MERGED TRANSCRIPTIONS: PEA WS 12 2024

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📋 INCLUDED FILES:

1. PEA 2024 - Workshop 12 - Session 1 - Transcription (19,512 words)

2. PEA 2024 - Workshop 12 - Session 1 - Transcription (19,512 words)

3. PEA 2024 - Workshop 12 - Session 2 - Transcription (18,196 words)

4. PEA 2024 - Workshop 12 - Session 2 - Transcription (18,196 words)

5. PPN Awards\_Transcription - Transcription (13,654 words)

6. PPN Awards\_Transcription - Transcription (13,654 words)

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📄 FILE 1: PEA 2024 - Workshop 12 - Session 1 - Transcription

📊 Words: 19,512 | Original: PEA 2024 - Workshop 12 - Session 1 - Transcription.docx

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Session 1\_Transcription

[Speaker 6] (1:58 - 6:48)

Thank you very much. I've tried. Okay, ladies and gents, that's your three and a half minute warning three and a half minutes.

Okay, ladies and gents, that's your two minute warning. Can you take your seats moving please? You got to read the emails, Keelan.

Let's go ladies and gents, 90 seconds to, oh, Jesus. Can you help me? Ladies and gents, get your way into the room.

Take your seats. Let's go guys and girls. Let's get ourselves into the room.

It's awards day. Guys and girls, that's your one minute warning. Take your seats, please.

Take your seats. Let's go guys and girls. It's awards day.

30 seconds. Take your seats, please. Make your way into the room.

Let's go. Everybody together. Disco Inferno.

Let's go. Let's go. Disco Inferno.

Let's go. Disco Inferno. All right.

Okay, we like that. A bit of different music going on. Good morning.

Good morning. All right, are we excited?

[Adam Goff] (6:48 - 7:07)

Say yes. You don't have to be nervous now, apart from five or 10 of you who are going to be in the finals, but you don't know who you are. To be honest, Bianca told me last night and my brain's like a goldfish.

I've completely forgotten. So if I've thrown you off this morning by saying something like good luck or whatever it is, who knows? Who knows?

Who was up late last night practicing?

[Speaker 6] (7:11 - 7:25)

Just KC then? I'm only joking. I'm only joking.

I'm only joking. Guys, this is it. Workshop 12.

This is it. This is the end of the line for this year. Who is ready for a break?

[Adam Goff] (7:26 - 8:27)

Yes, I am. I am. Get on a flight tonight and I've got a week off booked on Monday.

So I hope you've all got similar breaks or you've had a good break over August. Who was away in August? Okay, cool.

Yeah, everyone with kids. Good. So yeah, welcome to the awards day.

All right. So it's going to be a different format today. There's going to be different things going on.

As you can see, it's slightly different on the AV. So just, yeah, hopefully you're gonna have a really good day. Really look forward to your feedback.

We're trying something new. So really welcome it. Who enjoyed doing the presentations on Zoom rather than doing them in the room?

Pretty much everyone. Yeah, great. Well, we had some good feedback.

No, people didn't. Okay. Who didn't enjoy it?

Who preferred it in the room? Okay. Yeah, interesting.

Yeah. Yeah. Unfortunately, you've been outvoted.

So like I said, like all things, we try it, see how it goes. And so am I interrupting some people? Some people, have you not caught up?

Chelsea, do you not chat to mum enough?

[Speaker 6] (8:31 - 8:32)

Okay.

[Adam Goff] (8:33 - 14:36)

And look, summer mode. This is it. You know, we've been absolutely balls to the wall, been going full pelt.

And we've been pulling it in to make it happen. And you will already feel a tremendous sense of achievement from pulling your end of year presentation together. And if you haven't posted it yet in the app, I would recommend you do it because it's such a valuable exercise.

It's not arbitrary. We don't do things because. We do things because what they're actually doing is they're formalising and like summarising the learnings from the year.

And really, as you guys know, because you're on advanced, what we're actually doing is starting the strategy gun. We're already now setting our strategy subconsciously and consciously in our minds, because we're writing lessons learnt down, we're figuring out what went well. And we're already actually in like cave time by doing our presentations.

Do people know what I'm talking about? Some of you show of hands, do you understand what I mean? So now, you know what's coming.

You don't wait until the 10th of October to start getting your journals out. You want to feel inspired after doing it. And you know, you want to be already journalling and more or less keep and lessons learnt and turn them into mantras.

And that's what today and the end of the year is supposed to do. It's supposed to crystallise the learnings and inspire you to go into autumn and get ahead of the game. You know, because as we all know, you're never done in business.

So the sooner you can get ahead of the game, the easier everything is. And the easier your January presentation will be. This is it.

We're now, what's it getting light at like six o'clock now, 6.30. So it's getting much more normalised, isn't it? We're kind of almost about halfway point before we go into the dark autumn. So as I said, today is going to be a little bit different.

It's not just a day of presentations like it's been previously. We are going to mix it up. The first session is all about levelling up.

So we're going to have an inspiration station section, which has gone down really well. We're going to talk about how you can level up. I'm going to share with you some things that you need to do with your team, with people close to you at the end of summer to say thank you to them, to make sure you show good leadership and that they want to come around the track with you again.

And Josh is going to come on stage. He's got a very special announcement. So that's session one.

Session two, we've got the grudge match. Okay. Dan's worn his funeral attire today because it might be his funeral because he's going to go down.

All right. He is going down. All right.

Yes, he's had a baby. There are baby photos in his presentation. I've had a sneak look at it.

It's seriously underhand tactics. I'm only joking. But no, Dan and I, you know, best of friends most of the time, except for those two days a year where we go head to head.

So you've got that to look forward to. In session two, we're going to have our deal of the year finalists. So I'm going to announce the deal of the year finalists at the end of session one.

You are going to take your decks to deck in the break, and then you will present during session two, and then we'll announce those awards at the end of session two. And then Dan's coming on to do a session called complete before Christmas. Slightly to do with Bounce Back Boom, things we need to get done.

What do we need to get done before we go into Christmas? We're not just on holiday for the next three months. And then session three is the end of year awards, the finals, the top five performers from the community going head to head for property entrepreneur of the year.

And all of the awards over to the right. So there's a few more awards today. So try not to look at them too closely.

Okay. The big news about today is that we are going to stream the finals live on social media. So from 2.30 till 4.30, just remind everyone not to swear. All right, because you'll be on Big Brother. So we'll be streaming it across our socials, which should be fantastic for everyone. So that's not a new thing.

We're excited about today. Exactly. It's going to be so three people are excited about today.

Guys, we're going to be on TV. All right. Are we excited about today?

Yes. Okay, good stuff. Right.

So a little bit behind the scenes, what's been going on behind the scenes so far, these walk the talk examples. To be honest, I just want to give a massive shout out to one of our longest standing property entrepreneurs, one of our world class women, Jackie Goodman. Jackie Goodman hosted for the first time ever our Blueprint virtually.

We'd never done it before. We didn't know how it was going to go. First day was warming the tires.

There was a few technical issues and Jackie held it all together. By day two, day three, the virtual were absolutely loving it. They were dancing around on their Zoom and the proof is in the pudding.

Not only did we get NPS score when the high 90s issues. Not only did we get an NPS score in the high 90s, but Jackie, 100% of Jackie's virtual delegates signed up to the program. So let's give Jackie a massive round of applause.

So Jackie, whatever you're doing in the breaks, well done. You did a fantastic job. Honestly, you pulled it all together.

You've got amazing leadership and you took it in your stride. Obviously, you're a very experienced coach and it just was absolutely natural to you and the feedback we had. You missed my beginning bit.

We had some amazing feedback. You pulled it together even when it was kind of all falling apart the first day where we didn't quite know what we were doing and in a really professional manner. So thank you so much.

I really appreciate it. Let's give another round of applause. Thanks, Jackie.

That's something we're going to do now. I mean, that was great. There are people there that just can't come in the room.

Some people signed up for the room in person, by the way, and some people signed up for virtual. So actually, just because they did virtual didn't mean they just did virtual, if you're interested. So it's quite interesting for us.

We're trying it as a new thing. It is awards day. So I thought I'd mention another person who's won an award, a masterminder who's absolutely smashed it.

One of the masterminders won best property management agent for Prim. Let's give a massive round of applause to Graham Linley. Where is he?

Stand up, Graham. Come on. Well done, mate.

So that's the only one I knew about, but you told me last night you won another award. So can we just get a mic for... Let me give you this mic.

What was the other award that you won?

[Speaker 13] (14:36 - 14:42)

Cheers. So yeah, we've got gold for quality assured company by Quality and Tourism. So that's good.

[Adam Goff] (14:43 - 16:26)

That's fantastic. Yeah, well done. You're absolutely smashing it at the moment.

Everyone on the Mastermind knows Graham is absolutely killing it. So super well done. We're not done.

We are not done. Akash, former board member, again, been on Property Entrepreneur. How many years now, Akash?

18? Same as me. Two?

Akash, like I said, long term peer. We all know him. We know him for on point mortgages.

We know him for black box. We know him for being just a bloody nice bloke. But he's also a big family man.

He's a very keen sportsman. And his pseudonym is Business Warrior, because he likes to draw comparisons between business and martial arts. And this is Akash.

If you know Akash, he's a ninja. All right. So don't upset him.

All right. If he doesn't pay his bill on time, we leave him alone. You know, we get something in the neck.

That's actually never happened. I'm only joking. But I just want to say a massive congratulations to Akash, because if you've been following him on social, you'll know that he traveled to Malaysia for the World Chin Woo Kung Fu.

Yes, I said it right. Chin Woo Kung Fu, the World Championships, which I thought was absolutely incredible. And he took his daughter.

And the best thing about it is they both won silver representing Team GB. So I think that deserves a massive round of applause as well. What a beautiful photo.

That is amazing. Really, really nice. Well done, Akash.

Do you want to say a few words about that? Because I'm quite interested. You've got the mic.

How was it? What was it? What was it?

What was the experience like?

[Speaker 11] (16:26 - 16:34)

It was absolutely incredible. Like I used to watch Kung Fu movies as a kid. To go to one was incredible.

To share it with my daughter was unforgettable.

[Adam Goff] (16:35 - 18:26)

Oh, bless you. That's really nice. Very touched me.

Okay. So next, this man. Okay.

Also been on property entrepreneur, John. Is John in here? Do we need to pull him in from outside?

Oh, he's at the back. John has been on PE well before the war room. Twenty nine, sixteen, eighteen.

I was seventeen. So goodness me, we're getting old. John is just one of those stand up guys.

I don't know how to describe John. He really is like he's a steward for PE. And if you've ever seen him do a mid-month mentoring, he was John.

I'm saying John always sat at the back of the room. And you always think people sit at the back of the room. You know, they're either the troublemakers or they're not that interested.

Right. I'm looking at you, Chris Dornan, Keglan. Rachel's always at the back.

Yeah. He sat there. He doesn't say a lot.

He's a blazing. Okay. Is he having a good time?

Listening, studying. Years are going by. He's still renewing.

He loves to be loving it. All of a sudden, out of nowhere. I mean, because he doesn't shout about his achievements.

When he joined the board and he started buying businesses and having these amazing results. Like, wow. Talk about a dark horse.

You know, John really is an example of just being an amazing student. A very, very nice guy. And taking his opportunities.

He absolutely smashed it during COVID. He's very good at taking opportunities to the crest of a wave. You know, buying businesses cheap and growing them.

His SA business has completely taken off. Anyway, the point is, it's all come to a head. Because last night on the board, who's on the board here?

Yeah. You'll be upset about this. Because John, not only did he win deal of the year, he won property entrepreneur of the year.

And he won the golf rider cups.

[Speaker 6] (18:26 - 18:39)

He had a complete clean sweep of the whole board award ceremony. Congratulations, John. Do you want to say a few words?

[Adam Goff] (18:43 - 18:46)

Still at the back. He's still sat at the back. Always sit at the back.

[Speaker 10] (18:47 - 18:59)

Yeah. Last year was, some of you know, pretty atrocious for us. And it's been a complete turnaround.

But it's just keep your head down, crack on, and keep working at it. Wherever you are in life, you'll get to where you want to go.

[Adam Goff] (19:00 - 19:44)

That's true. You have had a really challenging year, but you've kept your head and the results have shown. So well done.

Thank you, John. Let's give John a big round of applause. So some amazing successes from the community.

Well done, everybody that I've mentioned. And well done to everybody in the room. Because we're all here, we're all sharing up, we're all working hard.

Right. And it sometimes takes eight years to get that breakthrough. But that's what it takes.

That's what it takes in business. So we want to do for the final time this year, we want to ask you how you've done with your game changes for the month. So if you could get out your phones, open your workbooks, scan the QR code for the last time Game of Honesty, how did you do for your game changes for August?

[Speaker 6] (19:56 - 20:00)

Near the front of the book. Yeah, page three or something.

[Adam Goff] (20:30 - 37:49)

And when you've done that really quick score, put your phone out, we've got some stuff to get through, boards in, phones down. OK, good stuff. So that's it for that.

Now what we're going to do is just set you up. OK, we're going to set you up for what is the home straight of the championship season. So officially this quarter ends at the end of September.

OK, so autumn starts actually officially in October. Now, who still here has got company goals to achieve, sales to pull in, things to do? Everybody.

All right. So whether it's you, whether it's the EA, whether you've got a team of 100, you're in a leadership position. And it's really important at this last leg in the race that everybody is well looked after.

And that includes yourself. And that includes taking yourself off and having a holiday, having a break, giving yourself a treat. So what we're going to do now is we're going to set you up for how you can make sure you finish on a high and your team actually want to work with you next year.

All right. That's the most important thing. So bless you.

This is the call. This is all about the art of gamification. At the end of the day, the reason we have this methodology and this blueprint is because otherwise we'd all just go 100 miles an hour, 365 days of the year.

It's just relentless. It's never going to stop. And it's just no fun.

Games are supposed to be fun. And our job as leaders is to gamify. And in the same way we gamify property entrepreneur, your job is to gamify your business and your annual cycle with your team.

Because if they thought it was summer, 12 months of the year, they would probably leave. But everybody needs to know where you stand. Everyone needs to know this quarter is coming to an end.

Everyone needs to know it's just part of the culture that you have summer. And then you go into autumn and then you'll build the business in winter and then you'll get warm the tires in spring. This is your job to communicate that.

And it's your job to always remind people of that because they're not getting reminded about it as much as you are. Because you're on PE, you're seeing it in the group, you're seeing it in the WhatsApps, you're seeing it all the time, but they aren't. So it's your job as a leader to communicate that and remind them that if you have had a big summer, that it is actually coming to an end.

You want to end the summer, the season, the year on a high. You want everyone to be celebrating. You want everyone to look like this where everyone's happy.

We did it. We succeeded. And even if you've had a challenging year, your job is to find success in what they've done, even if it's just they gave it everything.

Sometimes you can give it everything and you could not get the results. But does that mean that you punish them? No, of course not.

You celebrate the pluses and what they did. And then you try and end on a high and have everyone going away feeling valued. And it was a success.

And if anything, if you've had a tough year, you've learned some lessons which you can take into next year and everybody, oh yes, we won't make that mistake again. That's a positive. What you don't want to do is have everyone finishing like this.

You don't want people collapsing, pulling out, having a breakdown, falling over the line. That's not how we want to end. I was thinking about who are the two twins, the triathlon twins.

Yeah, you see the famous one where his brother already falls over and his brother picks him up. Amazing. Love it.

All right. You don't want this. You don't want people so damaged, so scarred.

They've already told their wife or their husband or their brother or their girlfriend that that's it, they're done. I've had enough. As soon as I have my next one-to-one or whatever, or once we get past this, I'm done.

That's not what you want. And your job is to try and recognise that now, spot the problem before it becomes an emergency. So we know that summer is really hard.

We know that it's difficult. We're asking a lot from our team. But now is the time to remind them that just around the corner, there's going to be a change of pace.

It is going to change. The letting season is over. We have reached our sales.

This project is coming to an end. Whatever it is that is going to change for them, it's really important that you communicate it. And the key thing here is, because it's the last stretch, is that you don't want people thinking, well, you want people to think there's a light at the end of the tunnel.

They might still have a lot to do. There might be 20 sales to pull in. But they need to know that that's it.

Once you do that, it's done. And so you want them to think there's a light at the end of the tunnel, and that light isn't a train coming straight towards them. That's the most important thing.

So what I'm going to do is I'm going to ask you to get your action list ready. And I'm going to give you a series of things now, just a sense check, that you're doing all the right things you need to do as you go into the final stretch of championship season. So the first question is, just write it down as we go.

Some of them will apply, some of them won't, but you'll need them next year. Do you need to have a huddle? Do you need to have a team talk?

Do you need to have a locker room, any given Sunday moment of, ladies and gents, this is it, we're all tired, just pick it up and let's go. It's the final hurrah. Do you need to have that home straight, motivational, I know it sucks, we're up against it, we're 20 points down, but we can have these guys.

Do you need to have that kind of conversation in a team huddle? Have you booked your autumn QGM? We had this new slide made up because I love it, because I said, Bianca, I think it'd be really good if we actually had the finishing, the checkered flag.

Use this slide if you want. We asked Bianca to post it in the Circle app. Use this slide if you want to use it.

The finish line is coming. This is it, we've done it and we're going to go into autumn. Do we stop serving customers?

No, but the busy times are over. Have you got it booked? Have you got a social booked?

Are you going to have some sort of party like Dan used to do at Pulse, like I used to do at Capital Living? Have you taken them out for dinner? Have you got a spa day organised?

Something. Have you got a virtual team? Are you giving everyone a gift or having some sort of virtual drink or whatever you're doing for culture?

Have you got something as a reward in the diary, something to look forward to? We've got that track day coming up. We're going go-karting, we're going paintballing, we're going knitting, whatever it is that turns you on.

Some people love knitting. What can I say? It's all right, isn't it?

I like knitting. Whatever it is that's fun. Okay.

Next is don't underestimate how valuable a thank you is. So a thank you, everyone thinks they've got to buy lavish gifts and everything else. And yes, a gift is nice.

Who doesn't like getting a gift and who doesn't like getting money? By the way, I like getting money and your team will like getting money. Money is nice, but money comes and goes.

But people remember how you made them feel. And a handwritten thank you, a card, a voice note, a text, these actually mean a lot. They mean a lot to that person because ultimately they are working for you.

Yes, for the money and yes, because it serves their purpose, their life. But also they're working for you because they like you as a leader. And going that extra mile, reaching out, that personal touch is not to be underplayed, not to be undervalued.

The smallest things go a really long way. I'd suggest a slightly better card than that. But they really can have a big impact and we know that.

We've learned that before. Do you have any awards? Talking about gamification, could you give the best EA award?

Could you have the director's champion? Could you ask your team to vote on who they think has been the best person to work with this year? And could you have a people's champion?

Could you have a top sales performer? Could you have best customer service? Could you have best attitude?

Can you gamify things in your business and give them an award? They're not expensive, but they could mean a lot. And then they would give people to strive for something next year.

Something to think about as well is if you just want to run your action list, red flag warning. Because if you look at every single one of your team, who is it that you think might have a red flag next to them? Who is actually burnt out, pushing it too hard?

Who's missing deadlines? Or if they're such a high performer, they're not saying anything, they're just getting on with it. But actually, you know, you've been asking to do stuff week in, week out, all through summer.

You know, sometimes it's our best team members. We just forget. We give them stuff all the time.

They always deliver it. And we don't even think about it. We just undervalue them, don't we?

And it's that person that's closest to you that's probably not getting the thank yous or maybe is overloaded. And they're the ones that surprise us the most. So who needs a timeout?

Can you give someone a day off? Can you just give them a free day off or a couple of days off as a gift, as a gesture of goodwill? Because you know they're burnt out.

What can you do to just recognize that that person's tired? Because if they are your highest performer, and I'll talk about this in a second, they're going to keep going till they burn out. They are.

And it's your job to stop them. Another idea would be to do a countdown. So let's just say you are running a campaign or you've got a number of sales to do or something.

Can you start doing a countdown? This is something that Dan did for me when I sold Capital Living. And he was like, we're going to close on this day.

And that's it. And I was like, I really hope that's true. But in my experience of trying to sell this business for the last year without you, it's not going to be true.

And he just started counting down. Every couple of days, every week, I'd get a message. I didn't know.

I said, where do you get these things from? And he just, yeah, I can actually just Google, you know, 17 days to go and there'll be an image 17 days ago. Just use that.

Just make it a game, you know, make it a game so they know this isn't going to last forever. And you're just reminding them that the end is in sight. And it's really important.

So they are some actual to-dos that I really suggest you do because it's your team that are really going to deliver things for you. And it'll make them feel valued. It'll make them, you'll spot any emergencies and you'll make sure you go into autumn with a full team sheet.

Some mindsets. So three mindsets to take into this. All right.

This one that we shared recently around hunting like a lion. And this might be something you share with your team as well. You know, we've talked a lot about hunting like a lion.

It comes from Naval Ravikant. And this is how we like to do it. Hunt in summer, go crazy, go for the targets, but then have some relax and reflection in autumn.

So make sure your team know that this is how you operate. Yes, it is absolutely mental. We're going absolutely crazy, but it's not forever.

That hunt like a lion mantra and mindset would be something to communicate to your team. The second one is about being a coach. So the whole thing around light at the end of the tunnel.

I'm sure I've never done a marathon, but I have done a half marathon. And there were moments where I wanted to give up. And I know he's done a long run.

There are moments when you want to stop, but you just need someone to like, you need someone cheering you on from the sideline. You need the words of your coach or your mentor, someone in your head saying, is he going to hit the wall? And you just have to keep going.

You've probably got Ian Bauer ringing in your brain. All right. For those people that have had Ian as a coach.

All right. Huh? Yeah.

Guillaume. What did he say? What attack?

Plenty in the tank. Is that his mantra? Yeah.

Oh, it's Goggins. Yeah. Like, you know, you need to be that coach for them.

You need to give them that inspiration and that reminder and that confidence that they can do it. So when they have that moment of wanting to walk, they keep running. And that's your job as a leader.

And as I alluded to earlier, we've talked about this a few times, which is so important. Is being the UFC ref. Now, hopefully you've hired some high performers.

