

FULL COURSE CATALOG

Mastering the Multifamily Business

The complete playbook for agents and investors to build income and wealth through multifamily real estate — from mindset to your first closed deal.

64 Lessons

7 Modules

5 Ways to Learn Each Lesson

Badges + Certificate

CREATED BY **JOSEPH JAMES, CCIM** | ROI-MUSE ACADEMY

MASTERING THE MULTIFAMILY BUSINESS

Enroll Today — Start Building Your Multifamily Business

www.roi-muse.com/multifamily-course



WHO THIS COURSE IS FOR

Built for Agents and Investors Who Are Serious About Multifamily

Mastering the Multifamily Business is designed for two kinds of people — and shows both how to win together. Wherever you're starting from, this course meets you there.

**Agents Going Multifamily**

Residential or commercial agents who want to add multifamily listings and sales to their business and finally speak the investor's language.

**Investors Moving Up**

Residential investors ready to transition into commercial — and current commercial investors ready to scale into bigger deals.

**Active CRE Professionals**

Agents and investors already working in commercial real estate who want a complete, structured system to close more and bigger deals.

BONUS: AGENTS + INVESTORS, GROWING WEALTH TOGETHER

This course also shows agents and investors how to grow wealth side by side — through joint ventures and syndications that turn relationships into long-term equity partnerships.



THE PROBLEM

Why Most Agents and Investors Never Break Into Multifamily

Multifamily is where the real wealth and commissions live. But almost no one ever gets a real shot at it — not because they aren't capable, but because no one ever taught them how. Sound familiar?

FOR AGENTS

- ✗ You know multifamily is where the money is — but you don't know where to start, so you stay stuck doing residential deals.
- ✗ You don't know your numbers — NOI, Cap Rate, DSCR, IRR — well enough to sound credible in front of a serious investor.
- ✗ You don't have a prospecting system for owners or investors, so your pipeline depends on luck instead of a method.
- ✗ You don't know how to structure or even discuss joint ventures and syndications, so the biggest commissions stay out of reach.

FOR INVESTORS

- ✗ You've built equity in residential, but you don't know how to underwrite or finance a multifamily acquisition with confidence.
- ✗ You don't have a power team — lenders, brokers, attorneys — built for commercial-scale deals.
- ✗ You don't fully understand syndications or joint ventures, so you're capped at what you can buy with your own capital.
- ✗ You don't have a repeatable system to find off-market multifamily deals before everyone else does.



THE COST OF WAITING

Here's What Staying Stuck Is Really Costing You

Every month you operate without a system is a month someone else is closing the deal, earning the trust, and building the wealth — permanently.

FOR AGENTS

- ▶ Every month without a system is another month of commissions going to brokers who actually understand multifamily.
- ▶ Investors can tell in the first five minutes whether you know the numbers — and they'll call someone who does.
- ▶ Without a prospecting system, "multifamily" stays a someday plan instead of a real line of business.
- ▶ The agents who learn the JV and syndication language now will be the ones investors call first for the next decade.

FOR INVESTORS

- ▶ Every deal you pass on because you don't understand the underwriting is wealth someone else is building instead of you.
- ▶ Without the right power team, one bad multifamily purchase can wipe out years of residential gains.
- ▶ Without understanding syndications and JVs, you're stuck buying only what your own capital allows.
- ▶ The market doesn't wait. Every quarter without a system is lost cash flow, lost equity, and lost positioning.

"The agents and investors who win the next decade in multifamily are the ones building the skill set today — not the ones waiting for the 'right time.'"



THE SOLUTION

Mastering the Multifamily Business: The Complete Playbook

Mastering the Multifamily Business is the most comprehensive multifamily real estate training program available for agents and investors. Across 64 lessons and 7 modules, you'll learn everything you need to build a high-performing multifamily business or portfolio — mindset, market knowledge, prospecting, investment analysis, due diligence, value creation, and closing.

