTAL OWNER
MANAGER**

**5 RESIDENTIAL DEV
ELOPER**

**6 RESIDENTIAL APARTMENT
INVESTOR**

**7 SMALL
COMMERCIAL
REAL ESTATE
INVESTOR**

**8 PORTFOLIO
MANAGER**

**9 FUND AKA
ASSET MANAGER**

10 REIT MANAGER

KEY RESOURCES

THERE ARE FOUR DIFFERENT TYPES OF RESOURCES THAT A PERSON CAN OFFER TO A REAL ESTATE REDEVELOPMENT OPPORTUNITY

1) TIME/ENERGY

We all start off without any connections, information, or experience. Time and energy are the first resources a person may provide to real estate. You can do well in this industry, if you have time to manage properties and assets, find tenants etc.

3) RELATIONSHIPS

Having relationships with brokers or lenders or high net worth individuals, you by virtue of that relationship, can add value to the transaction and earn 5-10%

2) KNOWLEDGE/ EXPERIENCE

If someone has experience and knowledge of real estate industry, they can help others close a deal by taking some percentage. You can gain knowledge by taking courses, attending seminars, working on small industrial properties, retail and mixed use apartment building, and financing transactions.

4) CAPITAL/CREDIT

We all start off without any connections, information, or experience. Time and energy are the first resources a person may provide to real estate. You can do well in this industry, if you have time to manage properties and assets, find tenants etc.

FIVE STEP PROCESS

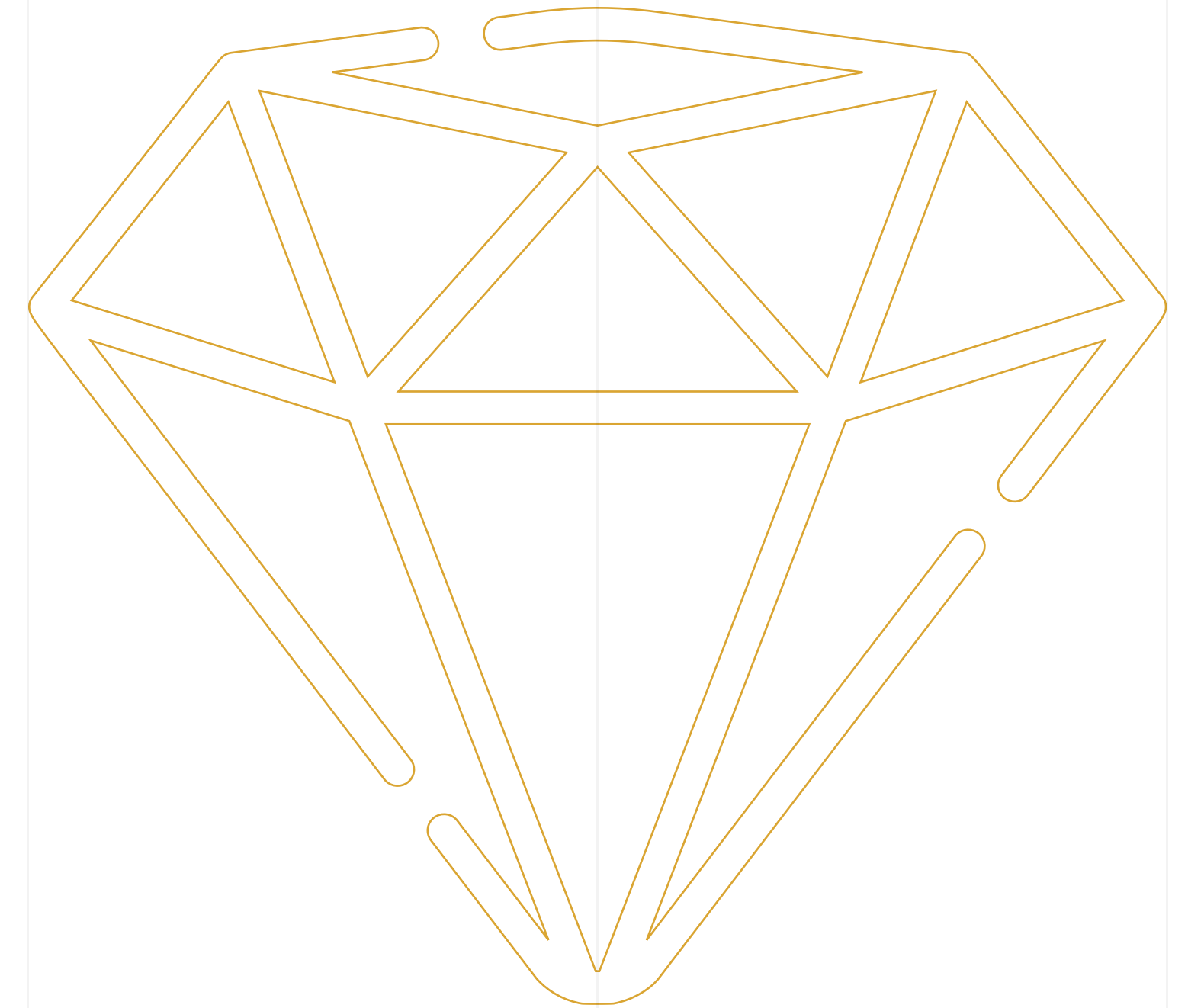
1 HOW TO FIND VALUE ADD
BRAITS?