Hopefully you hang on to them and they're your dearest because these people are rare. But the thing about high performers is a bit like UFC fighters. All right.

They're a little bit, a little bit gone. You know, they'll work or they'll fight and they won't give up unless they get choked out. And, you know, as the UFC ref, your job is not to protect the fighters from each other, from killing each other, which is what you think the refs there for, is to actually protect them from themselves because they will not give up.

Their mind is so strong, they won't quit, even if it means they're going to choke out, potentially even pass out, potentially even die. So that's what the UFC refs there for. And that's what you're there for in business.

You might have that star, but you will burn them out because they will keep going and they'll never say no because they're a high performer. And it's your job to recognise who they are and make sure you're encouraging them to take time off and have a break. And you don't interrupt them when they're on holiday and all that type of stuff.

It's just not good business. It's false economy. So three mindsets just to take into being a leader into this last part of championship season.

Ultimately, your job is to cheer these people on from the sidelines. And the reason why the session segment is so important is because the more you put in, the more you get out. You might be feeling really burnt out and tired and you're like, you know what?

I'm just going to kind of fade in this championship season. Like I'm not really going to push now. I feel like my team are tired and I'm just going to fade out.

That's the wrong attitude. Put your arm on the people that need it. Gee up the people that need that.

Make sure they've got a time off or a day off if they need that. Give them what they need and have them deliver it for you. You just need the energy and the enthusiasm to be a good leader.

They can actually go and deliver it. And that's what's really important. Any questions about leadership?

Okay, we're ready for this last bit. We're ready for this last bit. Fantastic.

Okay, good. So your team are your number one asset. So just make sure you action this.

Make sure you action this over the weekend on Monday. If you've got your SCS's next week, that'll be a really good opportunity to just start the meeting in a really different manner. Actually, let's have a temperature check.

How are you feeling? That's what's going on. Even if it's not a monthly review, it's not PDP.

Be honest. I'm pretty tired. How are you feeling?

I'm pretty down about that we missed that. Yeah, me too. And then let's have an honest, vulnerable conversation if that's what they need.

Okay, good. So moving on from that now, we're going to move on to Inspiration Station. So we've got a couple of speakers for you.

And really enjoy these segments because it's people from our community who have achieved remarkable things. And this story took me way back. So the first I'm going to introduce now to be way back.

He's not on this photo, because that's a good way it is. But this I mean, can you look at those little baby faces? Come on.

Look at that, eh? So yeah, this is us 25 years ago. And the very first sorry, Rachel, was I interrupting you?

I do apologise. What would you like to say? What would you like to say?

Yeah, just 12. Yeah. And the very first get up and give back the very first get up and give back.

And yes, it takes me back to this. And this actually is where this, this man's, I'd say, transformational, ridiculously inspiring story started. It started obviously way before the lot of changes were going on behind the scenes.

But this is where it all started to, to come to a head. Now, we did the half marathon for get up and give back, back in 2019. And the top fundraiser is Kevin Edge.

And even though I hung up my trainers after this moment, Kevin had lost a lot of weight. He'd run his first ever half marathon, and he'd raised the most, the most amount of charity, I don't think he'd ever raised anything, I should probably tell you in a second, he'd never raised anything for charity before, he'd raised the most he's ever raised out of anyone. But he was not done.

He's taken it to a whole nother level when it comes to his running, when it comes to his business, when it comes to his life. He's completed the major marathons across the world since then, which is why I've asked him to come up and talk to you about his journey, what he's achieved, some tips, and some learnings that he's taken over the past few years. Ladies and gents, you all know Kev.

All right. He has gone from builder to developer. He's gone from overweight to having abs in his 50s.

He's now got 18 million GDV under development of new build properties. He's been on the board for eight or nine years. This guy is an absolute inspiration.

He's one of the humblest human beings I've ever met. So I hope he blows his own trumpet a little bit. Let's give Kevin Edge a massive round of applause, ladies and gents.

[Kevin Edge] (38:03 - 52:23)

Yes, spoiler alert, I did it. So I need to speak quite quick because I did practice and it goes on for about 20 minutes and I've only got 10. So I'll speak as quick as I can.

So this was me in my 50s, a little bit overweight. Didn't look too happy about it either. But that was normal in the people that I kept the company of, right?

So 50-year-old guy, you drink, you eat the wrong food, you don't exercise. That was kind of okay. But being on the board and surrounding yourself with the right people, we said that's kind of not acceptable.

So we all went on a journey of weight loss and we did the RNT thing and the photo. I always like to show the picture. This is the only place I ever show it.

So it's great to get it out, but it's not to impress you, but it's to impress upon you what we can achieve and what we do achieve together by surrounding ourselves with the right people. From losing weight, we... My slides are in a different order, actually.

From losing weight, we did... Sorry, I've just lost myself a bit because the slides are in a slightly different order. So we lost weight and then Mark Barrett decided that we'd raise some money for charity.

So that's where the get up and give back started from. So we decided that we would do a half marathon. I'd never run in my life, but I'd lost some weight.

So I thought, well, let's give this a go. Let's go and do the half marathon. So the first thing I did was went out and run like mad, totally pushed myself too hard, pulled my hamstring and I thought, guys, I'm not gonna be able to do it.

I had to go to the doctor and they were like, okay, great, Kev. Well, just do a 5K. Okay, I can't get out of it.

All right. So I do a 5K and then it's like, okay, well, I'll do a 10K and then everyone's doing a half marathon. So we've got to do the half marathon together.

So I don't know how my slides are gonna come up. I'll just keep talking. So we did the half marathon.

My greatest memory from that was crossing the line with Dan as we crossed the line together. I think Dan still got the picture and there was a moment where it was like, after you, sir. No, after you, sir.

And we kind of went across hand in hand. So it was a lovely moment to share. So we did the half marathon.

So now I've lost weight. I've done a half marathon. I'd never run before in my life.

I was like 52 or something at the time. And I thought, okay, well, maybe I should just go on and do a bit more. I'd always wanted to run a marathon, but I thought I couldn't do that now.

I've missed a moment. I'm now a middle-aged man or a bit further on. But I thought, well, maybe I'll go and give it a go and do the London marathon.

So I've done the half. It's only another half. So I managed to get a charity place on the London marathon.

The first thing I did and the learning from that was to get a coach. So for everything you're gonna do in life, there's always a way to do it, right? So I went out, I got a really good coach and he showed me the way to train.

So it definitely wasn't a way I trained for half marathon when I went out and just run really fast. It's actually doing different sorts of running over a period of time. So getting a coach and having a system was really the thing that made the difference on the London marathon.

And my first marathon went really well. I did it, I've said before, like, I'm proud of it. Three hours and 12, first time ever at like 52, which was not bad.

And I didn't get injured. So that was good. Did the London marathon.

I thought, okay, what's the next challenge? Got to take it a bit further while I still can. And I heard about this thing, the world majors.

So there's six world majors you can do around the world. Berlin, Chicago, New York, London, Boston, and Tokyo. I thought, well, I've done London.

It's only five more cities. Let's give it a go. There's, I mean, it says 8,000 people have done it.

I think there's about 20,000. So I think this lies like a couple of years old. But you know, there's only 20,000 people in the world have done it.

And I thought, well, let's give it a go. Let's go run some marathons around the world. So that was the London one.

That was a slide that was going to be before. Next one, I went to Chicago. So I was traveling to America to do the Chicago marathon.

While I'm there, I'll do the Joe Dispenza. So that's actually Lewis Howes, who I met there as well. And Anna's a big fan of him.

So I've got a picture of him. He's a really nice guy, actually. And he probably gets asked for his picture every five minutes.

And it was the first time anyone had asked him. So he's a really generous guy. But I did the Joe Dispenza week, which was fantastic.

So if you get a chance to do Joe Dispenza, anyone that knows him, great retreat. And I was there, and people are saying, oh, where are you from? I'm from England.

Oh, when do you go home? I said, oh, no, I'm popping over to Chicago to run a marathon tomorrow. Really, that's a bit of a funny thing to do.

The lesson of running the Chicago marathon, I got there, and I'd just done a week. I've been traveling a lot. And I got to Chicago, and I've got to run this marathon.

I sent a message on my group, and I said, oh, I've got to run the Chicago marathon tomorrow. And Mark Barrett said, you get to run the Chicago marathon. And I thought, it's one letter.

One letter changed my life from got to get. I thought, what a privilege it is to be able to travel to America, to do the Joe Dispenza retreat, to be able to run a marathon in another country, to be fit and healthy enough to do that. And so just the change in attitude just changed everything for me.

And it's such a privilege to be able to do this stuff. It's a privilege sometimes to remember just to be alive, right? And sometimes we forget that.

It's a privilege to be in this company. It's a privilege to be amongst our family and friends. And it's just that moment of gratitude was the greatest learning for me on that.

So thanks to Mark for that one letter. Next one we did was Berlin. I need to speed up a little bit.

This was a really good one I did with Ian. So it was the first one I did with Ian. Tough marathon.

Ian will remember as well. It's a flat one. So we all thought we was going to break the world record.

Didn't quite happen. But we got through it. It was great to travel there with Ian and his family and meet Nath there as well.

After that we went to New York. We did the New York marathon together. And if you're going to surround yourself with, if you're the average of the five people you surround yourself with, that's not a bad bunch, right?

So what a privilege again to travel to New York with a great bunch of guys. Yeah, that's right. Yeah.

The learning on this one was I didn't push myself. So I'd actually injured myself like pushing myself too hard. So I had to take it slow and steady and actually really enjoyed the marathon.

Just taking it slow and steady really did quite well. And my biggest disappointment was that Ian Bauer was only one minute in front of me and I didn't know until the end. And that opportunity will probably never happen again in my life.

Well, he's guaranteed me it won't. And if I'd have known he was just a little bit further ahead, I would love to just run past him, give him a little tap on the bum as I beat him over the line. I didn't get that opportunity.

Well, it's interesting you should say that because I did Tokyo marathon and my thing was Ian told me he'd walked. And my thing was, I just don't want to walk any marathon. I always want to run every single thing.

So on this one, I actually went and I was injured. And you can see like the strapping on my right leg, I injured my right knee. And I actually did it on the strategy.

I went out for a run. I did like a 12-mile run in the frost and injured myself about seven miles out. And I still had to run back.

And that day, I mean, then I remember I had to go and get me some painkillers. I couldn't even walk. And like a few weeks later, I had to go to Tokyo and run the marathon.

So it took me a training easy. I got to Tokyo and I remember getting to the airport and I literally couldn't walk. And that's not for dramatic effect.

I actually got off the plane and my knee like completely froze. And I had to stand on the travel aid. And I was like, I've got no idea how I'm going to run the marathon.

I've got to do that in like three days time. And I've got to run 26 miles and I can't walk two steps. Luckily, it eased up a little bit.

And I took the marathon quite easy. I was running the marathon. I thought the one thing I want to do is just be able to say I didn't walk.

I just want to run the whole thing. So I just kept going and just kept going. And when I got to Tokyo, when I got to the hotel, when I checked in, they said to me, you've got a double room.

And I thought, well, I'm only here on my own. I must have booked for myself and Anna, my partner, but she hasn't come. So I've got a double room for myself.

Went to my room and you know, when you walk in your hotel room, you're like trying to find the light switch. Before I found the light switch, I looked across and I saw the bed and I thought they haven't made the bed. And then the bed moved and I was like, ah, I'm sharing a room with someone.

Luckily, there was two beds. And I was sharing with this guy, James. So James was from England, from Manchester.

And he was on his sixth marathon. So he was getting the staff for doing his sixth marathon. So he'd flown all the way to Tokyo to do this.

When you're running marathons, there's two, well, when you're exercising, there's kind of two energies you use. One is like you can burn fat and one you can burn glucose, you burn sugar. So what you want to do is you can burn fat because then you can run for a long time.

If you burn sugar because you're running very fast, it runs out quite quickly and you'll just bonk. So James has said to me that when he runs marathons, he can't take gels. So what you do when you're running marathons, you take gels, you've got to keep the sugar going, keeps you running fast.

But James said, I make me feel really sick so I'll never take them. So he said, what I normally do is I have a banana before I go and I just run the whole thing and just, you know, don't go too mad. Anyway, so James had gone off, gone to do his marathon, he's on his sixth one.

He was in front of me and I was just poodling along, just trying to get to the end. And I thought, whatever happens, Ian's in my head, I'm not going to walk, I'm not going to walk, I'm not going to walk. I got to about 21, 22 miles.

I looked across and I've seen James on the side. Now, if you're running a marathon for sort of like three or four hours, you get in a funny space and I'm just like one step after another, one step after another, just keep going, just keep going. I looked across and I've seen James on the side and he's got all his head bandaged up.

And I kind of, it was like he was in fancy dress. It was really bizarre. And I kind of laughed.

I thought, what's he doing? And I kind of laughed as I run past. I thought, oh, I know him.

And I was like, oh, James, are you okay? And I kind of went back. And what he said was he had run too fast.

It's like, and then you burn all your sugar up. And then what happens is, I mean, if you're like, you'll know if you're a doctor, your brain says, if I run out of sugar, I'm going to die, so I'm switching off. So he'd burned all his sugar and his brain just said, we're closing the machine.

And he said he collapsed on the floor and he couldn't even put his hands out. He just saw himself going down. He landed and like smashed all his head up and he cut his head quite badly.

And I said, well, what are you going to do? He was like three or four miles from the end and he's flown all the way out to Tokyo. He said, well, they won't let me finish.

They're going to take me to hospital. I said, but you won't get your medal. He said, well, they won't let me go.

So I said to him, I'll walk him to the end. So I had to surrender my not walking for James. But to be honest, it was the best marathon I've ever finished because I did it for someone else.

So thank you. So that was a memorable one for really good reasons. And then the last one, nearly done Adam.

Last one was Boston. The one, the reason I left Boston to the end, Boston's the, it's like the iconic marathon. It's the oldest marathon of the modern marathons.

It's kind of, you know, the big setup. You have to qualify for Boston, so you have to run a certain time to be able to get into it. And I've managed to qualify for it.

So I was really pleased with that. It's also the most kind of iconic because it's the oldest and it's a small town and the whole place comes alive for the marathon. So that's a really great place to be.

And that's where I got the sixth medal. So got that for running the last one at Boston and became one of sort of 20,000 people. And it's a great, it was a great journey.

Started with losing a bit of weight, pushing on to the next thing, doing a half marathon. What's the next challenge? Let's do a marathon.

What's the next challenge? Let's do six. So it's a great privilege and, you know, it's obviously lots of experiences traveling the world.

And I feel really grateful to have had the opportunity to do that. So my top tips really, and they're very kind of relatable to business and it's nothing groundbreaking, but it's sort of the best truths are simple, right? So work into a plan.

So my most successful marathon in terms of performance was the first one I ever did. I did it to a structured plan. I had a coach who kept me accountable and I run consistently.

I run six days every week, rain, snow, whatever happened, I was out there. So work to a plan, consistent effort and enjoy the journey. I mean, it was a real privilege and thanks to Mark for the one letter because it's a real privilege to get to do that stuff.

It's a real privilege to be able to travel the world like that. It's a privilege to do it and be in a supportive community to do that kind of stuff as well. All the boards were kind of behind me as I was doing this thing.

And you can do anything you set your mind to, even make a spelling mistake, which I saw last night. So, you know, we could all do anything. I'd never run before.

I was like, you know, mid fifties, overweight. And it's like, well, what's achievable, right? So we can all do anything we want to do.

And that's it.

[Adam Goff] (52:30 - 52:54)

Thank you. You're a legend. Don't run off yet.

Just stay there. So we thought it'd be good to mark this monumental achievement, but it is very impressive, right? And it is very easy to, that photo, it's very easy just to forget how, you know, you were literally a different human.

Is that fair to say? When we first met, you know, build a run around a Range Rover. Yeah.

[Kevin Edge] (52:54 - 52:55)

In a van.

[Adam Goff] (52:55 - 53:14)

In a van. Like it was just, you're literally a different human. So we really want to recognise this and we want to recognise you.

So my trusty assistant's not here, but I have this award. So we've, for the first time ever, we'd like to award the World Class Achievement Award to Kevin Edge. Give him a round of applause, please.

[Speaker 14] (53:15 - 53:16)

Thank you, Kev.

[Speaker 6] (53:17 - 53:25)

Thank you very much. Thank you.

[Adam Goff] (53:31 - 56:07)

Thank you, Kev. Very well done. Amazing achievement.

Thank you. Unbelievable. Let's give him another round of applause.

What a legend. What a legend. Unbelievable.

Yeah, Kev and I had that famous argument in one of our first board meetings about why he was building a brick wall. That's why he was late to the board. Remember the story I told you?

I'll never forget that. But yeah, he's, you know, like I said, I thought this was, I literally thought there was nowhere else to go. And I think it just shows this whole thing of like glass ceilings.

So what Kev didn't tell you about that first half marathon, when he talks about him and Dan going over the finish line, is that, you know, I actually beat them both. All right. And he seems to like skip over that really important fact.

But I think that says a lot about different personalities, because Dan and Kev were running together and I just wanted to beat them both, you know. But, you know, I hung my boots up thinking that was it. I'm never doing that again.

And somehow Kevin is now basically an elite marathon runner. So I just think it is genuinely amazing. But it's not just that.

It's all those areas of your life, Kevin. It's just, thank you so much for sharing that with us, mate. Really appreciate it.

So hopefully you enjoyed that. And I know you're going to enjoy this next segment. So another inspiration section.

So I've asked someone else to prepare again, a short presentation about something which I think has made him stand out for the last two years, actually. A very busy guy, but always seems to have time for other people. And it all started really when the first kind of what came on my radar, again, was to do with get up and give back.

And last year, this guy was the second highest fundraiser for get up and give back out of nowhere. I was like, well, I didn't expect that this huge amount of money from this guy. And we all we all know.

Steve Hammond, okay, he is one of my master members, mastermind members. He also is a builder to developer. There must be a theme here with builders who are developers.

He's the host of TDM Birmingham. He was second highest fundraiser last year for get up and give back. And he won highest fundraiser this year for get up and give back.

And he is a very, very busy person. He's spinning a lot of plates. And the thing that always impressed me is how he is able to find time to raise all this money and do all these challenges to get up and give back when I know how busy he is, and just how challenging his year has been in his personal life, not just his professional life.

And I think that really impressed me. And it deserves our recognition. So I've asked him to come and share his experiences and his tips.

Can we give Mr. Steve Hammond, a massive round of applause, please, ladies and gents.

[Steve Hammond] (56:18 - 1:09:05)

So technically, I was the highest fundraiser on the program. So I just wanted to put that straight. So before I get started, I just wanted to share this statistic.

So according to industry research, property investors who actively participate in professional groups and communities report a 40% higher success rate in achieving their investment goals compared to those that operate independently. If this is true, is the amount of effort that you put into a community, does it correlate to it does the amount of effort that you put into a community correlate to the benefits that you get out? Well, I believe it does.

When I started developing back in 2017, my first project was 14 apartments on a petrol station. Whilst I knew a lot about building, I didn't know a lot about developing. To say it was difficult is an understatement.

So I decided to join a load of communities and seek out education to make myself a lot better. I started attending events like PIN and PPN. I joined Whitebox.

I found a great community there and I set up my own community, the Developers Network Birmingham, and then obviously joined Property Entrepreneur. And I've embraced and invested in every community that I've joined. And those communities have given back to me tenfold.

So what I'd like to do today is introduce myself, explain what being part of a community means to me, and how I've benefited, and then give you some advice and some tips on how you could do the same. So who am I? I'm Steve Hammond.

I'm a husband, a father, a builder, a developer, and I own my own portfolio. And I am the co-host of the Developers Network Birmingham, which is Birmingham's leading educational and networking event for property developers. My passion is taking derelict buildings like this and turning them into amazing homes like this.

Taking an ugly duckling like this and turning it into a beautiful swan like this. Or finding an old piece of waste ground which was once a petrol station and turning it into 14 amazing homes. Slide missing there.

So you can't see those homes. So when Adam asked me to get up and do a talk about being a community champion, I thought to myself, what on earth is a community champion? So I looked at a number of different definitions and I found this one.

A community champion is a member of a community who is recognised for their commitment to improving the community. And that is essentially what I've tried to do all the way through. Becoming a community champion takes a lot of effort, but the rewards are exponential to the effort that you put in.

When I started networking and being part of a community, I had three main aims. Skills, opportunities, and investment. So how have I done on this?

And I'd like to share the benefits first before I talk about the rest of the stuff. Well, two business partners, three staff members, an architect, an accountant, a planning consultant, a QS, a heating engineer, solar, you name it, I found them through communities. So I found skills and people.

Opportunities. My barn conversion came out of a PIN meeting. Dan Norman introduced me to the people that I ended up taking the barn from.

I'm not taking it off them, but buying it off them. My current project, which is a £1.5 million project, that came out of a community. My next three projects have come out of a community.

The one I'm literally about to start as well came from a community. So it has given me a lot of benefits with that. I've found over £2 million worth of investment in the past couple of years.

I've got lots of investors that I will work with and two absolutely fantastic relationships with a couple of heavy hitting financial institutions. But my biggest surprise was friends, as some of my other friends call it, friends. But, you know, I've made a lot of friends, not only well known people in the property industry, but people who are aspiring and on their way.

So. How can you become a community, a community champion? Well, I believe there are five main principles.

Identify a community that you have passion for, because if you have passion for it, you're going to put effort into it. Get involved. It's more than just turning up.

It's volunteer for everything and take part in everything wholeheartedly. Build relationships. Spend time chatting with new people every single month.

Every single month I sit at a different table. I go and sit with different people at lunch. I meet up with people for coffee and pints and things like that outside of property entrepreneur.

Raise your profile. Take every opportunity to raise your profile. Get on the stage for open mic or do something like this.

You know, this stuff makes you feel fear. You know, it's not natural environment for me to be but I do it. I feel the fear and I just get on with it anyway.

As you can probably see my hand shaking. So invest in the community and give back. Now, this is the key one.

Raise awareness for your community. Tell others. Speak positively about it.

Identify people in your community that you can help or introduce to other people. Just invest wholeheartedly. If you follow these simple steps and guidelines, I promise you, you will become a skills magnet, an opportunity magnet and an investment magnet.

