



## SAGE PROMPT PACK

### Information Memorandum / Raising Finance

#### How to use these properly

Don't just dump a lazy one-line prompt into Sage and then complain she "gave you rubbish."

The quality of the output depends on the quality of the context.

#### Best practice:

Paste in:

- property address
- strategy
- deal summary
- feasibility numbers
- scope of works
- likely end value
- comps
- your intended exit
- anything you already know about the suburb / buyer

Then refine.

#### Rule:

**Use Sage to think better — not just write faster.**

# PROMPT 1

## **Extract My IM Structure From My Deal**

### **Use this when:**

You've got a deal, some notes, a feasibility and a rough strategy – but you don't know how to organise it into an IM.

### **Writing**

I'm preparing an Information Memorandum (IM) for a property deal and I want you to help me structure it properly.

This is for a lender, investor or private funder.

Please organise the deal into the following sections:

1. Executive Summary
2. Borrower / Entity / Team
3. Project Overview
4. Market Positioning
5. Comparable Evidence
6. Financial Summary
7. Risks + Mitigation
8. Supporting Documents / Appendices

Important:

- Keep the tone commercially credible and grounded
- Do NOT make it hypey or salesy

- If anything important is missing, identify what I still need to gather

Here is the deal information:

[PASTE YOUR DEAL NOTES / FEASIBILITY / SCOPE / TIMELINE / STRATEGY HERE]

### **Why this is useful:**

This is the **best starting prompt**.

It turns “messy deal thinking” into a usable IM structure.

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## **PROMPT 2**

### **Write My Executive Summary Properly**

#### **Use this when:**

You’ve got the deal, but your opening summary sounds weak, vague or too “real estate brochure.”

Writing

Help me write the Executive Summary section for my Information Memorandum.

This section needs to clearly explain:

- what the deal is
- what is being funded
- what the strategy is
- what the expected outcome is
- why it makes commercial sense

Please make it:

- concise
- credible
- commercially intelligent
- suitable for a lender, investor or private funder

Avoid:

- hype
- fluffy adjectives
- overpromising
- generic filler

Here are the deal details:

[PASTE DEAL DETAILS HERE]

**What this does:**

It helps them avoid sounding like:

“This incredible opportunity offers outstanding upside...”

...which is usually the moment credibility dies.

## PROMPT 3

**Turn My Feasibility Into an IM Narrative**

**Use this when:**

They have numbers but can't explain the deal in words.

This is very common.

Writing

I have completed a feasibility for a property deal and I want you to help me convert the numbers into a commercially credible IM narrative.

Please explain:

1. Where the value is being created
2. Why the project is commercially viable
3. What the margin is dependent on
4. What assumptions matter most
5. What a lender or funder would likely focus on

Keep it:

- commercially grounded
- conservative in tone
- clear and easy to understand

Do not make it sound like a pitch deck.

Here is the feasibility / key deal data:

[PASTE FEASIBILITY OR SUMMARY HERE]

**Why this matters:**

This is one of the most valuable prompts in the pack.

Because lots of people can build a spreadsheet.

Very few can explain what the spreadsheet **means**.

# PROMPT 4

## Help Me Explain the Value-Add Clearly

### Use this when:

The deal is decent, but they're struggling to articulate:

"Why this one?"

Writing

Help me clearly explain the value-add strategy for this deal in a way that would make sense to a lender, investor or private funder.

I want to explain:

- what is changing
- how value is being created
- why this strategy suits this property
- why the uplift is commercially realistic

Please make it:

- practical
- commercially clear
- not fluffy
- not hypey

Here are the deal details:

[PASTE PROPERTY + STRATEGY + SCOPE HERE]

### Why this is powerful:

This helps users stop writing useless phrases like:

"This property has great potential."

Potential is not a strategy.

## PROMPT 5

### Write My Borrower / Capability Section

#### Use this when:

They're not a huge developer and feel awkward talking about themselves.

This prompt helps them sound credible **without pretending**.

Writing

Help me write the Borrower / Experience / Capability section of my Information Memorandum.

I want this section to sound:

- capable
- credible
- commercially mature
- realistic

Please help me position:

- my own experience
- the role I am playing in the project
- the strength of the team supporting me
- why I am still a credible borrower / operator even if I am not a large developer

Important:

Do NOT overstate experience.

Do NOT make me sound like something I'm not.

Use a grounded, professional tone.

Here is my background and team:

[PASTE YOUR BACKGROUND / PRIOR DEALS / TEAM DETAILS HERE]

**Why this matters:**

This is where many beginners either:

- undersell themselves  
or
- cosplay as Mirvac.

