PPM Planner

Section	Example	Response
Executive Summary	Summarize the opportunity in 2-3 sentences. Include: Who you are, what the asset is, and why it matters now.	
Company & Project Overview	What type of entity is offering this deal? Describe the asset, market, and timeline.	
Management Team	List bios of principals. What's your track record?	
Investment Structure	LP or LLC? Preferred return? Equity split? Explain ownership and decision rights.	
Terms of the Offering	Minimum investment? Total raise target? Time frame? Accredited-only?	
Use of Proceeds	List capital allocation: acquisition, renovations, fees, reserves, etc.	
Financials & Projections	Provide conservative 3–5 year pro forma with income, expenses, returns.	
Risk Factors	List 10+ risks specific to your deal. Include market, tenant, interest rate risks.	
Legal Disclaimers	Include standard Reg D disclaimers and investor suitability statements.	
Subscription Agreement & Questionnaire	Note that this is the part where investors acknowledge risks and confirm accreditation.	
Attorney Discovery List	Write down 3–5 attorneys with CRE Reg D experience. Add notes on pricing & style.	
Consultation Prep	Draft 5 questions to ask your attorney. (E.g. 'What's your process for risk disclosures?')	
Risk Identification Drill	Brainstorm 10 risks specific to your project. Get specific.	
Financial Snapshot	Draft a high-level 3-year pro forma. Acquisition cost, capex, income, expenses, returns.	
Subscription Agreement Review	Read a sample agreement. Note what stood out and any questions you had.	