And if you're lucky, you might find some really good friends or property friends as I call it. So let me talk you through some of the specific examples that I've done to try and achieve this. So identify a community that you're passionate about.

Started going to PIM. Obviously from that, I got my Barnes project. Whitebox, I found an amazing group of people.

Even though Whitebox isn't in existence anymore, the people from that community were still all in touch. But more importantly, Whitebox pushed me into creating my own community. Now, that has been exponential in my growth as well.

And business related, property entrepreneur, that's helped me to understand myself better, work on strategy, etc. And also a few splinter groups. So, you know, Mastermind and Midlands Regional one, etc.

Getting involved. It's more than just turning up every month. It's getting involved, putting passion into it.

A really good example is the Mastermind. What do I get from the Mastermind? Well, apart from seeing Adam every month, wherever he is, it's the power of the group to solve problems.

I love giving to the group. I love helping people solve their problems. We have fun.

And I think I've made some friendships. But I also think that I'll end up with some business relationships from it. Building relationships is also more than just turning up at the event.

I've put effort into getting to know people. I meet up for coffee. I invite them to my sites.

We've gone for a walk up the Malvern Hills. We've created a regional group where we meet up monthly. And what does that do?

Well, getting together gives you more deep and meaningful relationships. And so to give you an example of that, you see the picture on the left. Ian furthest on the left.

We're talking about a development together at the moment that's local to him. Ash in the middle. I've given him nearly 20 grand's worth of work over the past couple of months.

And Dan, obviously, everyone knows Dan, but Dan's massively helped me with TDN. And Greg, I believe we'll be doing a project together sometime next year. So, you know, putting this effort in actually gives you the rewards.

And it's all good and well getting to know people on an individual level. But if you want to speed that up, then raise your profile, ask questions, put effort into your strategy presentation, put effort into your end of year presentation because it raises your profile. Get yourself onto something like deals, deals, deals.

You know, they're all about raising your profile within the group. And if I'm going to be part of a community, I'm going to invest in that community. So I promote a blueprint to my TDN group.

I asked Dan Hill to come and do a talk at TDN. I actually introduced seven people to the blueprint and I never asked for commission from anybody. In fact, I believe it's nine, but I gave somebody else that commission.

And furthermore, I actually paid for quite a few of them because they're not they didn't have they're not that registered. So I saved them some money on that. Gave myself a few benefits with that, of course, as well.

But ultimately, invest in that community. Get up, give back is the epitome of all that. Who wouldn't have passion for raising money for important causes?

It's easy to get involved with. It builds relationships. And if you do it especially well, it raises your profile and it's a great way to invest in the community.

So how did I go about that? Well, I got Dan to do some talks at TDN for me. We did lots of walking and practice as part of the PE stuff.

I also created what I call TDN networking, which is networking and walking. And obviously, in 23, I did the Yorkshire Three Peaks. That's a mix of TDN members and property entrepreneurs.

And essentially, when you spend 13 hours together, you really get to know people really well. This year, the National Three Peaks was another level of interaction to 24 hours together. You really have some great camaraderie.

It obviously killed my body, but I really enjoyed it. But the Grand Finale Awards was actually another level that I really wasn't expecting. I got Best Captain, Dakia, my sponsor, won Best Sponsor, Top Fundraiser with 8,300 and the Dan Travis Award for stepping up.

What a night. Personally, people kept coming up to me and saying, well done, Steve. That's amazing.

Even people I didn't think knew who I was. It was a great profile raising thing. And we raised a load of money for charity.

Now, what did I get involved for? It made me feel good. I made some great relationships and friendships.

It raised my profile and it brought two of my favourite communities together. What's my biggest challenge? Time.

As Adam said, I work 24-7, but I've made time for the thing I wanted to do. If I wanted it enough and I did want it enough, because I believe it brings back to me more than I put into it. My biggest success, Developers Network Birmingham.

From any community, you get a lot of benefits, but from your own community, it's exponential. Lots of friends, as I say, whether they're well-known people in property or whether they're aspiring and growing people. So to close off, what are my top three tips?

Take an active role in the community. It's more than just turning up every month. It's get involved with everything.

Do things like the Mastermind, get up on the stage, et cetera. Be an advocate of the community. Take a leadership role.

Promote it. Help build it. Introduce other people.

Go above and beyond. Support people in the community. Answer their questions.

Keep them accountable. Umesh is a perfect example of that. I was just looking at Umesh there.

Take an interest and meet up outside. And what's my biggest lesson? The more you give, the more you get.

It might sound like a cliche, but it really is true, and I want to finish on one little point. Last month, Dan Hill went out of his way and came up to me and thanked me for all of the things that I've done in Property Entrepreneur and Get Up, Give Back, and said if there was anything I needed, just to ask. And to me, that meant a lot to me, and thank you for that.

And he's lending me the Rolls-Royce for the next month. So he doesn't know yet. And that's the perfect example of the power of giving and investing in your community.

Thank you.

[Speaker 6] (1:09:12 - 1:09:14)

Well done, mate. You're not a hugger, are you?

[Adam Goff] (1:09:15 - 1:10:52)

He's not a hugger. Stay there, Steve. Don't go.

All right? Because yes, I mean, very inspiring. Do we agree?

All right? The thing is, is I didn't want to, you know, I didn't want to reveal all the secrets before you did. But the fact is, is that in our mastermind, Steve has so much energy.

All right? There's not just Steve. There are lots of people in the group that has, as you can imagine, he's captain of energy.

But he always pushes us and me to, like, make the mastermind better. And you can tell with Steve. You know, Steve wants to do the round table for eight hours, because he loves it.

He loves to help, and he's got this real energy to genuinely give back. And it obviously came across in that. So he's in the mastermind.

He's like that. Get up and give back. We know how much effort that takes.

We know how much effort it is. It's like two years consistently, he's bringing people who are nothing to do with property entrepreneur, who are about to take off, along for the ride. And then, and then, and then he referred, I was looking at the referrals list.

And he's referred seven or nine, depending on who's arguing the commission with Graham, people to the blueprint. And I'm like, Steve, how do you do all this? You know, and he's just like, I just love it.

This is what I do. And everything he just shared with you, I just think it is really genuinely remarkable. And it should be recognised.

And so we've, for the first time ever, as well, we've created a community champion award, Steve, and you are an absolute shiny example. Thank you so much for everything you've done for us. Ladies and gents, let's give our new community champion a massive round of applause.

Congratulations. Well done.

[Speaker 6] (1:11:00 - 1:11:06)

Thank you, Steve.

[Adam Goff] (1:11:07 - 1:11:16)

So moving on from that, ladies and gents, we are now going into another session, ladies and gents. Let's give Mr. Daniel Hill a massive round of applause, please.

[Daniel Hill] (1:11:24 - 1:20:07)

Very much. Today is one of my two favourite days of the year. We get to see these presentations twice a year.

I don't know how you felt watching Kev and Steve share their journeys, but I genuinely feel inspired and actually quite emotional seeing the journeys that they've been on individually. When we go through these 12 month cycles, the reason you guys are here is because you want your best year every year. You want to level up where you are, who you are, where you're going.

And just to pull back on a point that Adam opened with is, it's very easy to think this is the finish line and this is the end of the journey. But going into September and awaiting super event in October, I just want you to think about a few things and think about this isn't the end of the journey, this is the beginning. And today you've got a fantastic opportunity to take inspiration from the people we hear speak, the people you network with and have lunch with, and just get inspired by what other people are doing and start to get some ideas about what your life could look like for 2025.

All of this comes down to three things and this won't be a surprise to you. So the first is about strategy. Going into 2025, you want to achieve something.

It might be wealth, it might be health, it might be life by design, but I guarantee you all you need to get from where you are to where you want to get to is a solid plan. A plan, a strategy, step by step of what you need to do and how you're going to do it. Second, you then need to execute.

And those that stand on the stage today, the only difference between those that stood on the stage in January and those that stand on the stage today is they had that plan and they turned up and executed. They put their trainers on when it was raining, it was snowing, they ran marathons when they had injuries and they couldn't even walk. Those days when you actually get up and do it when you don't feel like it are the ones that actually matter.

And then finally, which is what I want to set you up for today, is mindset. The older I get, the wiser I get, the longer I spend playing this game, the biggest, the biggest, the bigger and more I realise the biggest thing that takes us from where we are to where we want to get to is our mindset. We all think that the world that impacts us is what goes on around us, what people say about us, how our clients feel, what our reputation's like, how we look on social media.

It really isn't. The quality of your life is based on the thoughts you have and the decisions you're making. It's what happens inside your head, not around you in the world, that actually makes the biggest difference.

And today, I want you to tune in to what you hear and try and level up your life with a few key things. So the first is three things that I really don't want you to do. These are three things that are going to send you back.

And the first is when you hear people on stage today, do not allow yourself to think it's OK for them because. It's OK for Kev because he's on the board. It's OK for Steve because he's a successful developer.

There is nothing that anyone in this room can't achieve, health, wealth, life by design, whatever you want. But if you start thinking that other people are getting what you want because of something special, don't do that. It's a complete nonstarter.

The second is these thoughts become things and don't think or speak anything negative about any one period. And this is a broader piece of personal development for you. I was at a barbecue recently, group of friends, some of them I knew really well, some of them I hadn't met, all chatting away, all friendly, smiles, high fives.

I went to the toilet, came back and one of the one of the chaps had left the table. And within five minutes, the conversation talks about critically talking about the guy who'd left. Five minutes ago, they were being friendly, they were being nice.

And that's not the way we want to be. What you think in your mind and what you speak out your mouth will come true in your life. And if you've ever been in an unfortunate position where who's ever written a message about somebody and then either nearly or actually accidentally sent it to them?

OK, yeah, so a third of the room are being honest. Everybody else is a don't do that. The only person you should say if you've got something critical to say about anybody, the only person you should ever say it to them is them.

If you really think you need to put it out there in the world, sit them down and have that conversation. The second thing is don't talk negatively about people and don't even think negatively. They're OK because of this.

They're OK because of that. Just don't do that. And then the third, which is probably one of the biggest that gets in most of your ways when you're going into the next year, is don't think or speak critically about yourself, even if it's in jest.

Oh, you know, I'm so stupid. Oh, I can't do that because thoughts become things. And if you don't love yourself, nobody else is going to love you.

If you don't believe in yourself, I guarantee you nobody else is going to turn up and believe in you. You need to be your number one advocate. You need to be your number one cheerleader.

If somebody's going to be the hero in this story, it needs to be you. So there are three things. Just don't do them.

They add no value to your life. However, if we're going to level up our lives, there's things you do need to do. So the things we do want to do is be inspired.

Listen today to what everyone's saying and just believe. You know, when you're thinking positively about yourself, I can do that. I can do that.

Whatever it is, making money, getting fit, I can do that. Genuinely be inspired. The second is congratulate.

Go out of your way. Again, thoughts become things and the energy you create will define the life that you lead. Go out there and actually congratulate the people who've been on stage today.

Maybe you'll even feel intimidated seeing them at lunch now because they're like celebrities. They've got an award and they got their photo on the screen. Go up and shake their hands.

Congratulations. I was really inspired. Well done.

Genuinely be their sort of cheerleader. And then the third is take notes. If you're anything like me, yesterday on hearing the board presentations, today on advanced is take notes of the things that inspire you.

So maybe you do want to get fit and maybe you are going to run a marathon. Maybe you're going to start networking or networking. There's going to be loads of ideas or inspirations or challenges or targets or objectives, things that you could explore.

And I'm not saying you need to commit to them. I'm just saying, if you're anything like me, create a little list of the things that inspire you today. It might be something for you next year.

And between now and October, have a play with them. See where they land and see where you get to. It's all well and good getting to the end of the year.

And we all stand up here. And today, granted, is mainly celebration for those that have done exceptionally well. But we all know this isn't easy.

If any of you that are sitting there struggling to be inspired today because you've had a tough time or this isn't your best year on record, actually, it's one of the most challenging. Just remember, none of this is easy. And if it's good, it won't last forever.

And if it's bad, it will not last forever. Just remember that we grow through. So the things that actually change as we grow through what we go through.

And in some cases, that'll be positive. But in most cases, it will be where it's challenging. And if you make that plan, and you execute that strategy, and you go away with that positive mindset of understanding that the whole universe is created by the way you think, the things you say, and what you do, I guarantee you, having done this for 22 years, having taught it, this will be our 12th year teaching it, for the people who've had the plan, had the strategy, executed effectively, and walked around with that energy, attitude, and mindset, I just guarantee you the outcome is inevitable. Success and failure are very predictable.

They're far more binary than you think. Take these blueprints, execute them effectively, and I guarantee this will level up your life. So on the board yesterday, we were fortunate enough to hear our end of year presentations from our board members.

And one of the people who I was really pleased to sit next to at dinner, we had a fantastic conversation was Josh Keegan. Josh is one of the only people who started Properly Entrepreneur as a complete novice, not only never had a never run a business before, but never actually been an entrepreneur. And over the last eight years, he started a business from scratch, having never started one, he systemized it, he scaled it, he sold it, and he's gone on to achieve a wealth of other achievements, which is going to take you through now.

Could I please have a huge round of applause for the old FD himself, my good friend, Mr. Joshua Keegan.

[Josh Keegan] (1:20:16 - 1:32:47)

Hi, Dan. Good day today, isn't it? Very inspiring.

Very, very inspiring. Everyone well? Good to see you all.

Excited for the finalists happening. Yeah, cool. Right.

So yeah, I wanted to share a little bit about my journey. So it's been an inspiring day. And I've got a bit about my journey and a bit of an opportunity for each and every one of you.

So as Dan said, I started about nine years ago with Properly Entrepreneur. And this was like my first big thing, my business partner got sick, and I had to step up at Manchester pin and present for 25 minutes as me, me on stage back in the day, never spoken before, never done anything need to raise my profile. I managed to take that business over a period of time and the mentorship and the guidance of Property Entrepreneur and get that to, you know, 400 rooms eventually, and then get to 90 minutes a week working on it, which was awesome.

Scale my portfolio over the last 10 years. It's been phenomenal. You know, I've had ups and downs, but really scaled that into a really nice and stable and comfortable place.

As Dan alluded to, sold my business at the end of 2021 for a really great multiple. And it's very few people actually ever sell a business. But when you go through that journey to sell, it gives you a whole different perspective on what business is, how it works, how it operates, and what we're actually doing in the mechanics behind it.

Last year, I managed to get to the living off the steam, achieving the financial independence and achieving my financial fortress, which once again, for me, is more about the stability for my family. This year, I'm the number one best selling author, which is a great achievement and using the book and, you know, starting to get the message out there. Biggest achievement for me probably is the family side of stuff, you know, having two beautiful kids.

And Dan didn't teach me to do that. I was ingrained with, I kind of worked out myself. But what's been amazing is having those kids and getting to a place where we've built this beautiful family home and being in a position where Hayley, my partner, doesn't actually have to work and she can look after these kids all she wants.

I think she's regretting it. I don't think she's particularly happy with that decision anymore. But at the time, she loved it.

And it's that freedom and flexibility. I became a professional speaker, started to get paid to speak up here. And the last four or five years, I've been teaching the blueprint to everybody.

And then Ultimate FD, you know, that's what I focus on now. And we've only actually been going for about two, two and a bit years. In fact, two years since we registered the limited company in October.

And it's like in that two years, we've already surpassed what we took we six years to do in the in the first business. We're already past that financially, past that from a team perspective. So we just really accelerated that growth.

And this Dan sent me this picture the other day, and this was actually 10 years ago, 10 years ago last month. And this was my on the Friday, I quit my job as an accountant. On the Saturday, I was here in this actual room, which is crazy, in the Litchfield and doing a systems day with Dan, just just came into that room.

And, and obviously, I never knew the journey it was going to take me on over the next 10 years and became the board member a year after. I thought back to like, me back then. And it's like, I've had so much wisdom from everybody in this room from from Dan, from Adam, from, you know, various board members from various professional entrepreneurs that have come and gone.

I was like, what one thing would I tell myself a bit of advice? And what I give myself back then, which would fundamentally just change it again? Like, what is that one thing that one bit of advice?

I thought it didn't take me long to think about it is this. And Kev said it before, the average of the five people you spend your most time with. And like, genuinely, you are a product of your environment.

You're a product of who you're spending your time with, and what you're doing, who those those relationships you're building. And as Kev said, you know, it was normal for him to be around people that are slightly overweight and drinking loads and eating bad food. Soon as he got around the right environment, it fundamentally changed.

Now, why am I telling you this? Well, the environment for me has been the board, I got put onto the board about nine years ago, through kind of default, it just it just ended up happening. But the board wasn't what it was now back then, it was very much just a mastermind group, we'd all get together, we discuss stuff, we look after each other, we take people on the journey.

But this group for me has been phenomenal. Like I'm a product of this environment. And this group has had such a huge impact on my life.

And every single person in this room and past board members have had a genuine impact. I can bring any of these people at any point, and they'll help me, they'll spend hours speaking to me on the phone whenever I need any help or support. And I've literally done 10s, if not hundreds of thousands of pounds of business with people in in this room, every single year, there's always opportunities that we all do together, we partner up and we do stuff with.

And you can be having like an informal conversation like last month, or two months ago, I was having an informal conversation with Mark Barrett. And I was saying, I've got this property, it's a bit of a problem, you know, it's cost me x amount a month, and I don't really know what to do with it. And I literally, now, two weeks ago, he's now agreed a sale for me, which is going to result in 30k of profit.

So went from 1000 pound a month, just going out the door, and I wasn't sure what I was going to do. Now it's just turned into a 30k profit. It's crazy.

Now it's just a chat that we're having on the way to dinner. So I'm very much a product of this, like a product of this group in this small group, I really believe that if you really want to get results, it's like really having that small group of people is really what's going to get you to go the distance. It's not only going to cultivate you, but it's also going to give you a great peer group to go to the next level with.

Why am I telling you all this? Well, we were hit with a bit of an issue this year. So Adam Altshuler's Mastermind last year, and it sold out very, very quickly.

And this year, we were expecting that some people might go, you know what, I've had enough of spending too much time with Adam. I don't want to continue. But every single person in Adam's Mastermind said, you know what, I want more of this.

They're mad, but they want more. They want more. They want more.

And it was obviously an incredible problem to have in that, you know, we've got a mastermind that's oversubscribed and everyone wants to stay on. But it meant that we had loads of applications through. What do we have all these people that wanted to join Adam's Mastermind?

And you're a bit stuck. So Adam came to me and he said, Josh, would you consider one? And it didn't actually take me too long to think about it.

I was like, well, it would be a pleasure. And if I can have the impact that the board had on me throughout my journey, and I can do that for more people in this room on the program, then I'm in. I'll do it.

So we're launching it today. It's a win for the business because we get an extra mastermind. It's a win for the delegates because obviously masterminds, they're getting results, they're going places.

And, you know, we couldn't say no. We want to have an opportunity for people that want to be part of another mastermind. And it's meant for me because I get to kind of create what I got introduced to about nine years ago and take people on that very similar journey to what I've gone on.

So if you want to earn more this year, if you want to work a little bit less, if you want to really go the distance and have that peer group and accountability to really take you to the next level, the mastermind could be something that you'd be interested in doing. But also as well, you know, I'm an entrepreneur with a decade of experience. I've started, scaled, sold companies.

I've done lots of deals. You know, I've done a lot of stuff, but I'm also a chartered accountant. So if you want that 10 years of experience, plus a chartered accountant in your corner, like the mastermind could be something you'd be interested in doing this year.

What's included was very similar to, well, in fact, if you imagine Adam's mastermind and then like increase the quality by about 10. Or double the, like that's basically what it is. So I probably didn't set it up.

But just, just, just to be, just to be clear, what's included. So you get your one-to-one mentoring calls every single month. No, no.

So you'd have, you'd have to leave Adam's to go. You'd have to leave Adam's to go to my membership if you want to do it. You get your monthly one-to-one mentoring calls with me and to put that in perspective, now on Ultimate FD, if you want like my FD support, it's £500 an hour.

So it's a lot cheaper to be on the mastermind and get that support there, there and then. You get to attend these mentoring calls as well when you want to, listen to whatever people are being educated on, et cetera. To put it into perspective with you, I was giving some advice to somebody recently and Shiv was listening and Shiv told me two months later that one bit of advice resulted in a hundred K of extra sales for him.

So it's very powerful to be there and be part of that. Monthly supper club. So we know what this is.

Come up with a problem, leave with a solution. This is about getting together, gearing everyone up, but also being in a place where we're holding you to account and you're bringing any issues you've got and we're solving them for you in the room. Unlimited WhatsApp group support.

So I'm there when you need me in the WhatsApp group and your team, your mastermind is there with you in the WhatsApp group as well. You've got additional accountability. This is board level.

We do this at the board. It's the one thing. So you set the one big thing you're going to do this month and we hold you to account to make it happen.

So if you need extra accountability, it's going to be for you. The strategy retreat. So you get an invite to the strategy retreat.

If you've not been on a strategy retreat before, this happens in October and this is basically where we all go away. We sit down with our journals, we reflect, we think, and we challenge each other on our strategies. Myself, John and Sen are the last one.

We literally sat in a hot tub for two hours talking to each other's strategies, like probing, asking questions. And we came out very wrinkly, but also you do what you want. We came out genuinely like with totally different strategies.

So if you've missed it this year, you've had your strategy and you're standing here saying, well, it didn't really go how I planned or I set the wrong goals. That's the thing that you're going to need to get things done. Monthly buddy up.

You know what that is? SCS with your buddy in the group and a member SOS. I'm here when you need me.

Send me a WhatsApp. Give me a call. I'm there when you need me.

I've lost deals. I've been in legal battles. I've sold companies.

I've done all sorts of stuff. You name it. I've been there, done that, got the T-shirt.

So if you need me, you can call at any time. And then, of course, you've got membership accreditation. We don't really need to sell what year one Adam's Master might have achieved.

Craig was on and he actually won the Strategy Day award at the start of the year. Valerie was a runner up, which is awesome. Five of the people on stage at Strategy Day were finalists.

And then it's going to be 10 times better, like 10 times better. That's the key thing. You're not going to get that in mind.

