



NEAL BAWA

CEO / FOUNDER

ABOUT NEAL

Neal Bawa is a technologist who is universally known in the real estate circles as the *Mad Scientist of Multifamily*. Besides being one of the most in-demand speakers in commercial real estate, Neal is a data guru, a process freak, and an outsourcing expert. Neal treats his \$345+ million-dollar multifamily portfolio as an ongoing experiment in efficiency and optimization. The Mad Scientist lives by two mantras. His first mantra is that *We can only manage what we can measure*. His second mantra is that *Data beats gut feel by a million miles*. These mantras and a dozen other disruptive beliefs drive profit for his 400+ investors.

Neal serves CEO / Founder at Grocapitus, an iconic, data-driven commercial real estate investment company. Grocapitus' 28 person team acquires and builds multifamily & commercial properties across the U.S. With more than 400 active investors and over 2,000 reviewing our projects, the Grocapitus portfolio currently spans across 9 states with 17 projects and 2,500+ units/beds. The powerful Grocapitus brand has a cult-like following of data driven investors. The result - Completed equity raises of \$103 million for Multifamily, Mixed-Use and Industrial acquisitions in the last 18 months, over 3,000 units purchased. Grocapitus is on track to close another 1,500 units in the next 12 months.

Neal loves public speaking and is an energetic and humorous speaker. He also serves as CEO at MultifamilyU, an apartment investing education company. He is a top-rated, in demand presenter at conferences and events across the country. Over 5,000 students attend his multifamily seminar series each year and hundreds attend his Magic of Multifamily Boot Camps. Tens of thousands listen to his podcast appearances and he has been featured in over 50 top rated podcasts and radio shows. Neal's asset management and revenue optimization techniques for multifamily are considered unique in the industry.

The Mad Scientist engages very frequently and deeply with his vast investor and RE Pro community, with tens of thousands of active connections and conversations across Facebook, LinkedIn, Meetup.com, Youtube and other channels. Neal is a backyard tomato farmer and a protein diet health nut. He believes in positivity and Karma. He is passionate about the sport of Cricket and about the enormous potential of self-driving electric vehicles to solve the global climate crisis.



- 400+ investors have invested in Grocapitus projects, with \$103M equity invested
- 2,000+ investors registered
- 17 projects diversified across 9 states
- Current portfolio valued at \$345M+
- Over 3,000 units/beds

PROPERTY PORTFOLIO MANAGED, CO-OWNED WITH INVESTORS

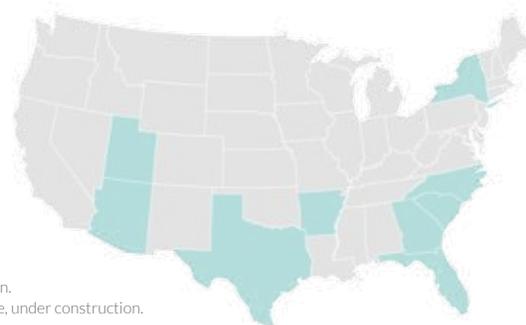
- 216 unit Multifamily, Atlanta GA
- 151 unit Multifamily, Dalton GA
- 174 unit Multifamily, Atlanta GA
- 138 unit Multifamily, Jacksonville FL
- 114 unit Multifamily, Tucson AZ
- 217 unit Multifamily/Mixed Use, Buffalo NY*
- 116 unit Multifamily, St George UT*
- 210 unit Multifamily, Provo UT**
- 46 unit Townhomes, Durham NC*
- 96 unit Multifamily, San Antonio TX*

- 194 unit Multifamily, Atlanta GA
- 240 unit Multifamily, Mesa AZ*
- 873 unit Self-Storage, West Memphis AR
- 2x16 plexes Multifamily, Houston TX*
- 6 buildings Flex Industrial, Salt Lake City, UT*
- 14 quadplexes Multifamily, Houston TX*
- 120 unit Multifamily, Greenville SC
- 22 unit Triplexes, Chicago IL (wholly owned)
- 13 unit Single Family, CA (wholly owned)



Multifamily University

- 10,000+ active community members in our meetups and Facebook groups
- 5,000+ students attend webinars
- Hundreds of students attend MultifamilyU bootcamps



*Under construction.
**Opportunity Zone, under construction.



