

MULTIFAMILY GROUP

MULTIFAMILY EXECUTIVE, AFFORDABLE HOUSING FINANCE
APARTMENT FINANCE TODAY, DEVELOPER

Reaching over 80,000 multifamily executives each month



Where Does Multifamily Fit?



SF

Single Family

“Housing/ Residential”



MF (MDU)

Multifamily Housing

← It is **“Housing”** like SF
and
“Revenue Generating” like CRE...
but it is ... →



CRE

Commercial Real Estate

(Office, Industrial, Retail, Hotel)

“Revenue Generating Real Estate”

... a Different Business Sector

Unique Players (owners, developers, managers, builders)

Unique Business Traits (resident needs, zoning, financing, etc.)

Multifamily is a \$62.5 billion industry encompassing new construction, management and renovation of For Sale and For Rent Multifamily Housing

ARE YOU TARGETING THIS UNIQUE SECTOR?