Like that's disrespectful. And then Umesh, absolute powerhouse, top of the leaderboard for Game Changers this year. So people have achieved a lot.

And obviously, I don't know what the results are, who's getting on stage today, but I imagine you're going to see some masterminders on stage. Just one more quick point, actually. Before the programme, we did the Supper Club before the programme, and everyone did their end of year presentations.

And all of the finalists were people that came to that Supper Club and got feedback from me to come onto stage. All of the finalists, everything 100%. So very good.

So the opportunity for you today is to become a founding member. So very similar to what Adam did last year, we've got a prize that we are going to charge next year, which is going to be £12,000. But the opportunity for you today is to join our founding member rate, which is £7,500.

So about 40% off that price that we're going to charge next year. Thank you. This is for life.

So you're going to get this. And then next year, you're going to get all of that prize. It'll be a small inflationary increase, but that's going to be your prize.

And next year, people are going to come on, and assuming anyone leaves, hopefully not, hopefully we keep everyone in place. But if one or two people do need to drop off, they'll be getting charged a higher market price to actually join the mastermind. So you can get in early.

Remember Bitcoin? Yeah. Remember how good that would have been if you bought it a little bit early before everyone started talking about it?

Exactly the same. Exactly the same. So you get the opportunity to get the prize, to get in nice and early, and that will stay your prize.

What, sorry? Yeah. Umesh.

Right. Adam's mastermind needs to leave the room for this. So there are brochures on your desk.

So you can take a look. You can have a look at all those things. Now we actually launched the program on Wednesday, and we've got 15 places.

That's what it's limited to. 13 have already gone. So we've literally got two places left now.

And it's a mixture. There's already some people on advanced that are joining, and then some people on the program. So it's a nice hybrid group.

It's people that are kind of mid-level in their journey. They're already at 100, 200, 300,000 pounds. They want to go to the next level.

And I'm really looking forward to working with people like yourselves to take on this journey. So two places left. Come and speak to me if you've got any questions.

We talk about if it's right for you. You've got the brochure on the table with all your different details. And that's everything.

Has anyone got any questions? Sorry, Adam. Yeah.

So the deposit to sign up is 600 pounds plus VAT.

[Adam Goff] (1:32:51 - 1:32:55)

It sounds like Umesh's. I might have a space on mine. I think Umesh's...

[Josh Keegan] (1:32:57 - 1:33:17)

The deposit is 600 pounds plus VAT, and then there's an opportunity to pay monthly as well. So you've got the details in the back of the brochure. So come and chat to me if it's of interest.

I'll happily have a conversation. Genuinely, we've got two places left. But it'd be my pleasure to give back to anyone that really wants to go on a journey this year and take things to the next level.

Cool. Well, good. Thank you very much for your time.

Welcome Adam back to the stage. Thank you.

[Adam Goff] (1:33:25 - 1:38:13)

Well done, Josh. It's going to be amazing. I think it speaks for itself.

It's only got two places left, genuinely. So hats off to him. He's done incredibly well.

I'll talk about this in my presentation as well. I think this has been my biggest professional success of the year, to be honest. The mastermind.

Obviously, it was new. I said this to the guys last night. We didn't know.

We went into it. We didn't know. We were sort of breaking new ground.

We knew the board worked. And it's really actually given me a whole new sense of purpose. Because I've got this really small group.

And we are getting to know each other really well. And I get to be a leader every single day. And I get to get inspired by people at Umesh, everybody in the group who is contributing.

And it's clear that for those people who want to get results quicker, this format really works. So I'm really delighted that we're rolling it out. And it's very rewarding.

And people have done incredibly well this year. So if you sat there and you're even thinking about it, don't be the one that missed the boat. Because genuinely, we had six people apply at 12k.

So the price is going to go up. And there were at least that many people this year who came up to me. And you know who you are and said, I should have joined.

So if you are just in that situation, just don't leave it. Because I wouldn't be surprised if by the end of the day, it's full. No hard sell needed.

But well done, Josh. Let's give Josh a big round of applause for getting there. Congratulations, Josh.

It's going to be amazing. And it's going to be a hell of a rivalry, isn't it? I mean, let's be honest.

Oh, my goodness. Right. So over to you now.

So I'm going to give you some time. So Dan really had a great inspirational speech just now. You should be in that mindset of what's next, what's happening.

I've given you some ideas for your team. But what are you doing for yourself? There's two things I want you to answer in this next segment.

I'm going to give you six minutes of cave time. And I want you to ask yourself, what's your reward for this year? Hopefully you've got it.

Hopefully you already know. Hopefully it's already booked. Josh has already booked his ski trip.

I've already booked my five star holiday. It's done. Hopefully you've already got it.

If you haven't, what's your reward going to be? The second is the question, what is the one decision that you are not making that is going to unlock the next level to you next year, for you next year? What is the one decision that's holding you back, that's getting in your way, that you've been putting off, that could really be a game changer for you next year?

So I'm going to give you six minutes of quiet time, prime time accountability. Sorry, prime time workshop. No talking.

Reflection. Cave time. Off you go.

Why not use this as a chance to write your list of things that have inspired you this morning, like Dan shared.

[Speaker 6] (1:39:45 - 1:41:02)

Minutes. All right, just finish up there.

[Adam Goff] (1:41:10 - 1:41:27)

Who's going to share? Who's got something they want? Now bearing in mind that if you want to really address this thing, best thing you can do is get out in the universe, start talking about it and start holding yourself accountable.

Who'd like to be the first to take the opportunity? Guillaume and Gillian, well done. And then Richard.

Fantastic. Well done, guys.

[Speaker 9] (1:41:34 - 1:41:45)

So mine's going to be focus, which is focus one course of action until successful. And I've already worked out what my distribution of focus is going to be for 2025.

[Adam Goff] (1:41:46 - 1:41:47)

Boom, what's it going to be?

[Speaker 9] (1:41:47 - 1:42:14)

So it's going to be the workflow reengineering consulting, which is a combination of people and technology, which brings in both work, wealth dynamics and my core skill of reengineering. And then 20% is going to be the business buying and 10% is going to be much more on me and health and making the best person who I am. Perfect.

[Adam Goff] (1:42:14 - 1:42:21)

Let's give Gillian a big hand for her year of focus. Guillaume, yeah, well done. The year of focus.

I like that.

[Speaker 12] (1:42:22 - 1:42:25)

So mine is a high standards about sleep and bedtime.

[Adam Goff] (1:42:26 - 1:42:28)

Sleep and bedtime.

[Speaker 12] (1:42:28 - 1:42:31)

If I sort this out, who knows what will happen?

[Adam Goff] (1:42:32 - 1:42:34)

Sleep solves everything.

[Speaker 12] (1:42:34 - 1:42:35)

I agree.

[Adam Goff] (1:42:35 - 1:42:42)

Honestly, your hormones, everything. It's just, it's nature's medicine. So the year of sleep then.

Give Gillian a big hand.

[Speaker 8] (1:42:46 - 1:43:30)

Mr. Evans, hilarious shirt in Birmingham today, as always. Very much. So I've had a funny old year.

I've had a funny old experience with, over the years with Property Entrepreneur. And it's been a bit like that. The beginning of this year, I wasn't really doing very much.

I haven't done Sunday sanity this year. And yeah, as a result, you know, the, well, actually lots of really good things have happened, but not by design. So, and I was feeling a little bit down a few weeks ago and turned it around by just sort of making sure I'm doing the exercise, meditating, etc.

And yeah, it's made a massive difference. And now I'm really looking forward to the next season.

[Adam Goff] (1:43:31 - 1:43:33)

So the one thing that's going to unlock it for you next year?

[Speaker 8] (1:43:34 - 1:43:42)

Uh, I think it's having accountability, consistency, you know, when you're feeling down, still do it, you know, get up and do it. Yeah.

[Adam Goff] (1:43:42 - 1:43:43)

When you're on Josh's mastermind, right?

[Speaker 8] (1:43:44 - 1:43:44)

Yeah.

[Adam Goff] (1:43:44 - 1:55:28)

So you're going to have no excuses. Exactly. Good for you, my man.

Let's give Richard a big hand. Awesome. Okay.

So we did some shares there. Well done. Now, now we're going to ask you as well to keep the pens and we're going to ask you for some feedback.

So we've got the feedback form, but it's just a little bit different than normal. We've outlined everything we do on advance. We'd like to just give it a score.

So it's going to be super simple. We would really value your feedback. You all know that the QR code is on the contents page on the bottom, right?

Now, everybody knows this is not lip service. We genuinely take your feedback and we implement it where it's, you know, where it's feasibly possible. We have some funny requests sometimes, but for the most part, where things are physically possible, we will do it.

You know that you can count on us. So whether you're, you know, whatever membership you're going on to next year, please give us some feedback. We really value it.

Thank you for taking the time to give it some thought and give it some care. Thank you very much. Last minute or so.

Feel free to use shorthand. It doesn't have to be a, when you've submitted it, please put your phone down. Thank you very much.

If you're close, maybe just jot us down some bullet points. That'd be really appreciated. All right, guys, you're going to press send.

Thank you. Great. Really appreciate that.

I love that. Genuinely, thank you for being so focused and for actually caring to give it back. It's really important.

So who's enjoyed open mic this year? It's been great, isn't it? It's been a great edition.

So just a reminder, we're going to have an end of year special open mic after the break. So think of or write down your biggest success, a thank you you want to make to someone, or congratulations you'd like to give to someone else. Now, there will be a limit of 20 people, and it is literally 30 seconds each.

Okay, so just keep it punchy. We love it. But if there are 20 people, then that's going to be the limit.

And then just keep it punchy. That's my only request. Is that okay?

Good stuff. So the awards. Right.

Let's have some announcements. So I would like to announce the Deal of the Year finalists for 2024. Yes, there is some music coming in a second.

So Deal of the Year for 2024, hey? You smug people, you. So the Deal of the Year finalists for 2024 are Chris and Richie.

Congratulations.

[Speaker 6] (1:55:32 - 1:55:47)

Guillaume. Congratulations. Jay.

Umesh and Akash. Congratulations, ladies and gents.

[Adam Goff] (1:55:50 - 1:56:25)

So congratulations, you are the Deal of the Year finalists. So you need to get your... Umesh looks worried.

You need to get your slide decks to deck at the break, please. You've been presenting in session two. Okay, so I would also like to announce another award.

Obviously, we're giving Kevin the World Class Achievement Award, but he's not the only one who's done something on the world stage. I also think that having two silver medals, world championships in the family, deserves a World Class Achievement Award. So let's give Akash Desai a massive round of applause.

[Speaker 6] (1:56:44 - 1:56:46)

Thank you. Well done, Akash. Good job.

[Adam Goff] (1:56:50 - 1:57:18)

So the Most Game Changers Award. I told you, didn't I? Okay, so every month, people have been submitting their scores, some better than others.

But at the top of the leaderboard this year, this is your cue. So at the top of the leaderboard this year, for the Most Game Changers is Richie and Umesh.

[Speaker 6] (1:57:21 - 1:57:23)

Come on, up you come, up you come, come on.

[Adam Goff] (1:57:31 - 1:57:39)

Tied first place. Well done, well done. So you'll both have to hold it.

We'll get you both awards, don't worry. Yeah, you both of you. And then I'll come in.

[Speaker 6] (1:57:44 - 1:57:45)

Well done, chaps. Good job.

[Adam Goff] (1:57:48 - 1:58:49)

You have it, you have it, you have it. Only at Props Tours. You have it, you have it, you have it.

We'll get you both awards, guys. Well done. 90% of their scores.

That is execution, isn't it? Very, very, very well done. Very well done.

And finally, we have the Mastermind Mentors Award. Now, this won't necessarily be given out every year. This is just for the Mastermind Mentors, Josh and I, for people that we think have just contributed, done something outstanding, just really stood up above the rest.

And this year, this person has gone above and beyond in our Mastermind group. Everything that this person has done has been to the 12th degree, really active in the community, time for everyone. I gave him the feedback last night.

He's one of the most generous men I've ever met in my life. And that goes for everything that he does. Ladies and gents, I would like to give the Mastermind Mentors Award for 2024 to Josh.

[Speaker 6] (1:58:51 - 1:59:11)

Come on, mate. Well done, man. Pleasure.

Thank you. Speech? Speech?

Say a few words.

[Speaker 7] (1:59:11 - 2:00:35)

Yeah, I'm really, really pleased I got this. And I didn't actually work for this. Like, I didn't actually intentionally go out to try and achieve this award.

And I get lots of feedback from lots of people. And I think it's just, I generally like to help people. When I did my five year plan, and I looked at Adam, and I looked at everybody else's, and it gave me some inspiration, because I like to get ideas from people to help me then decide what I want to do.

And one of the things was I realised through self reflection, that I'm a giver, and I like giving. And this year, I've learned a lot of things. It's not just the Mastermind I give to, there's other people in this group that I will just WhatsApp, I will think of something really stupid, I'll be having a coffee, I'll be making a coffee, and I'll be sending them a voice note.

I've done it to Chris, I've done it to loads of people, and they just think, what is he playing at? But generally, it's because I just like to help. And that is my thing.

So when Steve stood up here earlier on, and he said, you get what you give, that is what happens. Everything I've ever had is because of what I've given. So I couldn't have done it without everyone else either to actually receive my voice notes and listen to my podcast.

Sorry, Dan, but they're literally podcasts. And I've tried to cut that down. So thank you, everyone.

[Speaker 6] (2:00:35 - 2:00:38)

Thank you. Thank you so much, mate. Well done.

Well done.

[Adam Goff] (2:00:43 - 2:03:18)

Very well deserved. Very well deserved. So that's it for some of the special awards.

We're not done for the day, obviously. So we have your accreditations. So congratulations to everybody in green who had 100% record.

Okay, these are our top performers. Akash, Anthony, Ashley, Casey, Martin, Rachel, Shaini, Umesh, Valerie, Chris, Craig, Matt and Rich. Let's give them a big hand, please.

Well done. These are our top performers, some five years round the track and down. Now, it's not just them that got the accreditations.

If you were in orange, you also received an accreditation. And we have the certificates at the back of the room. Bianca, would you like to showcase them now?

So we have your accreditation certificates. And we so please collect your certificate at the break. And if you'd like to get a photo with Dan and I will be standing by the photo wall.

We've got the new photo wall, the property entrepreneur photo wall. So you can get a photo with us with your accreditation. You're good for the social, good for the mantelpiece, good for the bedside table.

You know what we're talking about, right? So, so yes, this is important. You know, why are we doing these things?

Well, obviously, it's a sense of achievement that you have actually shown up and you've delivered and you've set yourself up as a high performing our community. But these are this is an accreditation you can wear with pride. All right, this these things counts for something.

Perception is reality. So you want to get this accreditation on your business cards on your email footers on the bottom of your website, the amount of people that have got ICO on the bottom of their website, right, the Information Commissioner's Office on the website. Okay, this this is better than that.

You know, so if you're putting that on there, this is more kudos than that. So this is all part of the journey. Perception is reality.

So you've earned this, you've got the right to it, we'll send you a soft copy. You've got your accreditation, chat about it, tell people about it, because it just signifies that you're a high performer, and you go out there and you absolutely smash it. So this is it, you'll see all over our stuff.

Okay, it's every it's everywhere. It's in the brochures in the workbooks. So I'll see at the back of the room for photos, we're going to go to a break.

Now I would encourage everybody, it's a new thing we're going to do, to have a walk and talk at the break. You've got 30 minutes. It's 10 minutes to do a lap 1000 steps in case you haven't realized that yet.

It's exactly 1000 steps. How weird is that? It's perfect.

Alright, so you can go to the bathroom, you go for a lap, you can still get your coffee, get some fresh air, have a photo with us, make the most of the break. We're back in here at 12 o'clock. We had a good first session.

Give a big round of applause, please, ladies and gents. Thank you very much. Our Slides to Deal of the Year, yes, of course, for Bianca.

Thank you.

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📄 FILE 2: PEA 2024 - Workshop 12 - Session 1 - Transcription

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Session 1\_Transcription

[Speaker 6] (1:58 - 6:48)

Thank you very much. I've tried. Okay, ladies and gents, that's your three and a half minute warning three and a half minutes.

Okay, ladies and gents, that's your two minute warning. Can you take your seats moving please? You got to read the emails, Keelan.

Let's go ladies and gents, 90 seconds to, oh, Jesus. Can you help me? Ladies and gents, get your way into the room.

Take your seats. Let's go guys and girls. Let's get ourselves into the room.

It's awards day. Guys and girls, that's your one minute warning. Take your seats, please.

Take your seats. Let's go guys and girls. It's awards day.

30 seconds. Take your seats, please. Make your way into the room.

Let's go. Everybody together. Disco Inferno.

Let's go. Let's go. Disco Inferno.

Let's go. Disco Inferno. All right.

Okay, we like that. A bit of different music going on. Good morning.

Good morning. All right, are we excited?

[Adam Goff] (6:48 - 7:07)

Say yes. You don't have to be nervous now, apart from five or 10 of you who are going to be in the finals, but you don't know who you are. To be honest, Bianca told me last night and my brain's like a goldfish.

I've completely forgotten. So if I've thrown you off this morning by saying something like good luck or whatever it is, who knows? Who knows?

Who was up late last night practicing?

[Speaker 6] (7:11 - 7:25)

Just KC then? I'm only joking. I'm only joking.

I'm only joking. Guys, this is it. Workshop 12.

This is it. This is the end of the line for this year. Who is ready for a break?

[Adam Goff] (7:26 - 8:27)

Yes, I am. I am. Get on a flight tonight and I've got a week off booked on Monday.

So I hope you've all got similar breaks or you've had a good break over August. Who was away in August? Okay, cool.

Yeah, everyone with kids. Good. So yeah, welcome to the awards day.

All right. So it's going to be a different format today. There's going to be different things going on.

As you can see, it's slightly different on the AV. So just, yeah, hopefully you're gonna have a really good day. Really look forward to your feedback.

We're trying something new. So really welcome it. Who enjoyed doing the presentations on Zoom rather than doing them in the room?

Pretty much everyone. Yeah, great. Well, we had some good feedback.

No, people didn't. Okay. Who didn't enjoy it?

Who preferred it in the room? Okay. Yeah, interesting.

Yeah. Yeah. Unfortunately, you've been outvoted.

So like I said, like all things, we try it, see how it goes. And so am I interrupting some people? Some people, have you not caught up?

Chelsea, do you not chat to mum enough?

[Speaker 6] (8:31 - 8:32)

Okay.

[Adam Goff] (8:33 - 14:36)

And look, summer mode. This is it. You know, we've been absolutely balls to the wall, been going full pelt.

And we've been pulling it in to make it happen. And you will already feel a tremendous sense of achievement from pulling your end of year presentation together. And if you haven't posted it yet in the app, I would recommend you do it because it's such a valuable exercise.

It's not arbitrary. We don't do things because. We do things because what they're actually doing is they're formalising and like summarising the learnings from the year.

And really, as you guys know, because you're on advanced, what we're actually doing is starting the strategy gun. We're already now setting our strategy subconsciously and consciously in our minds, because we're writing lessons learnt down, we're figuring out what went well. And we're already actually in like cave time by doing our presentations.

Do people know what I'm talking about? Some of you show of hands, do you understand what I mean? So now, you know what's coming.

You don't wait until the 10th of October to start getting your journals out. You want to feel inspired after doing it. And you know, you want to be already journalling and more or less keep and lessons learnt and turn them into mantras.

And that's what today and the end of the year is supposed to do. It's supposed to crystallise the learnings and inspire you to go into autumn and get ahead of the game. You know, because as we all know, you're never done in business.

So the sooner you can get ahead of the game, the easier everything is. And the easier your January presentation will be. This is it.

We're now, what's it getting light at like six o'clock now, 6.30. So it's getting much more normalised, isn't it? We're kind of almost about halfway point before we go into the dark autumn. So as I said, today is going to be a little bit different.

It's not just a day of presentations like it's been previously. We are going to mix it up. The first session is all about levelling up.

So we're going to have an inspiration station section, which has gone down really well. We're going to talk about how you can level up. I'm going to share with you some things that you need to do with your team, with people close to you at the end of summer to say thank you to them, to make sure you show good leadership and that they want to come around the track with you again.

And Josh is going to come on stage. He's got a very special announcement. So that's session one.

Session two, we've got the grudge match. Okay. Dan's worn his funeral attire today because it might be his funeral because he's going to go down.

All right. He is going down. All right.

Yes, he's had a baby. There are baby photos in his presentation. I've had a sneak look at it.

It's seriously underhand tactics. I'm only joking. But no, Dan and I, you know, best of friends most of the time, except for those two days a year where we go head to head.

So you've got that to look forward to. In session two, we're going to have our deal of the year finalists. So I'm going to announce the deal of the year finalists at the end of session one.

You are going to take your decks to deck in the break, and then you will present during session two, and then we'll announce those awards at the end of session two. And then Dan's coming on to do a session called complete before Christmas. Slightly to do with Bounce Back Boom, things we need to get done.

What do we need to get done before we go into Christmas? We're not just on holiday for the next three months. And then session three is the end of year awards, the finals, the top five performers from the community going head to head for property entrepreneur of the year.

And all of the awards over to the right. So there's a few more awards today. So try not to look at them too closely.

Okay. The big news about today is that we are going to stream the finals live on social media. So from 2.30 till 4.30, just remind everyone not to swear. All right, because you'll be on Big Brother. So we'll be streaming it across our socials, which should be fantastic for everyone. So that's not a new thing.

We're excited about today. Exactly. It's going to be so three people are excited about today.

Guys, we're going to be on TV. All right. Are we excited about today?

Yes. Okay, good stuff. Right.

So a little bit behind the scenes, what's been going on behind the scenes so far, these walk the talk examples. To be honest, I just want to give a massive shout out to one of our longest standing property entrepreneurs, one of our world class women, Jackie Goodman. Jackie Goodman hosted for the first time ever our Blueprint virtually.

We'd never done it before. We didn't know how it was going to go. First day was warming the tires.

There was a few technical issues and Jackie held it all together. By day two, day three, the virtual were absolutely loving it. They were dancing around on their Zoom and the proof is in the pudding.

