**OM Sample Table of Contents**

***I. Executive Summary****The executive summary is often considered the most important section of the OM and gives your reader a quick snapshot of the opportunity.*

* **Overview** - a concise overview or “teaser” of your property and its unique selling points. It should very quickly help answer the question: why would anyone want to purchase this property?
* **Investment Summary** – key points that summarize the investment opportunity including offering price, price/unit, price/sqft, number of units and occupancy.
* **Offering Procedures** – include information about the term of sale, how to schedule a tour and details about the offer process.

***II. Property Details****This is a more in-depth section where you can provide more specific information and emphasize key aspects of the property such as:*

* Property description that includes the property’s main features and key amenities
* Building specifications
* Location (including maps & aerials)
* Site plan of the property
* Floor plate and sample floor plans
* High-resolution property images

***III. Market Summary****Here you can use content and data that specifies the advantages of the area in which your property is placed using:*

* Market overview (local economy, market trends, education, transportation, recreation)
* Local and regional demographics information
* Sales/Lease comparable analysis
* Employment growth trends

***IV. Financials****Incorporating reliable and accurate financial data is crucial and should include:*

* Financial overview (pricing, project revenue, projected expenses, returns)
* Rent roll displaying information about tenants, lease information (leased RSF, start and end dates), and annual rents.
* Pro forma cash flow analysis
* Cash flow assumptions

***V. About Your Company****Finally, a small section about you - who you are and your company details. The back cover is a good place to put your company logo and contact details, to leave a lasting effect.*