

***We prepared a Private Placement Memorandum for a large land parcel situated in the midst of a mega global city***

### **About Client**

Client is a Family Office based in Middle East with multiple investments in Real Estate.

### **Client Situation**

Client was looking for co-investors for a large parcel of land in midst of a global city in South East Asia. It also wanted an analysis on what could be done with the land like holding and selling it, holding and building a hotel on it and then selling it or holding, building a hotel and then operating the hotel. It also needed an opinion if it could be sold immediately after a stressed acquisition

### **Our Solution**

We prepared a well laid out PPM, designed with simple analytics but attractive graphics to get attention from investors. Following were the part of PPMs

- Details about the property
- All scenarios of what could be done with the property
- Analysis of cash flows and returns from all scenarios
- Profile of partners on the fund
- Property comparables
- Expected IRRs
- Property pictures
- Furnished property pictures

### **Outcomes**

- PPM was used to raise over 40 Million USD worth of co-investments