Not only did we get NPS score when the high 90s issues. Not only did we get an NPS score in the high 90s, but Jackie, 100% of Jackie's virtual delegates signed up to the program. So let's give Jackie a massive round of applause.

So Jackie, whatever you're doing in the breaks, well done. You did a fantastic job. Honestly, you pulled it all together.

You've got amazing leadership and you took it in your stride. Obviously, you're a very experienced coach and it just was absolutely natural to you and the feedback we had. You missed my beginning bit.

We had some amazing feedback. You pulled it together even when it was kind of all falling apart the first day where we didn't quite know what we were doing and in a really professional manner. So thank you so much.

I really appreciate it. Let's give another round of applause. Thanks, Jackie.

That's something we're going to do now. I mean, that was great. There are people there that just can't come in the room.

Some people signed up for the room in person, by the way, and some people signed up for virtual. So actually, just because they did virtual didn't mean they just did virtual, if you're interested. So it's quite interesting for us.

We're trying it as a new thing. It is awards day. So I thought I'd mention another person who's won an award, a masterminder who's absolutely smashed it.

One of the masterminders won best property management agent for Prim. Let's give a massive round of applause to Graham Linley. Where is he?

Stand up, Graham. Come on. Well done, mate.

So that's the only one I knew about, but you told me last night you won another award. So can we just get a mic for... Let me give you this mic.

What was the other award that you won?

[Speaker 13] (14:36 - 14:42)

Cheers. So yeah, we've got gold for quality assured company by Quality and Tourism. So that's good.

[Adam Goff] (14:43 - 16:26)

That's fantastic. Yeah, well done. You're absolutely smashing it at the moment.

Everyone on the Mastermind knows Graham is absolutely killing it. So super well done. We're not done.

We are not done. Akash, former board member, again, been on Property Entrepreneur. How many years now, Akash?

18? Same as me. Two?

Akash, like I said, long term peer. We all know him. We know him for on point mortgages.

We know him for black box. We know him for being just a bloody nice bloke. But he's also a big family man.

He's a very keen sportsman. And his pseudonym is Business Warrior, because he likes to draw comparisons between business and martial arts. And this is Akash.

If you know Akash, he's a ninja. All right. So don't upset him.

All right. If he doesn't pay his bill on time, we leave him alone. You know, we get something in the neck.

That's actually never happened. I'm only joking. But I just want to say a massive congratulations to Akash, because if you've been following him on social, you'll know that he traveled to Malaysia for the World Chin Woo Kung Fu.

Yes, I said it right. Chin Woo Kung Fu, the World Championships, which I thought was absolutely incredible. And he took his daughter.

And the best thing about it is they both won silver representing Team GB. So I think that deserves a massive round of applause as well. What a beautiful photo.

That is amazing. Really, really nice. Well done, Akash.

Do you want to say a few words about that? Because I'm quite interested. You've got the mic.

How was it? What was it? What was it?

What was the experience like?

[Speaker 11] (16:26 - 16:34)

It was absolutely incredible. Like I used to watch Kung Fu movies as a kid. To go to one was incredible.

To share it with my daughter was unforgettable.

[Adam Goff] (16:35 - 18:26)

Oh, bless you. That's really nice. Very touched me.

Okay. So next, this man. Okay.

Also been on property entrepreneur, John. Is John in here? Do we need to pull him in from outside?

Oh, he's at the back. John has been on PE well before the war room. Twenty nine, sixteen, eighteen.

I was seventeen. So goodness me, we're getting old. John is just one of those stand up guys.

I don't know how to describe John. He really is like he's a steward for PE. And if you've ever seen him do a mid-month mentoring, he was John.

I'm saying John always sat at the back of the room. And you always think people sit at the back of the room. You know, they're either the troublemakers or they're not that interested.

Right. I'm looking at you, Chris Dornan, Keglan. Rachel's always at the back.

Yeah. He sat there. He doesn't say a lot.

He's a blazing. Okay. Is he having a good time?

Listening, studying. Years are going by. He's still renewing.

He loves to be loving it. All of a sudden, out of nowhere. I mean, because he doesn't shout about his achievements.

When he joined the board and he started buying businesses and having these amazing results. Like, wow. Talk about a dark horse.

You know, John really is an example of just being an amazing student. A very, very nice guy. And taking his opportunities.

He absolutely smashed it during COVID. He's very good at taking opportunities to the crest of a wave. You know, buying businesses cheap and growing them.

His SA business has completely taken off. Anyway, the point is, it's all come to a head. Because last night on the board, who's on the board here?

Yeah. You'll be upset about this. Because John, not only did he win deal of the year, he won property entrepreneur of the year.

And he won the golf rider cups.

[Speaker 6] (18:26 - 18:39)

He had a complete clean sweep of the whole board award ceremony. Congratulations, John. Do you want to say a few words?

[Adam Goff] (18:43 - 18:46)

Still at the back. He's still sat at the back. Always sit at the back.

[Speaker 10] (18:47 - 18:59)

Yeah. Last year was, some of you know, pretty atrocious for us. And it's been a complete turnaround.

But it's just keep your head down, crack on, and keep working at it. Wherever you are in life, you'll get to where you want to go.

[Adam Goff] (19:00 - 19:44)

That's true. You have had a really challenging year, but you've kept your head and the results have shown. So well done.

Thank you, John. Let's give John a big round of applause. So some amazing successes from the community.

Well done, everybody that I've mentioned. And well done to everybody in the room. Because we're all here, we're all sharing up, we're all working hard.

Right. And it sometimes takes eight years to get that breakthrough. But that's what it takes.

That's what it takes in business. So we want to do for the final time this year, we want to ask you how you've done with your game changes for the month. So if you could get out your phones, open your workbooks, scan the QR code for the last time Game of Honesty, how did you do for your game changes for August?

[Speaker 6] (19:56 - 20:00)

Near the front of the book. Yeah, page three or something.

[Adam Goff] (20:30 - 37:49)

And when you've done that really quick score, put your phone out, we've got some stuff to get through, boards in, phones down. OK, good stuff. So that's it for that.

Now what we're going to do is just set you up. OK, we're going to set you up for what is the home straight of the championship season. So officially this quarter ends at the end of September.

OK, so autumn starts actually officially in October. Now, who still here has got company goals to achieve, sales to pull in, things to do? Everybody.

All right. So whether it's you, whether it's the EA, whether you've got a team of 100, you're in a leadership position. And it's really important at this last leg in the race that everybody is well looked after.

And that includes yourself. And that includes taking yourself off and having a holiday, having a break, giving yourself a treat. So what we're going to do now is we're going to set you up for how you can make sure you finish on a high and your team actually want to work with you next year.

All right. That's the most important thing. So bless you.

This is the call. This is all about the art of gamification. At the end of the day, the reason we have this methodology and this blueprint is because otherwise we'd all just go 100 miles an hour, 365 days of the year.

It's just relentless. It's never going to stop. And it's just no fun.

Games are supposed to be fun. And our job as leaders is to gamify. And in the same way we gamify property entrepreneur, your job is to gamify your business and your annual cycle with your team.

Because if they thought it was summer, 12 months of the year, they would probably leave. But everybody needs to know where you stand. Everyone needs to know this quarter is coming to an end.

Everyone needs to know it's just part of the culture that you have summer. And then you go into autumn and then you'll build the business in winter and then you'll get warm the tires in spring. This is your job to communicate that.

And it's your job to always remind people of that because they're not getting reminded about it as much as you are. Because you're on PE, you're seeing it in the group, you're seeing it in the WhatsApps, you're seeing it all the time, but they aren't. So it's your job as a leader to communicate that and remind them that if you have had a big summer, that it is actually coming to an end.

You want to end the summer, the season, the year on a high. You want everyone to be celebrating. You want everyone to look like this where everyone's happy.

We did it. We succeeded. And even if you've had a challenging year, your job is to find success in what they've done, even if it's just they gave it everything.

Sometimes you can give it everything and you could not get the results. But does that mean that you punish them? No, of course not.

You celebrate the pluses and what they did. And then you try and end on a high and have everyone going away feeling valued. And it was a success.

And if anything, if you've had a tough year, you've learned some lessons which you can take into next year and everybody, oh yes, we won't make that mistake again. That's a positive. What you don't want to do is have everyone finishing like this.

You don't want people collapsing, pulling out, having a breakdown, falling over the line. That's not how we want to end. I was thinking about who are the two twins, the triathlon twins.

Yeah, you see the famous one where his brother already falls over and his brother picks him up. Amazing. Love it.

All right. You don't want this. You don't want people so damaged, so scarred.

They've already told their wife or their husband or their brother or their girlfriend that that's it, they're done. I've had enough. As soon as I have my next one-to-one or whatever, or once we get past this, I'm done.

That's not what you want. And your job is to try and recognise that now, spot the problem before it becomes an emergency. So we know that summer is really hard.

We know that it's difficult. We're asking a lot from our team. But now is the time to remind them that just around the corner, there's going to be a change of pace.

It is going to change. The letting season is over. We have reached our sales.

This project is coming to an end. Whatever it is that is going to change for them, it's really important that you communicate it. And the key thing here is, because it's the last stretch, is that you don't want people thinking, well, you want people to think there's a light at the end of the tunnel.

They might still have a lot to do. There might be 20 sales to pull in. But they need to know that that's it.

Once you do that, it's done. And so you want them to think there's a light at the end of the tunnel, and that light isn't a train coming straight towards them. That's the most important thing.

So what I'm going to do is I'm going to ask you to get your action list ready. And I'm going to give you a series of things now, just a sense check, that you're doing all the right things you need to do as you go into the final stretch of championship season. So the first question is, just write it down as we go.

Some of them will apply, some of them won't, but you'll need them next year. Do you need to have a huddle? Do you need to have a team talk?

Do you need to have a locker room, any given Sunday moment of, ladies and gents, this is it, we're all tired, just pick it up and let's go. It's the final hurrah. Do you need to have that home straight, motivational, I know it sucks, we're up against it, we're 20 points down, but we can have these guys.

Do you need to have that kind of conversation in a team huddle? Have you booked your autumn QGM? We had this new slide made up because I love it, because I said, Bianca, I think it'd be really good if we actually had the finishing, the checkered flag.

Use this slide if you want. We asked Bianca to post it in the Circle app. Use this slide if you want to use it.

The finish line is coming. This is it, we've done it and we're going to go into autumn. Do we stop serving customers?

No, but the busy times are over. Have you got it booked? Have you got a social booked?

Are you going to have some sort of party like Dan used to do at Pulse, like I used to do at Capital Living? Have you taken them out for dinner? Have you got a spa day organised?

Something. Have you got a virtual team? Are you giving everyone a gift or having some sort of virtual drink or whatever you're doing for culture?

Have you got something as a reward in the diary, something to look forward to? We've got that track day coming up. We're going go-karting, we're going paintballing, we're going knitting, whatever it is that turns you on.

Some people love knitting. What can I say? It's all right, isn't it?

I like knitting. Whatever it is that's fun. Okay.

Next is don't underestimate how valuable a thank you is. So a thank you, everyone thinks they've got to buy lavish gifts and everything else. And yes, a gift is nice.

Who doesn't like getting a gift and who doesn't like getting money? By the way, I like getting money and your team will like getting money. Money is nice, but money comes and goes.

But people remember how you made them feel. And a handwritten thank you, a card, a voice note, a text, these actually mean a lot. They mean a lot to that person because ultimately they are working for you.

Yes, for the money and yes, because it serves their purpose, their life. But also they're working for you because they like you as a leader. And going that extra mile, reaching out, that personal touch is not to be underplayed, not to be undervalued.

The smallest things go a really long way. I'd suggest a slightly better card than that. But they really can have a big impact and we know that.

We've learned that before. Do you have any awards? Talking about gamification, could you give the best EA award?

Could you have the director's champion? Could you ask your team to vote on who they think has been the best person to work with this year? And could you have a people's champion?

Could you have a top sales performer? Could you have best customer service? Could you have best attitude?

Can you gamify things in your business and give them an award? They're not expensive, but they could mean a lot. And then they would give people to strive for something next year.

Something to think about as well is if you just want to run your action list, red flag warning. Because if you look at every single one of your team, who is it that you think might have a red flag next to them? Who is actually burnt out, pushing it too hard?

Who's missing deadlines? Or if they're such a high performer, they're not saying anything, they're just getting on with it. But actually, you know, you've been asking to do stuff week in, week out, all through summer.

You know, sometimes it's our best team members. We just forget. We give them stuff all the time.

They always deliver it. And we don't even think about it. We just undervalue them, don't we?

And it's that person that's closest to you that's probably not getting the thank yous or maybe is overloaded. And they're the ones that surprise us the most. So who needs a timeout?

Can you give someone a day off? Can you just give them a free day off or a couple of days off as a gift, as a gesture of goodwill? Because you know they're burnt out.

What can you do to just recognize that that person's tired? Because if they are your highest performer, and I'll talk about this in a second, they're going to keep going till they burn out. They are.

And it's your job to stop them. Another idea would be to do a countdown. So let's just say you are running a campaign or you've got a number of sales to do or something.

Can you start doing a countdown? This is something that Dan did for me when I sold Capital Living. And he was like, we're going to close on this day.

And that's it. And I was like, I really hope that's true. But in my experience of trying to sell this business for the last year without you, it's not going to be true.

And he just started counting down. Every couple of days, every week, I'd get a message. I didn't know.

I said, where do you get these things from? And he just, yeah, I can actually just Google, you know, 17 days to go and there'll be an image 17 days ago. Just use that.

Just make it a game, you know, make it a game so they know this isn't going to last forever. And you're just reminding them that the end is in sight. And it's really important.

So they are some actual to-dos that I really suggest you do because it's your team that are really going to deliver things for you. And it'll make them feel valued. It'll make them, you'll spot any emergencies and you'll make sure you go into autumn with a full team sheet.

Some mindsets. So three mindsets to take into this. All right.

This one that we shared recently around hunting like a lion. And this might be something you share with your team as well. You know, we've talked a lot about hunting like a lion.

It comes from Naval Ravikant. And this is how we like to do it. Hunt in summer, go crazy, go for the targets, but then have some relax and reflection in autumn.

So make sure your team know that this is how you operate. Yes, it is absolutely mental. We're going absolutely crazy, but it's not forever.

That hunt like a lion mantra and mindset would be something to communicate to your team. The second one is about being a coach. So the whole thing around light at the end of the tunnel.

I'm sure I've never done a marathon, but I have done a half marathon. And there were moments where I wanted to give up. And I know he's done a long run.

There are moments when you want to stop, but you just need someone to like, you need someone cheering you on from the sideline. You need the words of your coach or your mentor, someone in your head saying, is he going to hit the wall? And you just have to keep going.

You've probably got Ian Bauer ringing in your brain. All right. For those people that have had Ian as a coach.

All right. Huh? Yeah.

Guillaume. What did he say? What attack?

Plenty in the tank. Is that his mantra? Yeah.

Oh, it's Goggins. Yeah. Like, you know, you need to be that coach for them.

You need to give them that inspiration and that reminder and that confidence that they can do it. So when they have that moment of wanting to walk, they keep running. And that's your job as a leader.

And as I alluded to earlier, we've talked about this a few times, which is so important. Is being the UFC ref. Now, hopefully you've hired some high performers.

Hopefully you hang on to them and they're your dearest because these people are rare. But the thing about high performers is a bit like UFC fighters. All right.

They're a little bit, a little bit gone. You know, they'll work or they'll fight and they won't give up unless they get choked out. And, you know, as the UFC ref, your job is not to protect the fighters from each other, from killing each other, which is what you think the refs there for, is to actually protect them from themselves because they will not give up.

Their mind is so strong, they won't quit, even if it means they're going to choke out, potentially even pass out, potentially even die. So that's what the UFC refs there for. And that's what you're there for in business.

You might have that star, but you will burn them out because they will keep going and they'll never say no because they're a high performer. And it's your job to recognise who they are and make sure you're encouraging them to take time off and have a break. And you don't interrupt them when they're on holiday and all that type of stuff.

It's just not good business. It's false economy. So three mindsets just to take into being a leader into this last part of championship season.

Ultimately, your job is to cheer these people on from the sidelines. And the reason why the session segment is so important is because the more you put in, the more you get out. You might be feeling really burnt out and tired and you're like, you know what?

I'm just going to kind of fade in this championship season. Like I'm not really going to push now. I feel like my team are tired and I'm just going to fade out.

That's the wrong attitude. Put your arm on the people that need it. Gee up the people that need that.

Make sure they've got a time off or a day off if they need that. Give them what they need and have them deliver it for you. You just need the energy and the enthusiasm to be a good leader.

They can actually go and deliver it. And that's what's really important. Any questions about leadership?

Okay, we're ready for this last bit. We're ready for this last bit. Fantastic.

Okay, good. So your team are your number one asset. So just make sure you action this.

Make sure you action this over the weekend on Monday. If you've got your SCS's next week, that'll be a really good opportunity to just start the meeting in a really different manner. Actually, let's have a temperature check.

How are you feeling? That's what's going on. Even if it's not a monthly review, it's not PDP.

Be honest. I'm pretty tired. How are you feeling?

I'm pretty down about that we missed that. Yeah, me too. And then let's have an honest, vulnerable conversation if that's what they need.

Okay, good. So moving on from that now, we're going to move on to Inspiration Station. So we've got a couple of speakers for you.

And really enjoy these segments because it's people from our community who have achieved remarkable things. And this story took me way back. So the first I'm going to introduce now to be way back.

He's not on this photo, because that's a good way it is. But this I mean, can you look at those little baby faces? Come on.

Look at that, eh? So yeah, this is us 25 years ago. And the very first sorry, Rachel, was I interrupting you?

I do apologise. What would you like to say? What would you like to say?

Yeah, just 12. Yeah. And the very first get up and give back the very first get up and give back.

And yes, it takes me back to this. And this actually is where this, this man's, I'd say, transformational, ridiculously inspiring story started. It started obviously way before the lot of changes were going on behind the scenes.

But this is where it all started to, to come to a head. Now, we did the half marathon for get up and give back, back in 2019. And the top fundraiser is Kevin Edge.

And even though I hung up my trainers after this moment, Kevin had lost a lot of weight. He'd run his first ever half marathon, and he'd raised the most, the most amount of charity, I don't think he'd ever raised anything, I should probably tell you in a second, he'd never raised anything for charity before, he'd raised the most he's ever raised out of anyone. But he was not done.

He's taken it to a whole nother level when it comes to his running, when it comes to his business, when it comes to his life. He's completed the major marathons across the world since then, which is why I've asked him to come up and talk to you about his journey, what he's achieved, some tips, and some learnings that he's taken over the past few years. Ladies and gents, you all know Kev.

All right. He has gone from builder to developer. He's gone from overweight to having abs in his 50s.

He's now got 18 million GDV under development of new build properties. He's been on the board for eight or nine years. This guy is an absolute inspiration.

He's one of the humblest human beings I've ever met. So I hope he blows his own trumpet a little bit. Let's give Kevin Edge a massive round of applause, ladies and gents.

[Kevin Edge] (38:03 - 52:23)

Yes, spoiler alert, I did it. So I need to speak quite quick because I did practice and it goes on for about 20 minutes and I've only got 10. So I'll speak as quick as I can.

So this was me in my 50s, a little bit overweight. Didn't look too happy about it either. But that was normal in the people that I kept the company of, right?

So 50-year-old guy, you drink, you eat the wrong food, you don't exercise. That was kind of okay. But being on the board and surrounding yourself with the right people, we said that's kind of not acceptable.

So we all went on a journey of weight loss and we did the RNT thing and the photo. I always like to show the picture. This is the only place I ever show it.

So it's great to get it out, but it's not to impress you, but it's to impress upon you what we can achieve and what we do achieve together by surrounding ourselves with the right people. From losing weight, we... My slides are in a different order, actually.

From losing weight, we did... Sorry, I've just lost myself a bit because the slides are in a slightly different order. So we lost weight and then Mark Barrett decided that we'd raise some money for charity.

So that's where the get up and give back started from. So we decided that we would do a half marathon. I'd never run in my life, but I'd lost some weight.

So I thought, well, let's give this a go. Let's go and do the half marathon. So the first thing I did was went out and run like mad, totally pushed myself too hard, pulled my hamstring and I thought, guys, I'm not gonna be able to do it.

I had to go to the doctor and they were like, okay, great, Kev. Well, just do a 5K. Okay, I can't get out of it.

All right. So I do a 5K and then it's like, okay, well, I'll do a 10K and then everyone's doing a half marathon. So we've got to do the half marathon together.

So I don't know how my slides are gonna come up. I'll just keep talking. So we did the half marathon.

My greatest memory from that was crossing the line with Dan as we crossed the line together. I think Dan still got the picture and there was a moment where it was like, after you, sir. No, after you, sir.

And we kind of went across hand in hand. So it was a lovely moment to share. So we did the half marathon.

So now I've lost weight. I've done a half marathon. I'd never run before in my life.

I was like 52 or something at the time. And I thought, okay, well, maybe I should just go on and do a bit more. I'd always wanted to run a marathon, but I thought I couldn't do that now.

I've missed a moment. I'm now a middle-aged man or a bit further on. But I thought, well, maybe I'll go and give it a go and do the London marathon.

So I've done the half. It's only another half. So I managed to get a charity place on the London marathon.

The first thing I did and the learning from that was to get a coach. So for everything you're gonna do in life, there's always a way to do it, right? So I went out, I got a really good coach and he showed me the way to train.

So it definitely wasn't a way I trained for half marathon when I went out and just run really fast. It's actually doing different sorts of running over a period of time. So getting a coach and having a system was really the thing that made the difference on the London marathon.

And my first marathon went really well. I did it, I've said before, like, I'm proud of it. Three hours and 12, first time ever at like 52, which was not bad.

And I didn't get injured. So that was good. Did the London marathon.

I thought, okay, what's the next challenge? Got to take it a bit further while I still can. And I heard about this thing, the world majors.

So there's six world majors you can do around the world. Berlin, Chicago, New York, London, Boston, and Tokyo. I thought, well, I've done London.

It's only five more cities. Let's give it a go. There's, I mean, it says 8,000 people have done it.

I think there's about 20,000. So I think this lies like a couple of years old. But you know, there's only 20,000 people in the world have done it.