64

LESSONS

7

MODULES

5

FORMATS / LESSON

1

CERTIFICATE

If you're an agent, you'll learn to prospect owners, talk numbers on the spot, and sell with the confidence of a seasoned commercial broker. If you're an investor, you'll learn to underwrite, finance, and run due diligence on acquisitions with the same rigor as institutional buyers.

GROW WEALTH TOGETHER

This course also teaches agents and investors how to grow wealth side by side — structuring joint ventures and syndications that turn deal relationships into long-term equity partnerships and recurring income.



HOW IT WORKS

Every Lesson, Taught Your Way

Everyone learns differently. That's why every single lesson in this course comes in five formats — so you learn the way that works best for you, and reinforce it before you move on.

**Full Lecture Chapter**

In-depth written chapter you can read, highlight, and reference anytime.

**Video Lesson**

Engaging video walkthrough of every concept, built from real slides and visuals.

**Audio Deep Dive**

Podcast-style discussion you can listen to in the car, gym, or between showings.

**Shareable Infographic**

A clean visual summary of the lesson — post it on social media to build your brand.

**Interactive Quiz**

Reinforce what you learned and confirm you're ready to move to the next lesson.

**Real-World Frameworks**

Templates, scripts, checklists, and sample documents you can use immediately.

Finish a module and earn a **Module Completion Badge** — proudly post it on social media and let the world know what you do. Finish all 7 modules and earn your **Course Completion Certificate**.



MODULE 1 OF 7

Mindset & Foundation

CHAPTERS 01–09 • 9 LESSONS

Every successful multifamily career starts before the first deal — it starts with purpose, clarity, and the right mental foundation. You'll leave this module with a complete business plan, a defined target market, and the strategic focus to build a high-performing multifamily practice from the ground up.

01

Starting with Purpose

Discover the “why” that keeps you motivated when deals get hard and markets slow down.

02

How To Develop a Strong Mindset

Build the resilience top producers rely on to handle rejection, slow markets, and deals that fall apart.

03

How To Create Clarity in Your Business

Cut the noise and build a clear roadmap so every decision gets easier.

04

Define Your Ideal Customer

Stop chasing the wrong clients and start attracting the ones who actually make you money.

05

How To Create Your Business Plan

Build a simple, focused plan you'll actually execute — not a 50-page document that sits in a drawer.

06

Sample Business Plan for Multifamily Professionals

See a real, production-ready business plan you can copy and adapt today.

07

Wealth Building Concepts

Learn how cash flow, equity, appreciation, and leverage actually create wealth in multifamily real estate.

08

Quiz: Wealth Building

Lock in the wealth-building concepts before you move into market and deal-finding strategy.

09

Goals, Strategies and Criteria

Set measurable goals and the deal criteria that keep you from chasing the wrong opportunities.



MODULE 2 OF 7

Market Knowledge & Deal Finding

CHAPTERS 10–18 • 9 LESSONS

Before you can serve investors and sellers effectively, you need to know your market inside and out. You'll learn how to select the right market, read the market cycle, and find the deals that everyone else misses.

10

What is a Good Deal and Cardinal Rules of Investing

Learn to spot a good deal in seconds — and the rules that protect you from costly mistakes.

11

Building Your Power Team

Assemble the lenders, attorneys, inspectors, and contractors every successful deal depends on.

12

Market Selection

Choose the market and submarket where your effort actually pays off.

13

Market Cycles

Know exactly where your market stands so you can advise clients with confidence, not guesswork.

14

Prospecting for Multifamily Listings

Build the pipeline system that keeps listing appointments on your calendar.

15

Best Ways for Investors to Find Deals

Discover every channel top investors use to find off-market and on-market opportunities.

16

Distressed Assets and Finding Motivated Sellers

Spot distress signals early and turn them into below-market acquisitions.

17

List Sources for Multifamily Properties

Get the exact databases and tools brokers use to build targeted owner lists.

18

Top Multifamily Brokerages and Auction Sites

Know the major players and platforms so you can compete — and win — in any market.