2 CONTRACT
NEGOTIATIONS

3 HOW TO RAISE
CAPITAL

4 HOW TO MAXIMIZE NOI,
VALUE AND CASH FLOW

5 HOW TO REFI/SELL
TO RECAPITALIZE



FIVE STEP PROCESS

STEP 1 HOW AND WHERE TO FIND BRAITS

ON MARKET

- 💎 Create Saved Searches
- 💎 Relationships with Brokers
- 💎 Follow up on Stale Listings
- 💎 Properties with excessive vacancies
- 💎 Auction Listings
- 💎 Ask if Seller is open to flexible terms
- 💎 DO NOT THROW LOW BALL OFFERS

OFF MARKET

- 💎 Properties with Signs of Distress
- 💎 Foreclosure/Bankruptcy/Judgements
- 💎 Residential Wholesalers
- 💎 Delinquent Property Taxes
- 💎 Bank REO Managers
- 💎 Properties with Environmental Issues
- 💎 Zoning Changes or Violations
- 💎 Probate Lawyers

FIVE STEP PROCESS

STEP 2 CONTRACT NEGOTIATION

- 💎 Understand sellers true motivation
- 💎 Reciprocity is important - go the distance to meet sellers
- 💎 Your price my terms/always make 3 offers:
All cash Seller financing with low down payment Seller financing of down payment
- 💎 Use npv (net present value) calculation to offer seller price
- 💎 Ask seller to allow to show space to your tenants during dd
- 💎 Focus on cf/coc (cash flow/cash on cash) return more than price

FIVE STEP PROCESS

STEP 3 HOW TO RAISE CAPITAL

UNDERSTAND CAPITAL STACK

SENIOR DEBT

Senior debt is your conventional loans or your hard money lenders who will lend you anywhere from 75-80% of the acquisition price.

JUNIOR DEBT

Junior debt is generally recorded against the property as a mortgage and can be between 5-15%. In order for you to qualify for junior debt, you need to have a nice cash flow. If you don't, then look for mezzanine financing.

PREFERRED EQUITY

Preferred equity is the type of equity where you borrow 50-90% down payment from investors. In the end, your investor gets 6-8% before any distribution to you

MEZZANINE FINANCING

similar to junior debt, but the collateral for the mezzanine financing is membership units in the single asset LLC that owns the property and payments are taken from the profits. It also can be between 5-15%

COMMON EQUITY

Common equity is basically your good old down payment or capital that's used for procurement of these deals. And common equity is the most risky and the highest yielding investment tool for acquisitions of these properties

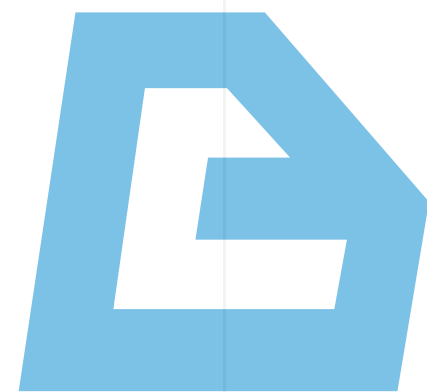
FIVE STEP PROCESS

STEP 3 HOW TO RAISE CAPITAL

- 💎 Always look for Debt/Equity even when you don't need it
- 💎 Personal loans/Mezzanine Debt/Pref Equity Common Equity
- 💎 Create a list of bankers/hard money lenders/private lenders/investors add to the list daily
- 💎 Create an executive summary template
- 💎 Substantiate your assumptions with market data comps
- 💎 Send Executive Summary to each lender/investor
- 💎 Create FOMO
- 💎 Key is to find a good deal and money will always be there
- 💎 Offer a buyout option