And I thought, well, let's give it a go. Let's go run some marathons around the world. So that was the London one.

That was a slide that was going to be before. Next one, I went to Chicago. So I was traveling to America to do the Chicago marathon.

While I'm there, I'll do the Joe Dispenza. So that's actually Lewis Howes, who I met there as well. And Anna's a big fan of him.

So I've got a picture of him. He's a really nice guy, actually. And he probably gets asked for his picture every five minutes.

And it was the first time anyone had asked him. So he's a really generous guy. But I did the Joe Dispenza week, which was fantastic.

So if you get a chance to do Joe Dispenza, anyone that knows him, great retreat. And I was there, and people are saying, oh, where are you from? I'm from England.

Oh, when do you go home? I said, oh, no, I'm popping over to Chicago to run a marathon tomorrow. Really, that's a bit of a funny thing to do.

The lesson of running the Chicago marathon, I got there, and I'd just done a week. I've been traveling a lot. And I got to Chicago, and I've got to run this marathon.

I sent a message on my group, and I said, oh, I've got to run the Chicago marathon tomorrow. And Mark Barrett said, you get to run the Chicago marathon. And I thought, it's one letter.

One letter changed my life from got to get. I thought, what a privilege it is to be able to travel to America, to do the Joe Dispenza retreat, to be able to run a marathon in another country, to be fit and healthy enough to do that. And so just the change in attitude just changed everything for me.

And it's such a privilege to be able to do this stuff. It's a privilege sometimes to remember just to be alive, right? And sometimes we forget that.

It's a privilege to be in this company. It's a privilege to be amongst our family and friends. And it's just that moment of gratitude was the greatest learning for me on that.

So thanks to Mark for that one letter. Next one we did was Berlin. I need to speed up a little bit.

This was a really good one I did with Ian. So it was the first one I did with Ian. Tough marathon.

Ian will remember as well. It's a flat one. So we all thought we was going to break the world record.

Didn't quite happen. But we got through it. It was great to travel there with Ian and his family and meet Nath there as well.

After that we went to New York. We did the New York marathon together. And if you're going to surround yourself with, if you're the average of the five people you surround yourself with, that's not a bad bunch, right?

So what a privilege again to travel to New York with a great bunch of guys. Yeah, that's right. Yeah.

The learning on this one was I didn't push myself. So I'd actually injured myself like pushing myself too hard. So I had to take it slow and steady and actually really enjoyed the marathon.

Just taking it slow and steady really did quite well. And my biggest disappointment was that Ian Bauer was only one minute in front of me and I didn't know until the end. And that opportunity will probably never happen again in my life.

Well, he's guaranteed me it won't. And if I'd have known he was just a little bit further ahead, I would love to just run past him, give him a little tap on the bum as I beat him over the line. I didn't get that opportunity.

Well, it's interesting you should say that because I did Tokyo marathon and my thing was Ian told me he'd walked. And my thing was, I just don't want to walk any marathon. I always want to run every single thing.

So on this one, I actually went and I was injured. And you can see like the strapping on my right leg, I injured my right knee. And I actually did it on the strategy.

I went out for a run. I did like a 12-mile run in the frost and injured myself about seven miles out. And I still had to run back.

And that day, I mean, then I remember I had to go and get me some painkillers. I couldn't even walk. And like a few weeks later, I had to go to Tokyo and run the marathon.

So it took me a training easy. I got to Tokyo and I remember getting to the airport and I literally couldn't walk. And that's not for dramatic effect.

I actually got off the plane and my knee like completely froze. And I had to stand on the travel aid. And I was like, I've got no idea how I'm going to run the marathon.

I've got to do that in like three days time. And I've got to run 26 miles and I can't walk two steps. Luckily, it eased up a little bit.

And I took the marathon quite easy. I was running the marathon. I thought the one thing I want to do is just be able to say I didn't walk.

I just want to run the whole thing. So I just kept going and just kept going. And when I got to Tokyo, when I got to the hotel, when I checked in, they said to me, you've got a double room.

And I thought, well, I'm only here on my own. I must have booked for myself and Anna, my partner, but she hasn't come. So I've got a double room for myself.

Went to my room and you know, when you walk in your hotel room, you're like trying to find the light switch. Before I found the light switch, I looked across and I saw the bed and I thought they haven't made the bed. And then the bed moved and I was like, ah, I'm sharing a room with someone.

Luckily, there was two beds. And I was sharing with this guy, James. So James was from England, from Manchester.

And he was on his sixth marathon. So he was getting the staff for doing his sixth marathon. So he'd flown all the way to Tokyo to do this.

When you're running marathons, there's two, well, when you're exercising, there's kind of two energies you use. One is like you can burn fat and one you can burn glucose, you burn sugar. So what you want to do is you can burn fat because then you can run for a long time.

If you burn sugar because you're running very fast, it runs out quite quickly and you'll just bonk. So James has said to me that when he runs marathons, he can't take gels. So what you do when you're running marathons, you take gels, you've got to keep the sugar going, keeps you running fast.

But James said, I make me feel really sick so I'll never take them. So he said, what I normally do is I have a banana before I go and I just run the whole thing and just, you know, don't go too mad. Anyway, so James had gone off, gone to do his marathon, he's on his sixth one.

He was in front of me and I was just poodling along, just trying to get to the end. And I thought, whatever happens, Ian's in my head, I'm not going to walk, I'm not going to walk, I'm not going to walk. I got to about 21, 22 miles.

I looked across and I've seen James on the side. Now, if you're running a marathon for sort of like three or four hours, you get in a funny space and I'm just like one step after another, one step after another, just keep going, just keep going. I looked across and I've seen James on the side and he's got all his head bandaged up.

And I kind of, it was like he was in fancy dress. It was really bizarre. And I kind of laughed.

I thought, what's he doing? And I kind of laughed as I run past. I thought, oh, I know him.

And I was like, oh, James, are you okay? And I kind of went back. And what he said was he had run too fast.

It's like, and then you burn all your sugar up. And then what happens is, I mean, if you're like, you'll know if you're a doctor, your brain says, if I run out of sugar, I'm going to die, so I'm switching off. So he'd burned all his sugar and his brain just said, we're closing the machine.

And he said he collapsed on the floor and he couldn't even put his hands out. He just saw himself going down. He landed and like smashed all his head up and he cut his head quite badly.

And I said, well, what are you going to do? He was like three or four miles from the end and he's flown all the way out to Tokyo. He said, well, they won't let me finish.

They're going to take me to hospital. I said, but you won't get your medal. He said, well, they won't let me go.

So I said to him, I'll walk him to the end. So I had to surrender my not walking for James. But to be honest, it was the best marathon I've ever finished because I did it for someone else.

So thank you. So that was a memorable one for really good reasons. And then the last one, nearly done Adam.

Last one was Boston. The one, the reason I left Boston to the end, Boston's the, it's like the iconic marathon. It's the oldest marathon of the modern marathons.

It's kind of, you know, the big setup. You have to qualify for Boston, so you have to run a certain time to be able to get into it. And I've managed to qualify for it.

So I was really pleased with that. It's also the most kind of iconic because it's the oldest and it's a small town and the whole place comes alive for the marathon. So that's a really great place to be.

And that's where I got the sixth medal. So got that for running the last one at Boston and became one of sort of 20,000 people. And it's a great, it was a great journey.

Started with losing a bit of weight, pushing on to the next thing, doing a half marathon. What's the next challenge? Let's do a marathon.

What's the next challenge? Let's do six. So it's a great privilege and, you know, it's obviously lots of experiences traveling the world.

And I feel really grateful to have had the opportunity to do that. So my top tips really, and they're very kind of relatable to business and it's nothing groundbreaking, but it's sort of the best truths are simple, right? So work into a plan.

So my most successful marathon in terms of performance was the first one I ever did. I did it to a structured plan. I had a coach who kept me accountable and I run consistently.

I run six days every week, rain, snow, whatever happened, I was out there. So work to a plan, consistent effort and enjoy the journey. I mean, it was a real privilege and thanks to Mark for the one letter because it's a real privilege to get to do that stuff.

It's a real privilege to be able to travel the world like that. It's a privilege to do it and be in a supportive community to do that kind of stuff as well. All the boards were kind of behind me as I was doing this thing.

And you can do anything you set your mind to, even make a spelling mistake, which I saw last night. So, you know, we could all do anything. I'd never run before.

I was like, you know, mid fifties, overweight. And it's like, well, what's achievable, right? So we can all do anything we want to do.

And that's it.

[Adam Goff] (52:30 - 52:54)

Thank you. You're a legend. Don't run off yet.

Just stay there. So we thought it'd be good to mark this monumental achievement, but it is very impressive, right? And it is very easy to, that photo, it's very easy just to forget how, you know, you were literally a different human.

Is that fair to say? When we first met, you know, build a run around a Range Rover. Yeah.

[Kevin Edge] (52:54 - 52:55)

In a van.

[Adam Goff] (52:55 - 53:14)

In a van. Like it was just, you're literally a different human. So we really want to recognise this and we want to recognise you.

So my trusty assistant's not here, but I have this award. So we've, for the first time ever, we'd like to award the World Class Achievement Award to Kevin Edge. Give him a round of applause, please.

[Speaker 14] (53:15 - 53:16)

Thank you, Kev.

[Speaker 6] (53:17 - 53:25)

Thank you very much. Thank you.

[Adam Goff] (53:31 - 56:07)

Thank you, Kev. Very well done. Amazing achievement.

Thank you. Unbelievable. Let's give him another round of applause.

What a legend. What a legend. Unbelievable.

Yeah, Kev and I had that famous argument in one of our first board meetings about why he was building a brick wall. That's why he was late to the board. Remember the story I told you?

I'll never forget that. But yeah, he's, you know, like I said, I thought this was, I literally thought there was nowhere else to go. And I think it just shows this whole thing of like glass ceilings.

So what Kev didn't tell you about that first half marathon, when he talks about him and Dan going over the finish line, is that, you know, I actually beat them both. All right. And he seems to like skip over that really important fact.

But I think that says a lot about different personalities, because Dan and Kev were running together and I just wanted to beat them both, you know. But, you know, I hung my boots up thinking that was it. I'm never doing that again.

And somehow Kevin is now basically an elite marathon runner. So I just think it is genuinely amazing. But it's not just that.

It's all those areas of your life, Kevin. It's just, thank you so much for sharing that with us, mate. Really appreciate it.

So hopefully you enjoyed that. And I know you're going to enjoy this next segment. So another inspiration section.

So I've asked someone else to prepare again, a short presentation about something which I think has made him stand out for the last two years, actually. A very busy guy, but always seems to have time for other people. And it all started really when the first kind of what came on my radar, again, was to do with get up and give back.

And last year, this guy was the second highest fundraiser for get up and give back out of nowhere. I was like, well, I didn't expect that this huge amount of money from this guy. And we all we all know.

Steve Hammond, okay, he is one of my master members, mastermind members. He also is a builder to developer. There must be a theme here with builders who are developers.

He's the host of TDM Birmingham. He was second highest fundraiser last year for get up and give back. And he won highest fundraiser this year for get up and give back.

And he is a very, very busy person. He's spinning a lot of plates. And the thing that always impressed me is how he is able to find time to raise all this money and do all these challenges to get up and give back when I know how busy he is, and just how challenging his year has been in his personal life, not just his professional life.

And I think that really impressed me. And it deserves our recognition. So I've asked him to come and share his experiences and his tips.

Can we give Mr. Steve Hammond, a massive round of applause, please, ladies and gents.

[Steve Hammond] (56:18 - 1:09:05)

So technically, I was the highest fundraiser on the program. So I just wanted to put that straight. So before I get started, I just wanted to share this statistic.

So according to industry research, property investors who actively participate in professional groups and communities report a 40% higher success rate in achieving their investment goals compared to those that operate independently. If this is true, is the amount of effort that you put into a community, does it correlate to it does the amount of effort that you put into a community correlate to the benefits that you get out? Well, I believe it does.

When I started developing back in 2017, my first project was 14 apartments on a petrol station. Whilst I knew a lot about building, I didn't know a lot about developing. To say it was difficult is an understatement.

So I decided to join a load of communities and seek out education to make myself a lot better. I started attending events like PIN and PPN. I joined Whitebox.

I found a great community there and I set up my own community, the Developers Network Birmingham, and then obviously joined Property Entrepreneur. And I've embraced and invested in every community that I've joined. And those communities have given back to me tenfold.

So what I'd like to do today is introduce myself, explain what being part of a community means to me, and how I've benefited, and then give you some advice and some tips on how you could do the same. So who am I? I'm Steve Hammond.

I'm a husband, a father, a builder, a developer, and I own my own portfolio. And I am the co-host of the Developers Network Birmingham, which is Birmingham's leading educational and networking event for property developers. My passion is taking derelict buildings like this and turning them into amazing homes like this.

Taking an ugly duckling like this and turning it into a beautiful swan like this. Or finding an old piece of waste ground which was once a petrol station and turning it into 14 amazing homes. Slide missing there.

So you can't see those homes. So when Adam asked me to get up and do a talk about being a community champion, I thought to myself, what on earth is a community champion? So I looked at a number of different definitions and I found this one.

A community champion is a member of a community who is recognised for their commitment to improving the community. And that is essentially what I've tried to do all the way through. Becoming a community champion takes a lot of effort, but the rewards are exponential to the effort that you put in.

When I started networking and being part of a community, I had three main aims. Skills, opportunities, and investment. So how have I done on this?

And I'd like to share the benefits first before I talk about the rest of the stuff. Well, two business partners, three staff members, an architect, an accountant, a planning consultant, a QS, a heating engineer, solar, you name it, I found them through communities. So I found skills and people.

Opportunities. My barn conversion came out of a PIN meeting. Dan Norman introduced me to the people that I ended up taking the barn from.

I'm not taking it off them, but buying it off them. My current project, which is a £1.5 million project, that came out of a community. My next three projects have come out of a community.

The one I'm literally about to start as well came from a community. So it has given me a lot of benefits with that. I've found over £2 million worth of investment in the past couple of years.

I've got lots of investors that I will work with and two absolutely fantastic relationships with a couple of heavy hitting financial institutions. But my biggest surprise was friends, as some of my other friends call it, friends. But, you know, I've made a lot of friends, not only well known people in the property industry, but people who are aspiring and on their way.

So. How can you become a community, a community champion? Well, I believe there are five main principles.

Identify a community that you have passion for, because if you have passion for it, you're going to put effort into it. Get involved. It's more than just turning up.

It's volunteer for everything and take part in everything wholeheartedly. Build relationships. Spend time chatting with new people every single month.

Every single month I sit at a different table. I go and sit with different people at lunch. I meet up with people for coffee and pints and things like that outside of property entrepreneur.

Raise your profile. Take every opportunity to raise your profile. Get on the stage for open mic or do something like this.

You know, this stuff makes you feel fear. You know, it's not natural environment for me to be but I do it. I feel the fear and I just get on with it anyway.

As you can probably see my hand shaking. So invest in the community and give back. Now, this is the key one.

Raise awareness for your community. Tell others. Speak positively about it.

Identify people in your community that you can help or introduce to other people. Just invest wholeheartedly. If you follow these simple steps and guidelines, I promise you, you will become a skills magnet, an opportunity magnet and an investment magnet.

And if you're lucky, you might find some really good friends or property friends as I call it. So let me talk you through some of the specific examples that I've done to try and achieve this. So identify a community that you're passionate about.

Started going to PIM. Obviously from that, I got my Barnes project. Whitebox, I found an amazing group of people.

Even though Whitebox isn't in existence anymore, the people from that community were still all in touch. But more importantly, Whitebox pushed me into creating my own community. Now, that has been exponential in my growth as well.

And business related, property entrepreneur, that's helped me to understand myself better, work on strategy, etc. And also a few splinter groups. So, you know, Mastermind and Midlands Regional one, etc.

Getting involved. It's more than just turning up every month. It's getting involved, putting passion into it.

A really good example is the Mastermind. What do I get from the Mastermind? Well, apart from seeing Adam every month, wherever he is, it's the power of the group to solve problems.

I love giving to the group. I love helping people solve their problems. We have fun.

And I think I've made some friendships. But I also think that I'll end up with some business relationships from it. Building relationships is also more than just turning up at the event.

I've put effort into getting to know people. I meet up for coffee. I invite them to my sites.

We've gone for a walk up the Malvern Hills. We've created a regional group where we meet up monthly. And what does that do?

Well, getting together gives you more deep and meaningful relationships. And so to give you an example of that, you see the picture on the left. Ian furthest on the left.

We're talking about a development together at the moment that's local to him. Ash in the middle. I've given him nearly 20 grand's worth of work over the past couple of months.

And Dan, obviously, everyone knows Dan, but Dan's massively helped me with TDN. And Greg, I believe we'll be doing a project together sometime next year. So, you know, putting this effort in actually gives you the rewards.

And it's all good and well getting to know people on an individual level. But if you want to speed that up, then raise your profile, ask questions, put effort into your strategy presentation, put effort into your end of year presentation because it raises your profile. Get yourself onto something like deals, deals, deals.

You know, they're all about raising your profile within the group. And if I'm going to be part of a community, I'm going to invest in that community. So I promote a blueprint to my TDN group.

I asked Dan Hill to come and do a talk at TDN. I actually introduced seven people to the blueprint and I never asked for commission from anybody. In fact, I believe it's nine, but I gave somebody else that commission.

And furthermore, I actually paid for quite a few of them because they're not they didn't have they're not that registered. So I saved them some money on that. Gave myself a few benefits with that, of course, as well.

But ultimately, invest in that community. Get up, give back is the epitome of all that. Who wouldn't have passion for raising money for important causes?

It's easy to get involved with. It builds relationships. And if you do it especially well, it raises your profile and it's a great way to invest in the community.

So how did I go about that? Well, I got Dan to do some talks at TDN for me. We did lots of walking and practice as part of the PE stuff.

I also created what I call TDN networking, which is networking and walking. And obviously, in 23, I did the Yorkshire Three Peaks. That's a mix of TDN members and property entrepreneurs.

And essentially, when you spend 13 hours together, you really get to know people really well. This year, the National Three Peaks was another level of interaction to 24 hours together. You really have some great camaraderie.

It obviously killed my body, but I really enjoyed it. But the Grand Finale Awards was actually another level that I really wasn't expecting. I got Best Captain, Dakia, my sponsor, won Best Sponsor, Top Fundraiser with 8,300 and the Dan Travis Award for stepping up.

What a night. Personally, people kept coming up to me and saying, well done, Steve. That's amazing.

Even people I didn't think knew who I was. It was a great profile raising thing. And we raised a load of money for charity.

Now, what did I get involved for? It made me feel good. I made some great relationships and friendships.

It raised my profile and it brought two of my favourite communities together. What's my biggest challenge? Time.

As Adam said, I work 24-7, but I've made time for the thing I wanted to do. If I wanted it enough and I did want it enough, because I believe it brings back to me more than I put into it. My biggest success, Developers Network Birmingham.

From any community, you get a lot of benefits, but from your own community, it's exponential. Lots of friends, as I say, whether they're well-known people in property or whether they're aspiring and growing people. So to close off, what are my top three tips?

Take an active role in the community. It's more than just turning up every month. It's get involved with everything.

Do things like the Mastermind, get up on the stage, et cetera. Be an advocate of the community. Take a leadership role.

Promote it. Help build it. Introduce other people.

Go above and beyond. Support people in the community. Answer their questions.

Keep them accountable. Umesh is a perfect example of that. I was just looking at Umesh there.

Take an interest and meet up outside. And what's my biggest lesson? The more you give, the more you get.

It might sound like a cliche, but it really is true, and I want to finish on one little point. Last month, Dan Hill went out of his way and came up to me and thanked me for all of the things that I've done in Property Entrepreneur and Get Up, Give Back, and said if there was anything I needed, just to ask. And to me, that meant a lot to me, and thank you for that.

And he's lending me the Rolls-Royce for the next month. So he doesn't know yet. And that's the perfect example of the power of giving and investing in your community.

Thank you.

[Speaker 6] (1:09:12 - 1:09:14)

Well done, mate. You're not a hugger, are you?

[Adam Goff] (1:09:15 - 1:10:52)

He's not a hugger. Stay there, Steve. Don't go.

All right? Because yes, I mean, very inspiring. Do we agree?

All right? The thing is, is I didn't want to, you know, I didn't want to reveal all the secrets before you did. But the fact is, is that in our mastermind, Steve has so much energy.

All right? There's not just Steve. There are lots of people in the group that has, as you can imagine, he's captain of energy.

But he always pushes us and me to, like, make the mastermind better. And you can tell with Steve. You know, Steve wants to do the round table for eight hours, because he loves it.

He loves to help, and he's got this real energy to genuinely give back. And it obviously came across in that. So he's in the mastermind.

He's like that. Get up and give back. We know how much effort that takes.

We know how much effort it is. It's like two years consistently, he's bringing people who are nothing to do with property entrepreneur, who are about to take off, along for the ride. And then, and then, and then he referred, I was looking at the referrals list.

And he's referred seven or nine, depending on who's arguing the commission with Graham, people to the blueprint. And I'm like, Steve, how do you do all this? You know, and he's just like, I just love it.

This is what I do. And everything he just shared with you, I just think it is really genuinely remarkable. And it should be recognised.

And so we've, for the first time ever, as well, we've created a community champion award, Steve, and you are an absolute shiny example. Thank you so much for everything you've done for us. Ladies and gents, let's give our new community champion a massive round of applause.

Congratulations. Well done.

[Speaker 6] (1:11:00 - 1:11:06)

Thank you, Steve.

[Adam Goff] (1:11:07 - 1:11:16)

So moving on from that, ladies and gents, we are now going into another session, ladies and gents. Let's give Mr. Daniel Hill a massive round of applause, please.

[Daniel Hill] (1:11:24 - 1:20:07)

Very much. Today is one of my two favourite days of the year. We get to see these presentations twice a year.

I don't know how you felt watching Kev and Steve share their journeys, but I genuinely feel inspired and actually quite emotional seeing the journeys that they've been on individually. When we go through these 12 month cycles, the reason you guys are here is because you want your best year every year. You want to level up where you are, who you are, where you're going.