MODULE 3 OF 7

Prospecting & Lead Generation

CHAPTERS 19–27 • 9 LESSONS

Your multifamily business is only as strong as your pipeline. This module hands you the complete prospecting system top producers use — cold calling, direct mail, and creative outreach that keeps you in front of the right people, consistently.

19

The Art of Connecting with Prospects

Build authentic rapport and trust that keeps you top of mind with the people who matter.

20

Ideal Customers Before Prospecting and Clear Goals

Aim your outreach at the right targets so every call and mailer counts.

21

Use Hooks When Cold Calling

Craft opening lines that earn you 30 more seconds — and the conversation that follows.

22

Cold Calling Scripts for Multifamily Listings

Get field-tested scripts for hooks, objections, and closes on listing calls.

23

Cold Calling Scripts for Investors

Learn exactly what to say to position yourself as a resource, not just another broker.

24

Direct Mail Strategies for Success

Build a mail campaign that generates seller leads month after month.

25

Sample Direct Mail Letters for Agents

Get ready-to-send letter templates for intros, market updates, and follow-ups.

26

Sample Direct Mail for Investors

Use proven investor-facing mailers that position you as a trusted deal source.

27

Creative Strategies, Sources and Postcards

Add postcards, door-knocking, and referral systems that keep your pipeline full from every angle.



MODULE 4 OF 7

Investment Analysis & Metrics

CHAPTERS 28–38 • 11 LESSONS

To compete at a high level, you must speak the language of numbers fluently. This module covers every key investment metric — NOI, Cap Rate, Cash-on-Cash, IRR, DSCR, LTV — and how multifamily financing actually works.

28

Investment Performance Metrics

Learn NOI, Cap Rate, Cash-on-Cash, IRR, GRM, and Equity Multiple — the language of every serious deal conversation.

29

Investment Analysis Framework and Cash Flow

Apply a step-by-step framework to turn raw numbers into a real cash flow analysis.

30

Quiz 1: Investment Performance Metrics

Test your grasp of the core metrics before moving into financing.

31

Quiz 2: Investment Performance Metrics

Reinforce the numbers that matter most in every investor conversation.

32

LTV, LTC and Debt Service Coverage Ratio

Understand the ratios lenders use to decide whether a deal gets funded.

33

DSCR Requirements and Financing Options

Match the right loan product to the right deal, every time.

34

DSCR Loan Sources and Prepayment Penalties

Avoid costly loan traps and know exactly where to source DSCR financing.

35

Loan Terms, Lender Costs and Third Party Costs

Know every cost in a deal before your client gets surprised at closing.

36

Buyer Qualifications for Multifamily Loans

Learn what lenders require so you can pre-qualify buyers with confidence.

37

Multifamily Lenders and Quiz 1: Debt Service Coverage

Get a curated list of lenders and lock in your DSCR knowledge.

38

Quiz 2: Multifamily Financing

Confirm you're financing-fluent before you move into due diligence.



MODULE 5 OF 7

Due Diligence & Financial Analysis

CHAPTERS 39–50 • 12 LESSONS

The difference between a good deal and a great deal is what you discover during due diligence. This module gives you a complete, professional-grade process — inspections, rent rolls, P&L review, and capital expense assessment.

39

Due Diligence Types

Learn every category of due diligence so nothing gets missed before closing.

40

Operational and Capital Improvements Due Diligence

Evaluate the physical condition and capital needs of any property like a pro.

41

Multifamily Due Diligence Checklist

Get the comprehensive checklist that protects your clients from costly surprises.

42

Quiz: Multifamily Due Diligence

Confirm your due diligence process is airtight before you advise a client.

43

Current Rent Roll Analysis

Read a rent roll like an underwriter and catch what others miss.

44

Market Rent Analysis

Know what rents should be — not just what they are — to spot upside.

45

Current vs Market Rents and Rent Roll Activity

Find the hidden value gap between in-place and market rents.

46

P&L Analysis Step by Step and Trend Analysis

Break down a property's financials and spot the trends that matter.

47

Operating Expense Budget and Anomalies

Catch the expense red flags that signal a deal isn't what it looks like.

48

Common Operating Expenses in Multifamily

Know what's normal so you can spot what isn't.