FIVE STEP PROCESS

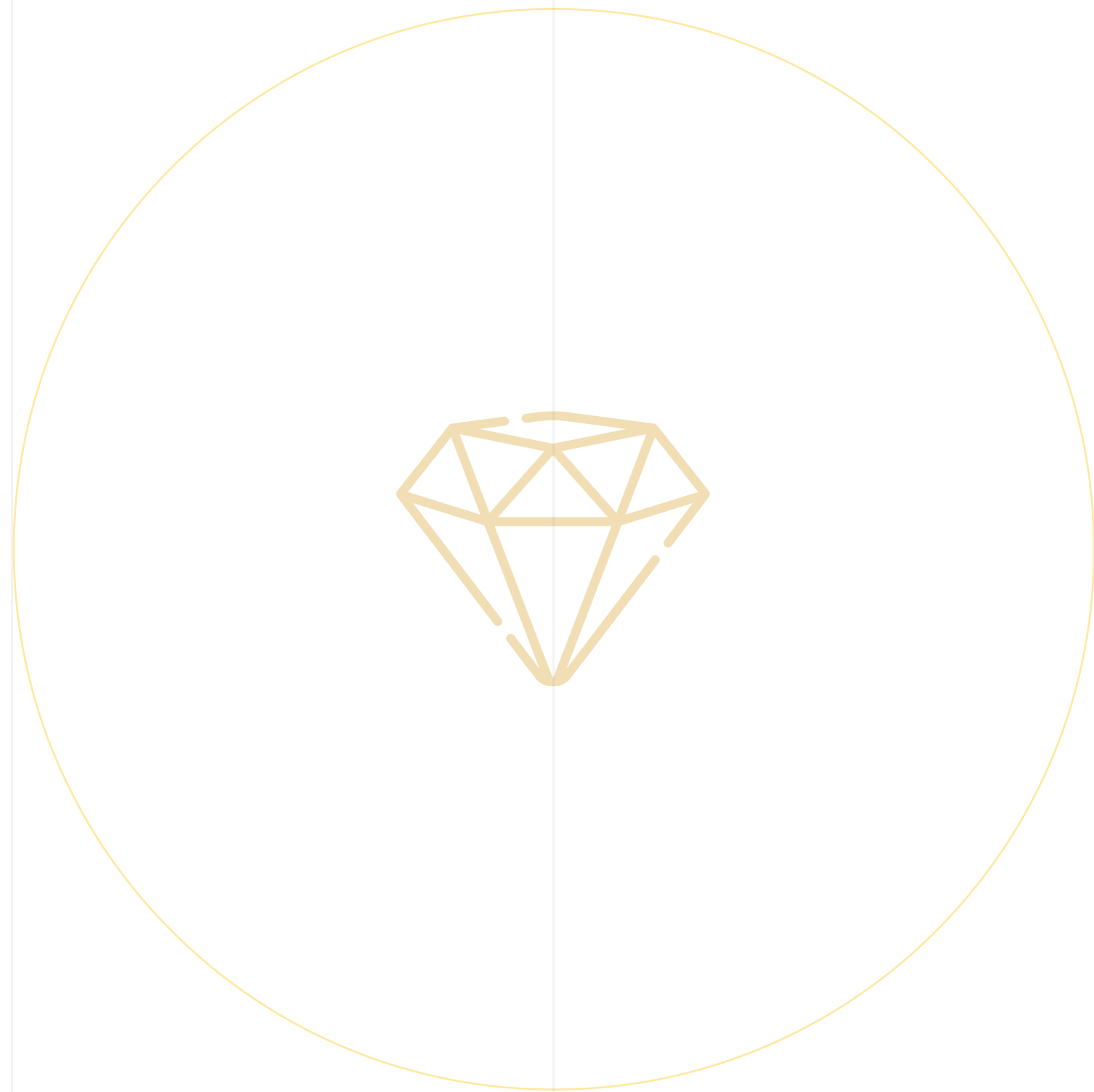
STEP 4 STABILIZE MAXIMIZE NOI, VALUE CASH FLOW



- | Create a 3D render of the improved project when talking to tenants
- | Always have an exterior appearance, improve signage/paint exterior and Sealcoat parking lot
- | Put available for lease posters in windows of vacant units
- | Camera/MasterKey/Digital Plans/360 videos
- | Phone number with a VA with prequal questions leads
- | Create a landing page with a funnel and pre-qual questions
- | Post on all platforms

FIVE STEP PROCESS

STEP 5 HOW TO REFI/SELL TO RETURN CAPITAL



- | Always Ask for I/O (interest only) during rehab
- | When financing always budget 20% more than expected
- | Plan plan plan in DD, execute immediately after closing
- | Lenders compete after 12 mo but don't before
- | Send appraiser the new rent roll rehab budget and always meet with him
- | Try not to overreach with the lenders don't be greedy. Only extract equity. Ask lender to hold funds in escrow to release after you demonstrate full 12 mo financial picture
- | Payoff your capital investors asap
- | Email all private lenders investors pics and description of concluded transaction. Create FOMO
- | Always have more lenders/bankers/ private investors than you need

CONTACT US

THANKS FOR WATCHING

Email info@braitcapital.com

Phone [+1 \(952\) 444-6060](tel:+1(952)444-6060)

Address [5325 W 74th St, Suite 9 Edina, MN 55439](#)

[f](https://www.facebook.com/braitcapital/) <https://www.facebook.com/braitcapital/>

[in](https://www.linkedin.com/company/brait-capital/) <https://www.linkedin.com/company/brait-capital/>

[@](https://www.instagram.com/braitcapital/) <https://www.instagram.com/braitcapital/>

[▶](https://www.youtube.com/@braitcapital7698) <https://www.youtube.com/@braitcapital7698>