And just to pull back on a point that Adam opened with is, it's very easy to think this is the finish line and this is the end of the journey. But going into September and awaiting super event in October, I just want you to think about a few things and think about this isn't the end of the journey, this is the beginning. And today you've got a fantastic opportunity to take inspiration from the people we hear speak, the people you network with and have lunch with, and just get inspired by what other people are doing and start to get some ideas about what your life could look like for 2025.

All of this comes down to three things and this won't be a surprise to you. So the first is about strategy. Going into 2025, you want to achieve something.

It might be wealth, it might be health, it might be life by design, but I guarantee you all you need to get from where you are to where you want to get to is a solid plan. A plan, a strategy, step by step of what you need to do and how you're going to do it. Second, you then need to execute.

And those that stand on the stage today, the only difference between those that stood on the stage in January and those that stand on the stage today is they had that plan and they turned up and executed. They put their trainers on when it was raining, it was snowing, they ran marathons when they had injuries and they couldn't even walk. Those days when you actually get up and do it when you don't feel like it are the ones that actually matter.

And then finally, which is what I want to set you up for today, is mindset. The older I get, the wiser I get, the longer I spend playing this game, the biggest, the biggest, the bigger and more I realise the biggest thing that takes us from where we are to where we want to get to is our mindset. We all think that the world that impacts us is what goes on around us, what people say about us, how our clients feel, what our reputation's like, how we look on social media.

It really isn't. The quality of your life is based on the thoughts you have and the decisions you're making. It's what happens inside your head, not around you in the world, that actually makes the biggest difference.

And today, I want you to tune in to what you hear and try and level up your life with a few key things. So the first is three things that I really don't want you to do. These are three things that are going to send you back.

And the first is when you hear people on stage today, do not allow yourself to think it's OK for them because. It's OK for Kev because he's on the board. It's OK for Steve because he's a successful developer.

There is nothing that anyone in this room can't achieve, health, wealth, life by design, whatever you want. But if you start thinking that other people are getting what you want because of something special, don't do that. It's a complete nonstarter.

The second is these thoughts become things and don't think or speak anything negative about any one period. And this is a broader piece of personal development for you. I was at a barbecue recently, group of friends, some of them I knew really well, some of them I hadn't met, all chatting away, all friendly, smiles, high fives.

I went to the toilet, came back and one of the one of the chaps had left the table. And within five minutes, the conversation talks about critically talking about the guy who'd left. Five minutes ago, they were being friendly, they were being nice.

And that's not the way we want to be. What you think in your mind and what you speak out your mouth will come true in your life. And if you've ever been in an unfortunate position where who's ever written a message about somebody and then either nearly or actually accidentally sent it to them?

OK, yeah, so a third of the room are being honest. Everybody else is a don't do that. The only person you should say if you've got something critical to say about anybody, the only person you should ever say it to them is them.

If you really think you need to put it out there in the world, sit them down and have that conversation. The second thing is don't talk negatively about people and don't even think negatively. They're OK because of this.

They're OK because of that. Just don't do that. And then the third, which is probably one of the biggest that gets in most of your ways when you're going into the next year, is don't think or speak critically about yourself, even if it's in jest.

Oh, you know, I'm so stupid. Oh, I can't do that because thoughts become things. And if you don't love yourself, nobody else is going to love you.

If you don't believe in yourself, I guarantee you nobody else is going to turn up and believe in you. You need to be your number one advocate. You need to be your number one cheerleader.

If somebody's going to be the hero in this story, it needs to be you. So there are three things. Just don't do them.

They add no value to your life. However, if we're going to level up our lives, there's things you do need to do. So the things we do want to do is be inspired.

Listen today to what everyone's saying and just believe. You know, when you're thinking positively about yourself, I can do that. I can do that.

Whatever it is, making money, getting fit, I can do that. Genuinely be inspired. The second is congratulate.

Go out of your way. Again, thoughts become things and the energy you create will define the life that you lead. Go out there and actually congratulate the people who've been on stage today.

Maybe you'll even feel intimidated seeing them at lunch now because they're like celebrities. They've got an award and they got their photo on the screen. Go up and shake their hands.

Congratulations. I was really inspired. Well done.

Genuinely be their sort of cheerleader. And then the third is take notes. If you're anything like me, yesterday on hearing the board presentations, today on advanced is take notes of the things that inspire you.

So maybe you do want to get fit and maybe you are going to run a marathon. Maybe you're going to start networking or networking. There's going to be loads of ideas or inspirations or challenges or targets or objectives, things that you could explore.

And I'm not saying you need to commit to them. I'm just saying, if you're anything like me, create a little list of the things that inspire you today. It might be something for you next year.

And between now and October, have a play with them. See where they land and see where you get to. It's all well and good getting to the end of the year.

And we all stand up here. And today, granted, is mainly celebration for those that have done exceptionally well. But we all know this isn't easy.

If any of you that are sitting there struggling to be inspired today because you've had a tough time or this isn't your best year on record, actually, it's one of the most challenging. Just remember, none of this is easy. And if it's good, it won't last forever.

And if it's bad, it will not last forever. Just remember that we grow through. So the things that actually change as we grow through what we go through.

And in some cases, that'll be positive. But in most cases, it will be where it's challenging. And if you make that plan, and you execute that strategy, and you go away with that positive mindset of understanding that the whole universe is created by the way you think, the things you say, and what you do, I guarantee you, having done this for 22 years, having taught it, this will be our 12th year teaching it, for the people who've had the plan, had the strategy, executed effectively, and walked around with that energy, attitude, and mindset, I just guarantee you the outcome is inevitable. Success and failure are very predictable.

They're far more binary than you think. Take these blueprints, execute them effectively, and I guarantee this will level up your life. So on the board yesterday, we were fortunate enough to hear our end of year presentations from our board members.

And one of the people who I was really pleased to sit next to at dinner, we had a fantastic conversation was Josh Keegan. Josh is one of the only people who started Properly Entrepreneur as a complete novice, not only never had a never run a business before, but never actually been an entrepreneur. And over the last eight years, he started a business from scratch, having never started one, he systemized it, he scaled it, he sold it, and he's gone on to achieve a wealth of other achievements, which is going to take you through now.

Could I please have a huge round of applause for the old FD himself, my good friend, Mr. Joshua Keegan.

[Josh Keegan] (1:20:16 - 1:32:47)

Hi, Dan. Good day today, isn't it? Very inspiring.

Very, very inspiring. Everyone well? Good to see you all.

Excited for the finalists happening. Yeah, cool. Right.

So yeah, I wanted to share a little bit about my journey. So it's been an inspiring day. And I've got a bit about my journey and a bit of an opportunity for each and every one of you.

So as Dan said, I started about nine years ago with Properly Entrepreneur. And this was like my first big thing, my business partner got sick, and I had to step up at Manchester pin and present for 25 minutes as me, me on stage back in the day, never spoken before, never done anything need to raise my profile. I managed to take that business over a period of time and the mentorship and the guidance of Property Entrepreneur and get that to, you know, 400 rooms eventually, and then get to 90 minutes a week working on it, which was awesome.

Scale my portfolio over the last 10 years. It's been phenomenal. You know, I've had ups and downs, but really scaled that into a really nice and stable and comfortable place.

As Dan alluded to, sold my business at the end of 2021 for a really great multiple. And it's very few people actually ever sell a business. But when you go through that journey to sell, it gives you a whole different perspective on what business is, how it works, how it operates, and what we're actually doing in the mechanics behind it.

Last year, I managed to get to the living off the steam, achieving the financial independence and achieving my financial fortress, which once again, for me, is more about the stability for my family. This year, I'm the number one best selling author, which is a great achievement and using the book and, you know, starting to get the message out there. Biggest achievement for me probably is the family side of stuff, you know, having two beautiful kids.

And Dan didn't teach me to do that. I was ingrained with, I kind of worked out myself. But what's been amazing is having those kids and getting to a place where we've built this beautiful family home and being in a position where Hayley, my partner, doesn't actually have to work and she can look after these kids all she wants.

I think she's regretting it. I don't think she's particularly happy with that decision anymore. But at the time, she loved it.

And it's that freedom and flexibility. I became a professional speaker, started to get paid to speak up here. And the last four or five years, I've been teaching the blueprint to everybody.

And then Ultimate FD, you know, that's what I focus on now. And we've only actually been going for about two, two and a bit years. In fact, two years since we registered the limited company in October.

And it's like in that two years, we've already surpassed what we took we six years to do in the in the first business. We're already past that financially, past that from a team perspective. So we just really accelerated that growth.

And this Dan sent me this picture the other day, and this was actually 10 years ago, 10 years ago last month. And this was my on the Friday, I quit my job as an accountant. On the Saturday, I was here in this actual room, which is crazy, in the Litchfield and doing a systems day with Dan, just just came into that room.

And, and obviously, I never knew the journey it was going to take me on over the next 10 years and became the board member a year after. I thought back to like, me back then. And it's like, I've had so much wisdom from everybody in this room from from Dan, from Adam, from, you know, various board members from various professional entrepreneurs that have come and gone.

I was like, what one thing would I tell myself a bit of advice? And what I give myself back then, which would fundamentally just change it again? Like, what is that one thing that one bit of advice?

I thought it didn't take me long to think about it is this. And Kev said it before, the average of the five people you spend your most time with. And like, genuinely, you are a product of your environment.

You're a product of who you're spending your time with, and what you're doing, who those those relationships you're building. And as Kev said, you know, it was normal for him to be around people that are slightly overweight and drinking loads and eating bad food. Soon as he got around the right environment, it fundamentally changed.

Now, why am I telling you this? Well, the environment for me has been the board, I got put onto the board about nine years ago, through kind of default, it just it just ended up happening. But the board wasn't what it was now back then, it was very much just a mastermind group, we'd all get together, we discuss stuff, we look after each other, we take people on the journey.

But this group for me has been phenomenal. Like I'm a product of this environment. And this group has had such a huge impact on my life.

And every single person in this room and past board members have had a genuine impact. I can bring any of these people at any point, and they'll help me, they'll spend hours speaking to me on the phone whenever I need any help or support. And I've literally done 10s, if not hundreds of thousands of pounds of business with people in in this room, every single year, there's always opportunities that we all do together, we partner up and we do stuff with.

And you can be having like an informal conversation like last month, or two months ago, I was having an informal conversation with Mark Barrett. And I was saying, I've got this property, it's a bit of a problem, you know, it's cost me x amount a month, and I don't really know what to do with it. And I literally, now, two weeks ago, he's now agreed a sale for me, which is going to result in 30k of profit.

So went from 1000 pound a month, just going out the door, and I wasn't sure what I was going to do. Now it's just turned into a 30k profit. It's crazy.

Now it's just a chat that we're having on the way to dinner. So I'm very much a product of this, like a product of this group in this small group, I really believe that if you really want to get results, it's like really having that small group of people is really what's going to get you to go the distance. It's not only going to cultivate you, but it's also going to give you a great peer group to go to the next level with.

Why am I telling you all this? Well, we were hit with a bit of an issue this year. So Adam Altshuler's Mastermind last year, and it sold out very, very quickly.

And this year, we were expecting that some people might go, you know what, I've had enough of spending too much time with Adam. I don't want to continue. But every single person in Adam's Mastermind said, you know what, I want more of this.

They're mad, but they want more. They want more. They want more.

And it was obviously an incredible problem to have in that, you know, we've got a mastermind that's oversubscribed and everyone wants to stay on. But it meant that we had loads of applications through. What do we have all these people that wanted to join Adam's Mastermind?

And you're a bit stuck. So Adam came to me and he said, Josh, would you consider one? And it didn't actually take me too long to think about it.

I was like, well, it would be a pleasure. And if I can have the impact that the board had on me throughout my journey, and I can do that for more people in this room on the program, then I'm in. I'll do it.

So we're launching it today. It's a win for the business because we get an extra mastermind. It's a win for the delegates because obviously masterminds, they're getting results, they're going places.

And, you know, we couldn't say no. We want to have an opportunity for people that want to be part of another mastermind. And it's meant for me because I get to kind of create what I got introduced to about nine years ago and take people on that very similar journey to what I've gone on.

So if you want to earn more this year, if you want to work a little bit less, if you want to really go the distance and have that peer group and accountability to really take you to the next level, the mastermind could be something that you'd be interested in doing. But also as well, you know, I'm an entrepreneur with a decade of experience. I've started, scaled, sold companies.

I've done lots of deals. You know, I've done a lot of stuff, but I'm also a chartered accountant. So if you want that 10 years of experience, plus a chartered accountant in your corner, like the mastermind could be something you'd be interested in doing this year.

What's included was very similar to, well, in fact, if you imagine Adam's mastermind and then like increase the quality by about 10. Or double the, like that's basically what it is. So I probably didn't set it up.

But just, just, just to be, just to be clear, what's included. So you get your one-to-one mentoring calls every single month. No, no.

So you'd have, you'd have to leave Adam's to go. You'd have to leave Adam's to go to my membership if you want to do it. You get your monthly one-to-one mentoring calls with me and to put that in perspective, now on Ultimate FD, if you want like my FD support, it's £500 an hour.

So it's a lot cheaper to be on the mastermind and get that support there, there and then. You get to attend these mentoring calls as well when you want to, listen to whatever people are being educated on, et cetera. To put it into perspective with you, I was giving some advice to somebody recently and Shiv was listening and Shiv told me two months later that one bit of advice resulted in a hundred K of extra sales for him.

So it's very powerful to be there and be part of that. Monthly supper club. So we know what this is.

Come up with a problem, leave with a solution. This is about getting together, gearing everyone up, but also being in a place where we're holding you to account and you're bringing any issues you've got and we're solving them for you in the room. Unlimited WhatsApp group support.

So I'm there when you need me in the WhatsApp group and your team, your mastermind is there with you in the WhatsApp group as well. You've got additional accountability. This is board level.

We do this at the board. It's the one thing. So you set the one big thing you're going to do this month and we hold you to account to make it happen.

So if you need extra accountability, it's going to be for you. The strategy retreat. So you get an invite to the strategy retreat.

If you've not been on a strategy retreat before, this happens in October and this is basically where we all go away. We sit down with our journals, we reflect, we think, and we challenge each other on our strategies. Myself, John and Sen are the last one.

We literally sat in a hot tub for two hours talking to each other's strategies, like probing, asking questions. And we came out very wrinkly, but also you do what you want. We came out genuinely like with totally different strategies.

So if you've missed it this year, you've had your strategy and you're standing here saying, well, it didn't really go how I planned or I set the wrong goals. That's the thing that you're going to need to get things done. Monthly buddy up.

You know what that is? SCS with your buddy in the group and a member SOS. I'm here when you need me.

Send me a WhatsApp. Give me a call. I'm there when you need me.

I've lost deals. I've been in legal battles. I've sold companies.

I've done all sorts of stuff. You name it. I've been there, done that, got the T-shirt.

So if you need me, you can call at any time. And then, of course, you've got membership accreditation. We don't really need to sell what year one Adam's Master might have achieved.

Craig was on and he actually won the Strategy Day award at the start of the year. Valerie was a runner up, which is awesome. Five of the people on stage at Strategy Day were finalists.

And then it's going to be 10 times better, like 10 times better. That's the key thing. You're not going to get that in mind.

Like that's disrespectful. And then Umesh, absolute powerhouse, top of the leaderboard for Game Changers this year. So people have achieved a lot.

And obviously, I don't know what the results are, who's getting on stage today, but I imagine you're going to see some masterminders on stage. Just one more quick point, actually. Before the programme, we did the Supper Club before the programme, and everyone did their end of year presentations.

And all of the finalists were people that came to that Supper Club and got feedback from me to come onto stage. All of the finalists, everything 100%. So very good.

So the opportunity for you today is to become a founding member. So very similar to what Adam did last year, we've got a prize that we are going to charge next year, which is going to be £12,000. But the opportunity for you today is to join our founding member rate, which is £7,500.

So about 40% off that price that we're going to charge next year. Thank you. This is for life.

So you're going to get this. And then next year, you're going to get all of that prize. It'll be a small inflationary increase, but that's going to be your prize.

And next year, people are going to come on, and assuming anyone leaves, hopefully not, hopefully we keep everyone in place. But if one or two people do need to drop off, they'll be getting charged a higher market price to actually join the mastermind. So you can get in early.

Remember Bitcoin? Yeah. Remember how good that would have been if you bought it a little bit early before everyone started talking about it?

Exactly the same. Exactly the same. So you get the opportunity to get the prize, to get in nice and early, and that will stay your prize.

What, sorry? Yeah. Umesh.

Right. Adam's mastermind needs to leave the room for this. So there are brochures on your desk.

So you can take a look. You can have a look at all those things. Now we actually launched the program on Wednesday, and we've got 15 places.

That's what it's limited to. 13 have already gone. So we've literally got two places left now.

And it's a mixture. There's already some people on advanced that are joining, and then some people on the program. So it's a nice hybrid group.

It's people that are kind of mid-level in their journey. They're already at 100, 200, 300,000 pounds. They want to go to the next level.

And I'm really looking forward to working with people like yourselves to take on this journey. So two places left. Come and speak to me if you've got any questions.

We talk about if it's right for you. You've got the brochure on the table with all your different details. And that's everything.

Has anyone got any questions? Sorry, Adam. Yeah.

So the deposit to sign up is 600 pounds plus VAT.

[Adam Goff] (1:32:51 - 1:32:55)

It sounds like Umesh's. I might have a space on mine. I think Umesh's...

[Josh Keegan] (1:32:57 - 1:33:17)

The deposit is 600 pounds plus VAT, and then there's an opportunity to pay monthly as well. So you've got the details in the back of the brochure. So come and chat to me if it's of interest.

I'll happily have a conversation. Genuinely, we've got two places left. But it'd be my pleasure to give back to anyone that really wants to go on a journey this year and take things to the next level.

Cool. Well, good. Thank you very much for your time.

Welcome Adam back to the stage. Thank you.

[Adam Goff] (1:33:25 - 1:38:13)

Well done, Josh. It's going to be amazing. I think it speaks for itself.

It's only got two places left, genuinely. So hats off to him. He's done incredibly well.

I'll talk about this in my presentation as well. I think this has been my biggest professional success of the year, to be honest. The mastermind.

Obviously, it was new. I said this to the guys last night. We didn't know.

We went into it. We didn't know. We were sort of breaking new ground.

We knew the board worked. And it's really actually given me a whole new sense of purpose. Because I've got this really small group.

And we are getting to know each other really well. And I get to be a leader every single day. And I get to get inspired by people at Umesh, everybody in the group who is contributing.

And it's clear that for those people who want to get results quicker, this format really works. So I'm really delighted that we're rolling it out. And it's very rewarding.

And people have done incredibly well this year. So if you sat there and you're even thinking about it, don't be the one that missed the boat. Because genuinely, we had six people apply at 12k.

So the price is going to go up. And there were at least that many people this year who came up to me. And you know who you are and said, I should have joined.

So if you are just in that situation, just don't leave it. Because I wouldn't be surprised if by the end of the day, it's full. No hard sell needed.

But well done, Josh. Let's give Josh a big round of applause for getting there. Congratulations, Josh.

It's going to be amazing. And it's going to be a hell of a rivalry, isn't it? I mean, let's be honest.

Oh, my goodness. Right. So over to you now.

So I'm going to give you some time. So Dan really had a great inspirational speech just now. You should be in that mindset of what's next, what's happening.

I've given you some ideas for your team. But what are you doing for yourself? There's two things I want you to answer in this next segment.

I'm going to give you six minutes of cave time. And I want you to ask yourself, what's your reward for this year? Hopefully you've got it.

Hopefully you already know. Hopefully it's already booked. Josh has already booked his ski trip.

I've already booked my five star holiday. It's done. Hopefully you've already got it.

If you haven't, what's your reward going to be? The second is the question, what is the one decision that you are not making that is going to unlock the next level to you next year, for you next year? What is the one decision that's holding you back, that's getting in your way, that you've been putting off, that could really be a game changer for you next year?

So I'm going to give you six minutes of quiet time, prime time accountability. Sorry, prime time workshop. No talking.

Reflection. Cave time. Off you go.

Why not use this as a chance to write your list of things that have inspired you this morning, like Dan shared.

[Speaker 6] (1:39:45 - 1:41:02)

Minutes. All right, just finish up there.

[Adam Goff] (1:41:10 - 1:41:27)

Who's going to share? Who's got something they want? Now bearing in mind that if you want to really address this thing, best thing you can do is get out in the universe, start talking about it and start holding yourself accountable.

Who'd like to be the first to take the opportunity? Guillaume and Gillian, well done. And then Richard.

Fantastic. Well done, guys.

[Speaker 9] (1:41:34 - 1:41:45)

So mine's going to be focus, which is focus one course of action until successful. And I've already worked out what my distribution of focus is going to be for 2025.

[Adam Goff] (1:41:46 - 1:41:47)

Boom, what's it going to be?

[Speaker 9] (1:41:47 - 1:42:14)

So it's going to be the workflow reengineering consulting, which is a combination of people and technology, which brings in both work, wealth dynamics and my core skill of reengineering. And then 20% is going to be the business buying and 10% is going to be much more on me and health and making the best person who I am. Perfect.

[Adam Goff] (1:42:14 - 1:42:21)

Let's give Gillian a big hand for her year of focus. Guillaume, yeah, well done. The year of focus.

I like that.

[Speaker 12] (1:42:22 - 1:42:25)

So mine is a high standards about sleep and bedtime.

[Adam Goff] (1:42:26 - 1:42:28)

Sleep and bedtime.

[Speaker 12] (1:42:28 - 1:42:31)

If I sort this out, who knows what will happen?

[Adam Goff] (1:42:32 - 1:42:34)

Sleep solves everything.

[Speaker 12] (1:42:34 - 1:42:35)

I agree.

[Adam Goff] (1:42:35 - 1:42:42)

Honestly, your hormones, everything. It's just, it's nature's medicine. So the year of sleep then.

Give Gillian a big hand.

[Speaker 8] (1:42:46 - 1:43:30)

Mr. Evans, hilarious shirt in Birmingham today, as always. Very much. So I've had a funny old year.

I've had a funny old experience with, over the years with Property Entrepreneur. And it's been a bit like that. The beginning of this year, I wasn't really doing very much.