PROPERTY PORTFOLIO



RTP₁ Townhomes

NEW CONSTRUCTION, DURHAM NC

MILL RACE PHASE 1A
NEW CONSTRUCTION



PROVO, UT

PARK CANYON
CLASS B+ VALUE-ADD



DALTON, GA

FAIRVIEW
CLASS B VALUE-ADD



GREENVILLE, SC

WINDWARD FOREST (SOLD)
CLASS C VALUE-ADD



ATLANTA, GA

THE GRID
NEW CONSTRUCTION



BUFFALO, NY

LAKWOOD OAKS
CLASS C VALUE-ADD



JACKSONVILLE, FL

EQUINOX AT KNIGHT
CLASS B VALUE-ADD



ATLANTA, GA

COYOTE CREEK
NEW CONSTRUCTION



ST GEORGE, UT

CHELSEA PLACE
CLASS C VALUE-ADD



ATLANTA, GA

EQUINOX ON PRINCE
CLASS C VALUE-ADD



TUCSON, AZ

STORAGE DEPOT
VALUE-ADD + NEW CONSTRUCTION



W. MEMPHIS, AR

UNIVERSITY OAKS
NEW CONSTRUCTION



HOUSTON, TX

WOODS CROSS FLEX
NEW INDUSTRIAL CONSTRUCTION



SALT LAKE CITY, UT

PARK LANE HOUSTON
NEW CONSTRUCTION



HOUSTON, TX

BOTANICA OAK HILLS
NEW CONSTRUCTION



SAN ANTONIO, TX

FALLS AT CRISMON COMMONS
NEW CONSTRUCTION



MESA, AZ



grocapitus



Multifamily University

**NEAL
BAWA**



**LOCATION MAGIC
WORKSHOPS**



**APARTMENT
MAGIC
BOOTCAMPS**



**... AND MANY MORE
EVENTS ACROSS
THE NATION**

INVESTOR REVIEWS

“

"I've invested in 6 of Neal's projects. As I write this, we just had the first successful exit: the Windward Forest Multifamily project, where we earned >20% IRR. Neal and Ana are syndicators. They find projects that offer solid, stable and steady returns, and they put the right people in place to run each project. Each project is a separate LLC legal entity and is independent of the others. The funding comes from people like me; usually there is also a bank loan, which increases the overall return (but adds a risk, obviously).

Overall, I am very impressed by Neal's approach. It's all about the numbers. He uses public and private data to find the fastest-growing metros in the US in terms of individuals income, new jobs creation and inflow of people. Then he narrows down to towns that have steady employment, good cap rates, and a shortage of rentals. He vets every project carefully before jumping into it. His presentations of each project are packed with meaningful, down-to-earth facts and calculations. This is on the acquisition side.

Then comes another big responsibility: putting a successful team in place to run the project. These teams do an amazing job. For each project the team prepares a monthly update that is packed with facts and numbers. Every quarter there is also a webinar where investors like me can ask questions and see the numbers down to each cent being spent and earned; think of these like company quarterly earnings reports.

Neal is extremely agile. Until COVID hit us, his projects were mostly multifamily deals (each with some value-add strategy that should increase the NOI). Since then, he realized that there may be higher risk in such deals due to tenants' unemployment, inability to pay rent, and eviction restrictions. So his last few projects are construction projects that will hopefully get completed after the pandemic is over. Still, I am very impressed by the multifamily projects performance: the occupancy levels have not gone down, and rent collection is very high, given the circumstances. I personally like the multifamily projects more, as they offer dividends from the rent income, and it's easier to predict their performance. Anyways, I trust Neal's numbers, so I have invested in his recent construction projects, too. Keep them coming, Neal!"

- IVAN Z

The GRID, Buffalo NY



INVESTOR REVIEWS

“

“I have invested in a couple of opportunities with Grocapitus. One of them is a multifamily property, which has been performing superbly, and way better than the initial predictions. The second one is a new construction project, which is on-time, even during the COVID-19 pandemic. And the marketing material that the team has put together to lease these new units is top-notch. Awesome job by Neal and his team in managing the properties and consistent communication with their investors.”

As a Limited Partner investing in a syndication, for me, trust is a big factor. With Neal’s vast experience in multifamily construction, data-driven approach, and creative ways in solving problems as well as straightforwardness helped in creating the trust. I look forward to working with Neal on future opportunities.”