49

Common Capital Expenses in Multifamily

Budget for the capital costs that protect your returns long term.

50

Quiz: Profit and Loss Analysis

Confirm you can read a P&L like a seasoned multifamily analyst.



MODULE 6 OF 7

Value Creation & Syndications

CHAPTERS 51–58 • 8 LESSONS

Creating value is what separates average investors from high performers. This module covers the exact strategies that increase NOI and force appreciation — plus how syndications and joint ventures actually work.

51

How to Increase the Value of a Multifamily Property

Learn the exact levers that force appreciation and boost returns.

52

Ideas For Value Creation

Get a full menu of renovation, repositioning, and income strategies that increase NOI.

53

Sample Business Plan for Multifamily Acquisition

See a real acquisition business plan built around a value-add strategy.

54

Syndications and How to Raise Money

Learn how syndications work and how capital gets raised for bigger deals.

55

Accredited Investor vs Sophisticated Investor

Know the legal distinctions that determine who can invest in your deals.

56

Syndication vs Joint Venture

Understand which partnership structure fits your deal — and your investors.

57

Profit Split Models

Learn how profits are structured and split between sponsors and investors.

58

Multiple Streams of Income

Build additional income streams inside your multifamily business beyond commissions.



MODULE 7 OF 7

Marketing, Listings & Closing

CHAPTERS 59–64 • 6 LESSONS

This final module covers the business development and transaction skills to market listings effectively, convert prospects into closed deals, and apply everything you've learned through a complete real-world case study.

59

How to Market Your Multifamily Listings

Package and market listings like the top brokerage teams in your market.

60

Proactive Prospecting with Your Listings

Turn every listing into a prospecting tool that generates new business.

61

Sample Letter of Intent (LOI)

Get a ready-to-use LOI template that moves deals toward contract faster.

62

Standard Clauses in a PSA

Know the clauses that matter most in every Purchase and Sale Agreement.

63

Multifamily Operations

Understand day-to-day operations well enough to advise owners after closing too.

64

Multifamily Case Study: Meadows Apartments

Apply everything you've learned to a complete, real-world deal from start to finish.



THE TRANSFORMATION

What Your Business Looks Like After This Course

This isn't about collecting information. It's about becoming the agent or investor who actually closes multifamily deals and builds real wealth. Here's what changes:

- ✓ You can sit across from any investor or seller and speak fluently about NOI, Cap Rate, IRR, and DSCR — and they take you seriously.
- ✓ You run a real due diligence and underwriting checklist on every deal, every time.
- ✓ You have a prospecting and deal-sourcing system running daily and weekly, instead of hoping the phone rings.
- ✓ You understand syndications and joint ventures well enough to structure one, raise capital, or partner into one.
- ✓ Agents can market and sell like a top-producing brokerage team; investors can underwrite and close like an institutional buyer.
- ✓ You hold a Course Completion Certificate and Module Badges that prove your expertise to every client and partner.



COURSE CREATOR

Joseph James, CCIM



Joseph James, CCIM is a commercial real estate agent and investor with extensive experience across commercial and multifamily properties. He created **Mastering the Multifamily Business** to give agents and investors the exact systems, numbers, and frameworks he uses in his own deals.

Joseph is the founder of **ROI-Muse Academy**, which delivers courses, training, and coaching for commercial real estate agents and investors, and the founder and CEO of **ROI-Muse Solutions**, a software platform offering an AI-powered CRM, marketing, and automation tools that help CRE professionals generate leads and scale their business.

Through ROI-Muse Academy, Joseph has built the most complete multifamily training curriculum available — distilling years of real deals, real numbers, and real mistakes into a step-by-step playbook any agent or investor can follow.

"I created this course because no one handed me a playbook when I started. I had to learn multifamily the hard way — deal by deal, mistake by mistake. This is the shortcut I wish I had."



Ready to Master the Multifamily Business?

64 lessons. 7 modules. Every framework, script, checklist, and metric you need to build a high-performing multifamily business — starting today.



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