Both are bad.

This gives them a middle lane:

**credible without pretending**

# PROMPT 6

## Help Me Write the Market Positioning Section

### Use this when:

They've got suburb data, but don't know how to turn it into an actual resale argument.

Writing

Help me write the Market Positioning section for my Information Memorandum.

I want to explain:

- why this suburb / pocket makes sense
- who the likely end buyer is
- why this product should sell
- what demand supports the end value

Please use the information below to write a concise, commercially credible section.

Important:

- interpret the data rather than just repeating it
- focus on resaleability and buyer demand
- do not make exaggerated claims

Here is the suburb / market data:

[PASTE BOOMSCORE / REPORT / LOCAL INSIGHTS / SALES PATTERNS HERE]

### Why this is useful:

This stops them from just dumping stats and hoping the lender reads tea leaves.

# PROMPT 7

## **Pressure-Test My Comparable Sales**

### **Use this when:**

They have comps, but don't know if they're actually good.

This one is very useful.

### Writing

Review these comparable sales for my Information Memorandum and tell me whether they are actually strong comparables for supporting my projected end value.

Please assess:

1. Which comps are strongest
2. Which are weak or misleading
3. Whether my projected end value looks conservative, fair or aggressive
4. What I should say to justify my end value more credibly

Important:

- be strict
- think like a cautious lender or investor
- do not just agree with me

Here are the comps and my projected end value:

[PASTE COMPS + END VALUE HERE]

### **Why this matters:**

This is where users often unconsciously cherry-pick.

This prompt forces Sage to challenge them.

Very valuable.

## PROMPT 8

### **Write a Proper Risk Analysis Section**

#### **Use this when:**

They're about to write "market risk / construction risk / financial risk" and call it a day.

No thank you.

Writing

Help me write a realistic Risk Analysis section for my Information Memorandum.

Please identify the most relevant risks for this specific deal and write them in a commercially credible way.

Include:

- what the risk is
- why it matters
- how it is being mitigated

Possible categories may include:

- timing risk
- build / scope risk
- approval risk
- finance risk
- resale risk

- cost blowout risk

Important:

- tailor this to my deal
- do not make it generic
- do not pretend the risks are tiny
- do not sound alarmist either

Here is the deal information:

[PASTE DEAL SUMMARY HERE]

**Why this matters:**

This is where the IM starts to feel like it was prepared by someone who has actually done something before.

## PROMPT 9

**Stress-Test My IM Like a Lender**

**Use this when:**

They've drafted the IM and want Sage to review it critically.

This is probably the **highest-value prompt** in the whole pack.

Writing

Act like a cautious lender, private funder or experienced investor reviewing this Information Memorandum.

I want you to pressure-test it honestly.

Please tell me:

1. What is clear and credible
2. What feels weak, vague or unconvincing
3. What assumptions are not properly supported
4. What would make you hesitate
5. What I should improve before sending it

Important:

- be commercially critical
- do not just be polite
- do not rewrite everything unless necessary
- focus on what would affect confidence and fundability

Here is my draft IM:

[PASTE IM DRAFT HERE]

**Why this is so good:**

Because most people don't need more encouragement.

They need a **better bullshit detector**.

This gives them one.

# PROMPT 10

## **Rewrite This So It Sounds More Fundable**

### **Use this when:**

They've drafted a section but it sounds clunky, overhyped, amateur or too AI-ish.

Writing

Rewrite the following section of my Information Memorandum so it sounds more commercially credible, fundable and professional.

Keep the meaning the same, but improve:

- clarity
- confidence
- structure
- tone

Important:

- do not make it hypey
- do not make it too long
- do not use generic AI language
- keep it grounded and commercially intelligent

Here is the section:

[PASTE SECTION HERE]

### **Why this is useful:**

This is the clean-up prompt.

Very handy once they've got a rough draft.

# BONUS PROMPT

## **Ask Me the Questions I Haven't Thought Of Yet**

This is a really good one.

Because often the problem isn't the writing.

It's the missing thinking.

Writing

I'm preparing an Information Memorandum for a property deal.

Based on the details below, ask me the most important questions I may not have thought through yet before I send this to a lender, investor or funder.

Focus on:

- deal clarity
- risk
- execution
- end value
- market fit
- timeline
- evidence gaps

Be commercially sharp and challenging.

Here is my deal:

[PASTE DEAL HERE]

**Why this is useful:**

Because it turns Sage into a **commercial sparring partner**, not just a writer.

That's exactly how she should be used.