- AVINASH P

“

“I have several investments with Neal Bawa through Grocapitus. I trust that his underwriting is conservative and accurate. He is very knowledgeable about market conditions and is happy to share his research. During the course of the investments Neal and Anna are both very responsive and prompt in answering questions. Their reporting is consistent, timely, and provides an honest portrayal of how the property is doing. The returns I have received on my investments have been very close to proforma projections, even in these very difficult pandemic times. I would definitely invest with Grocapitus again in the future.”

- FARZANA P

“

“Challenging times take a dedicated group to plan and execute to meet investment objectives. The site and asset management teams at Grocapitus have worked hard to maintain occupancy, keep tenants safe, and delinquency low. Collectively, they have effectively managed expenses and incrementally increased rents to exceed NOI budget expectations.”

- ROB D

“

“Thank you for a thorough and newsy update. I am still in awe of your work efforts and completions in such a short timeframe. And in these hot, hot, hot summer months no less. The report is very detailed and it makes me feel like I am there to look at it all. Thank you for your dedication to excellence and for all your conscientious efforts. It is much appreciated.”

- LISA H

Park Lane, Houston TX

INVESTOR REVIEWS



"Neal and his team are awesome! I've invested in 4 projects with him and after 2 years we've already sold one. He's outperformed other syndicates that I've invested with for much longer. I love getting his monthly updates. It's rare to have a syndicator update us so regularly. Grocapitus is a breath of fresh air. They do things differently and way better than their competitors. Thank you Neal for being an amazing leader to your team! I couldn't be happier with the results so far. Looking forward to investing more in the future."

- SARAH L



"I invested in Grocapitus' project because I liked their data driven approach to analysis and conservative underwriting. So far results have been delightful as the project has outperformed the projections and continues to perform well even during the coronavirus crisis. I also appreciate the fact that Grocapitus is easily available and they make it a point to communicate personally to address any questions I might have."

- ANSHU S



"As an investor in Park Canyon I am so impressed with the management team. One of the things that I really like are the quarterly updates of the project. They keep you informed of what is going on with the project and point out both the good and the bad. You are never kept in the dark about your investment. This is a fantastic project and I am so happy that I am an investor!"

- KATRINA J



"I had met Neal at a real estate investor meetup a few years back. Neal was very positive about investing in multifamily. He does a lot of research using data analytics on markets, identifying growth areas, finding good neighborhoods and shares the data and his findings with interested people and clients. His presentations are filled with a lot of info about the market, the property, the financials the expected returns, and his team patiently answers questions. One of our investments with Neal had an exit with better than projected returns (during uncertain times with the pandemic)!!"

- VENGAL D

Equinox at Knight, Atlanta GA



GROCAPITUS TESTIMONIALS

"Super meetup event. Neal is an expert in real estate and rentals. He is the best teacher I have met in the last 3 decades and he is willing to share his knowledge to all attendees, including some potential competitors down the road."

- EUGENE S

"I was simply blown away by my first time attending a BAMF meetup. Neal Bawa's presentation was phenomenal. It was packed full of relevant, tangible, and actionable information. This group's culture of open sharing and abundance mindset is nothing short of admirable. I will be attending future meetups as often as possible."

- RYAN F

"I just want to reach out and thank you for all your insights. I feel like a young padawan learner in this real estate syndication game. You have given my wife and I the perfect roadmap to generate a treasure map of the U.S. and to make data-driven decisions so we can remove the emotions out of our choices in markets we are investing in. I feel like I have had a light saber with my software developer / data-science background and you just taught me how to use the force. I really look forward to learning so much more from you."

- PHILIP G

"Neal, I've had tremendous response from your presentation. You are absolutely one of the most fascinating and powerful forces in the space right now. A true gentleman, professional, and magician of words and ideas. And what I love is that there is no sales pitch, only knowledge-based education which leads to lucrative results. I'm truly humbled to see your process in action. Thank you for being abundant."

- STEVEN BOND, Organizer, Utah IREI Summit & CEO,
Fourplex Investment Group

"This was an excellent, hands-on working session that went deeper than almost any meetup training one could expect. Neal is clearly an expert in both real estate investing and efficiency. There is so much he could automate or outsource, it makes it possible to scale up faster with less cost and risk. Great session."

- RYDER M

"Meeting you was a highlight of Expo. The way you apply demographics to your investment selection was prudent, wise and quite honestly not understood by most."

- EREZ T

RTP1 Townhomes, Durham NC