I haven't done Sunday sanity this year. And yeah, as a result, you know, the, well, actually lots of really good things have happened, but not by design. So, and I was feeling a little bit down a few weeks ago and turned it around by just sort of making sure I'm doing the exercise, meditating, etc.

And yeah, it's made a massive difference. And now I'm really looking forward to the next season.

[Adam Goff] (1:43:31 - 1:43:33)

So the one thing that's going to unlock it for you next year?

[Speaker 8] (1:43:34 - 1:43:42)

Uh, I think it's having accountability, consistency, you know, when you're feeling down, still do it, you know, get up and do it. Yeah.

[Adam Goff] (1:43:42 - 1:43:43)

When you're on Josh's mastermind, right?

[Speaker 8] (1:43:44 - 1:43:44)

Yeah.

[Adam Goff] (1:43:44 - 1:55:28)

So you're going to have no excuses. Exactly. Good for you, my man.

Let's give Richard a big hand. Awesome. Okay.

So we did some shares there. Well done. Now, now we're going to ask you as well to keep the pens and we're going to ask you for some feedback.

So we've got the feedback form, but it's just a little bit different than normal. We've outlined everything we do on advance. We'd like to just give it a score.

So it's going to be super simple. We would really value your feedback. You all know that the QR code is on the contents page on the bottom, right?

Now, everybody knows this is not lip service. We genuinely take your feedback and we implement it where it's, you know, where it's feasibly possible. We have some funny requests sometimes, but for the most part, where things are physically possible, we will do it.

You know that you can count on us. So whether you're, you know, whatever membership you're going on to next year, please give us some feedback. We really value it.

Thank you for taking the time to give it some thought and give it some care. Thank you very much. Last minute or so.

Feel free to use shorthand. It doesn't have to be a, when you've submitted it, please put your phone down. Thank you very much.

If you're close, maybe just jot us down some bullet points. That'd be really appreciated. All right, guys, you're going to press send.

Thank you. Great. Really appreciate that.

I love that. Genuinely, thank you for being so focused and for actually caring to give it back. It's really important.

So who's enjoyed open mic this year? It's been great, isn't it? It's been a great edition.

So just a reminder, we're going to have an end of year special open mic after the break. So think of or write down your biggest success, a thank you you want to make to someone, or congratulations you'd like to give to someone else. Now, there will be a limit of 20 people, and it is literally 30 seconds each.

Okay, so just keep it punchy. We love it. But if there are 20 people, then that's going to be the limit.

And then just keep it punchy. That's my only request. Is that okay?

Good stuff. So the awards. Right.

Let's have some announcements. So I would like to announce the Deal of the Year finalists for 2024. Yes, there is some music coming in a second.

So Deal of the Year for 2024, hey? You smug people, you. So the Deal of the Year finalists for 2024 are Chris and Richie.

Congratulations.

[Speaker 6] (1:55:32 - 1:55:47)

Guillaume. Congratulations. Jay.

Umesh and Akash. Congratulations, ladies and gents.

[Adam Goff] (1:55:50 - 1:56:25)

So congratulations, you are the Deal of the Year finalists. So you need to get your... Umesh looks worried.

You need to get your slide decks to deck at the break, please. You've been presenting in session two. Okay, so I would also like to announce another award.

Obviously, we're giving Kevin the World Class Achievement Award, but he's not the only one who's done something on the world stage. I also think that having two silver medals, world championships in the family, deserves a World Class Achievement Award. So let's give Akash Desai a massive round of applause.

[Speaker 6] (1:56:44 - 1:56:46)

Thank you. Well done, Akash. Good job.

[Adam Goff] (1:56:50 - 1:57:18)

So the Most Game Changers Award. I told you, didn't I? Okay, so every month, people have been submitting their scores, some better than others.

But at the top of the leaderboard this year, this is your cue. So at the top of the leaderboard this year, for the Most Game Changers is Richie and Umesh.

[Speaker 6] (1:57:21 - 1:57:23)

Come on, up you come, up you come, come on.

[Adam Goff] (1:57:31 - 1:57:39)

Tied first place. Well done, well done. So you'll both have to hold it.

We'll get you both awards, don't worry. Yeah, you both of you. And then I'll come in.

[Speaker 6] (1:57:44 - 1:57:45)

Well done, chaps. Good job.

[Adam Goff] (1:57:48 - 1:58:49)

You have it, you have it, you have it. Only at Props Tours. You have it, you have it, you have it.

We'll get you both awards, guys. Well done. 90% of their scores.

That is execution, isn't it? Very, very, very well done. Very well done.

And finally, we have the Mastermind Mentors Award. Now, this won't necessarily be given out every year. This is just for the Mastermind Mentors, Josh and I, for people that we think have just contributed, done something outstanding, just really stood up above the rest.

And this year, this person has gone above and beyond in our Mastermind group. Everything that this person has done has been to the 12th degree, really active in the community, time for everyone. I gave him the feedback last night.

He's one of the most generous men I've ever met in my life. And that goes for everything that he does. Ladies and gents, I would like to give the Mastermind Mentors Award for 2024 to Josh.

[Speaker 6] (1:58:51 - 1:59:11)

Come on, mate. Well done, man. Pleasure.

Thank you. Speech? Speech?

Say a few words.

[Speaker 7] (1:59:11 - 2:00:35)

Yeah, I'm really, really pleased I got this. And I didn't actually work for this. Like, I didn't actually intentionally go out to try and achieve this award.

And I get lots of feedback from lots of people. And I think it's just, I generally like to help people. When I did my five year plan, and I looked at Adam, and I looked at everybody else's, and it gave me some inspiration, because I like to get ideas from people to help me then decide what I want to do.

And one of the things was I realised through self reflection, that I'm a giver, and I like giving. And this year, I've learned a lot of things. It's not just the Mastermind I give to, there's other people in this group that I will just WhatsApp, I will think of something really stupid, I'll be having a coffee, I'll be making a coffee, and I'll be sending them a voice note.

I've done it to Chris, I've done it to loads of people, and they just think, what is he playing at? But generally, it's because I just like to help. And that is my thing.

So when Steve stood up here earlier on, and he said, you get what you give, that is what happens. Everything I've ever had is because of what I've given. So I couldn't have done it without everyone else either to actually receive my voice notes and listen to my podcast.

Sorry, Dan, but they're literally podcasts. And I've tried to cut that down. So thank you, everyone.

[Speaker 6] (2:00:35 - 2:00:38)

Thank you. Thank you so much, mate. Well done.

Well done.

[Adam Goff] (2:00:43 - 2:03:18)

Very well deserved. Very well deserved. So that's it for some of the special awards.

We're not done for the day, obviously. So we have your accreditations. So congratulations to everybody in green who had 100% record.

Okay, these are our top performers. Akash, Anthony, Ashley, Casey, Martin, Rachel, Shaini, Umesh, Valerie, Chris, Craig, Matt and Rich. Let's give them a big hand, please.

Well done. These are our top performers, some five years round the track and down. Now, it's not just them that got the accreditations.

If you were in orange, you also received an accreditation. And we have the certificates at the back of the room. Bianca, would you like to showcase them now?

So we have your accreditation certificates. And we so please collect your certificate at the break. And if you'd like to get a photo with Dan and I will be standing by the photo wall.

We've got the new photo wall, the property entrepreneur photo wall. So you can get a photo with us with your accreditation. You're good for the social, good for the mantelpiece, good for the bedside table.

You know what we're talking about, right? So, so yes, this is important. You know, why are we doing these things?

Well, obviously, it's a sense of achievement that you have actually shown up and you've delivered and you've set yourself up as a high performing our community. But these are this is an accreditation you can wear with pride. All right, this these things counts for something.

Perception is reality. So you want to get this accreditation on your business cards on your email footers on the bottom of your website, the amount of people that have got ICO on the bottom of their website, right, the Information Commissioner's Office on the website. Okay, this this is better than that.

You know, so if you're putting that on there, this is more kudos than that. So this is all part of the journey. Perception is reality.

So you've earned this, you've got the right to it, we'll send you a soft copy. You've got your accreditation, chat about it, tell people about it, because it just signifies that you're a high performer, and you go out there and you absolutely smash it. So this is it, you'll see all over our stuff.

Okay, it's every it's everywhere. It's in the brochures in the workbooks. So I'll see at the back of the room for photos, we're going to go to a break.

Now I would encourage everybody, it's a new thing we're going to do, to have a walk and talk at the break. You've got 30 minutes. It's 10 minutes to do a lap 1000 steps in case you haven't realized that yet.

It's exactly 1000 steps. How weird is that? It's perfect.

Alright, so you can go to the bathroom, you go for a lap, you can still get your coffee, get some fresh air, have a photo with us, make the most of the break. We're back in here at 12 o'clock. We had a good first session.

Give a big round of applause, please, ladies and gents. Thank you very much. Our Slides to Deal of the Year, yes, of course, for Bianca.

Thank you.

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Session 2\_Transcription

[Daniel Hill] (0:00 - 8:36)

Okay, let's get everyone back in. It's getting excited. Energy is rising.

Some awards have been given out. There's more to come. Oh, we should really rearrange these.

Yeah. Okay, cool. So, welcome back in.

Welcome back in. I just want to talk to you a little bit. So, obviously, you know what this session is about.

It's about the grudge match. Me versus Dan. It's an arm wrestle and it's all to play for.

Bragging rights. But I just want to give you a bit of an update about 2025. Okay, so we've talked about the mastermind.

Lots of you in here already joining us on advance. A couple of people are talking about signing up for virtual or hybrid at the break, which is really cool. And I think, as I shared with you at the super event, we know this community is very special.

And the thing that became very clear to me when I was setting our strategy last year was that it just shouldn't be £10,000 or nothing, you know, with proper entrepreneurship. It shouldn't just be that. It's just one option.

It was very mono. It was like either you come every month and you pay us £10,000 or you don't. It just felt like it didn't feel right.

And I want to build, I love everyone that comes on property entrepreneur most years. Yeah. And there's people, genuinely, there's people that have been through these doors that I actually can't stand the sight of.

They've been through these doors. And, you know, I consider them friends. And then they kind of disappear off because they've maybe done a few years or for whatever reason, things have changed.

I don't see them again. I think, well, actually, these guys, they had similar values to me. They loved PE, you know, didn't leave thinking that no one really leaves PE thinking they had a bad time.

Is that true, right? No one says, I'm not renewing, it's a bag of shit. It doesn't happen.

Okay. It's like, it's good, but I'm moving abroad or I'm having a baby or whatever. There's reasons, you know.

And so part of my objective this year was to try and create a bigger community where people could be part of it at different levels. You know, the same way we're increasing the contact with Mastermind, we also want to reduce the contact with the people that want to do it, like virtual and hybrids. You don't have to come every month.

You can just come to the super events. You can go and move to Australia and still watch our workshops and execute. You know, that's new.

And the other thing that's new is this community membership. And this didn't get a lot of air time at the super event. And we had quite a lot of feedback about it.

Lots of people, thank you. There's a number of people I won't name names. There's a number of people I've had very detailed conversations with about how we can create a genuine win-win with this community membership.

So I've listened to the feedback and I really don't, I really want to create an opportunity for everyone to stay part of this community without having to pay £10,000 a year to be in it. So that's why I'm going to relaunch the community membership today. So I've got a very special offer for you at the end as well.

So the community membership has been changed. All right. So what is included?

If you are in one of those situations where you've decided that advanced virtual bless you or in-person or hybrid is not for you, then I'd really urge you to listen to this offer. So what is included in this membership? You will get tickets to our super events.

So you'll still be able to come to the big launch event and the summer championship season event. So you'll see everyone in the community. You know, it's a long day and they are our showcase events.

And we're going to, as always, we're going to keep pushing those. They're going to get better and better. And for those people that have been with us for a number of years, you'll know that's true.

So you'll get to come to the super events. We will give you the game of four quarters workbook. You can still participate in the game of four quarters accountability.

So that accountability and execution can still be there. You can still tune into mid-month mentoring. All right.

We will give priority to people that are unadvanced, but if there are any slots, the community members can have them and you can still benefit from those group mentoring tools. You will still get discounts to our other events. Some people have said to me, you know, Adam, I love property entrepreneur, but my budget a year is £10,000.

So I don't have the budget to do financial fortress. I don't have the budget to do the speaker training when you launch. I don't have the budget to do the barley retreat when you launch.

I don't have the budget to do the AGM because my budget is my budget. That's fair enough. So community membership might be a way to drop down and then spend money maybe on the more specialist courses that you might be ready for.

You can be part of get up and get back, you know, and everything that comes with that. And as we're doing with all our members, we'll freeze your membership for life. So you can freeze that rate and the rate I'm going to offer you now can be frozen for life.

So you'll stay part of the community. You're not going to lose your big discount on advance. You're not going to lose those discounts.

You're not going to walk away from that. This is why I think it's a really good win-win. So the offer at the super event was that you could be a community member for two and a half thousand pounds.

What I've decided to do, because it's our first year, we've never done it before, and we genuinely want everyone to stay part of this community that is in this room 100% hand on heart, for this year and this year only, we'll offer it for £99 a month. And by the way, I didn't say it, but it includes access to our Facebook group app. We are going to change the app next year.

We don't feel like it's been a massive success this year. We're going to put more investment into it. Probably going to go back to Facebook.

It's not confirmed. So you will be in the online group. You'll see the mid-month mentoring.

You'll have the game of four quarters workbook. You'll be able to come to the super event. So you can very much stay in touch with this community that you are now part of for the cost of a phone bill.

All right. So that is the offer for you to join us for the first year as a founding member in our community membership. And if there's a partner, if you're here with a partner, they can obviously come at the 50% rate.

So that makes it even more of a no-brainer. What do we think about that? And has anyone got any questions about it?

No? OK, fantastic. Well, I genuinely think it's a really good win-win.

And I'm around if you want to ask me anything. So the final point on this is. We know I talked about gamification earlier, and the reason why I'm quite passionate about this, because it doesn't stop like the thing I don't quite understand sometimes when people actually leave property entrepreneurs are you stopping running your business?

No. So what are you doing for mentoring? Well, I'm not going to have any.

OK, so. Does that mean you've just decided that you now either know it all or you've got to a limit and you've just had enough or are you getting out? Because in my opinion, whatever you're running a business, you need to execute.

And what you don't want to do is let yourself off the hook by just saying I'm not going to do it, because really, that's like cancelling a personal training session. But why are you letting yourself off the hook? This membership takes the money objection off the table and still allows you to execute.

Alex Hormozy says you never actually win in business. The point is to stay in business and keep going. So my urge to you, if you're there, you know, I'm done, I'm done, I'm done.

Yeah, fair enough. If we've done something to upset you, then fair enough. I don't think we have.

You're still running a business. You still need to do your Sunday sanity, your 10 game changers, your quarterly game changers. You still need to be part of a network where you can ask questions from people that are going to help.

You still should come to the super events and kick off the start of the year and celebrate the start of championship season and listen to the best speakers on the circuit. Like that's what we're going to deliver to you for, like I said, for the cost of a cost of a playing fair across the year. So unless you're thinking of hanging up your boots, I really think community is a fantastic option.

So really delighted to announce that. And yes, come speak to me. Come speak to Rachel.

Come speak to Bianca if you'd like to secure your spot as our first founding members in the community membership. Okay, we don't have a mic, but I'm sure it's coming. So it's time for the open mic.

Remember, limit 30 seconds. That's the biggest success of the year. A thank you maybe or a congratulations to someone else.

Ladies and gents, you know the drill, different room, same drill. My left, your right. Ladies and gents, it's time to line up.

Let's go. Thank you very much. All right.

How are we doing height-wise? Yeah. Matt's brought his journal up.

It's limited to 20, but I think we're good for now. Has anyone else changed their mind? We have got a sign.

Well done. Good to go. Akash, let's give Akash a big hand, please.

First up.

[Speaker 7] (8:39 - 8:53)

Hi, everyone. I have had some personal challenging times this year, and I want to thank the community for their support. In particular, Gillian, who I've been working with.

It's been absolutely fantastic. I couldn't recommend her enough. Thank you so much.

[Event Moderator / MC] (8:57 - 8:59)

Well done, Akash. Simon Coles.

[Speaker 22] (9:00 - 9:32)

Hi there. So mine's fairly similar. It's been an interesting four years to get to this point.

Yesterday, I got a little bit emotional when I realised I wouldn't be continuing next year, just sort of financially. So I'm really just here. Massive gratitude to all of you.

See you as sort of friends and families. It's just a great community. Stay in as much as you can.

But thank you, everybody in this room. I've really enjoyed the journey so far.

[Event Moderator / MC] (9:33 - 9:38)

Thanks, mate. Hi, Akash. We have a new...

[Speaker 3] (9:40 - 10:21)

Hey, everybody. So I just want to say a really big thank you to everyone who's contributed to giving me nuggets. Nuggets I've executed and enabled me to get to where I am.

But most importantly, one of the big things that I realised when I did my reflection on my end of year was the reason why I've been able to actually get some of the things done that I've done is because I've had a massive amount of support from Anita. And Anita supported me so much. Maybe not verbally, maybe not.

She's not done something. But what she's done is she's taken away some of the other stress. So whilst everyone's looking to get the best EA in the world, I've got the best wife in the world who's gone along and taken all of that family stuff away from me.

And I just want to say a really big thank you. Thank you.

[Event Moderator / MC] (10:26 - 10:30)

Thank you, everyone. Hi, everyone.

[Speaker 16] (10:30 - 11:15)

A couple of little successes for me. I was really honoured to be given coach of the year award from PIN in November. That was really exciting.

And I did over 300 hours of coaching last year, both observed and with clients. So it was a big, big year. And I also got my senior practitioner status with EMCC Global Accreditation.

So so proud of that. And also, I just want to thank Adam, because from a conversation in April at lunch, I did a press up at the front of the room, which was part of my strength building this year. And that was a really big objective for me was to build my physical strength.

So he pushed me to do it and I did it. And I can now actually lift my German Shepherd who's 40 kilos as well. So that was my other job.

[Speaker 17] (11:24 - 12:04)

So like several others, we've been in quite a big storm over the last 18 months, but I think that's abating. We can see some light at the end of the tunnel. But I'd like to thank my buddy group.

We started off as one to one buddies, but we became a bit of a group and particularly Ruben, who shibbies us along every week to make sure that we're part of that buddy group. I can't recommend both buddies enough. A, you get to know other people in the community, but B, they do keep you accountable for what you're doing.

And I also want to congratulate everyone who was in my group yesterday. I think you all deserve to be on the stage.

[Event Moderator / MC] (12:04 - 12:08)

Nice one. Thank you, Jill. Chris Doran.

[Speaker 15] (12:11 - 12:56)

Hey, hi, guys. I've got two quick thank yous for the room. One is for Mark Barrett.

I don't know if Mark's in the room, but Mark introduced Sen and I to a consultant. We're breaking into the supported living space. And without that introduction, we would have had a much harder journey today.

So it's been really, really great. And so it was a really good introduction. So thank you, Mark, if you hear this.

Another one's to you and the Mastermind group, but specifically yourself for just helping me reframe some of my mindset around prioritising personal goals. Always put a big focus on the business aspect of things and sometimes sideline the personal stuff. And just a couple of conversations you and I have had has helped me really reframe that and be more at peace with prioritising those personal goals.

So thank you. Thanks, Chris.

[Event Moderator / MC] (12:57 - 12:58)

Nice words. Thank you.

[Speaker 14] (12:59 - 13:45)

Hello, everyone. Good to see you all. I'll make it short.

So my success really is I was going to talk about the public speaking, but actually it's about starting my own business for the first time ever this year. And thanks goes to also you guys, just because having started something on your own and seeing everyone who's got a business that's two, three, five, seven, ten years, and everybody is so determined from the businesses they've created. It really just helps someone in my position to realise that just stick with it, stick with it, and then the successes will come, even when I'm at the lowest.

And I've had some tough times this year. Stick by it and it will turn into something good. So thank you.

[Speaker 18] (13:52 - 14:30)

So mine is congratulations, because I have been giving someone in this room a bit of hard time about finding a deal with an interest free loan. So congratulations to Finn. He's now secured his deal.

Well done. And I think what it shows is the power of accountability as well, because he's talking to Finn literally in the break and he said, you know, I probably wouldn't have secured that deal if it wasn't for the accountability of me coming up in the group and stuff like that. So absolutely accountability does help for that.

And Finn's got a nice terrace that what, 15 percent below market value that you're going to keep till you die in about 75 years. Excellent.

[Event Moderator / MC] (14:30 - 14:32)

Pretty good. Well done, Tim. Thanks for that.

Well done, mate.

[Daniel Hill] (14:36 - 14:39)

Good job. Here she is.

[Speaker 19] (14:39 - 15:14)

Hi, everyone. So I've made myself come up here every single month without fail. So thank you for listening.

I want to say how inspirational everyone in this room is. And there's obviously an array of different specialties, businesses, etc. But you're all totally inspirational.

And thank you to everybody for supporting me. It's been a really, really tough year. But in particular, the Mastermind group and the Mastermind ladies for really bolstering me through the year and obviously to Craig for putting up with me.

Not quite sure why he does, but he does. So thank you very much.

[Event Moderator / MC] (15:14 - 15:19)

Well done, Suzanne. Well done. Dr. Michael, please.

[Speaker 11] (15:21 - 15:45)

Hello. Hello. Thank you, everyone.

So I just want to say so I've been part of the community now for two years. And if I think about where I was two years ago to where I am now, just the step changes have been absolutely massive, just personally, but also professionally. So without being too cheesy, I just want to thank the community and all of you guys here.

It's been huge. But I also just wanted to. Yeah.

[Event Moderator / MC] (15:46 - 15:47)

Property friends.

[Speaker 11] (15:48 - 15:50)

Guillaume's going to nick that, isn't he?

[Event Moderator / MC] (15:50 - 15:51)

Property filter friends.

[Speaker 11] (15:53 - 16:28)

Thanks, guys. And I can't quite believe I'm doing this, but I also just want to give a huge shout out to Mr. Woodman. I can't quite believe I'm getting up here and saying this.

But no, honestly, so I think back three years ago, I think you gave me Simon's mastermind book. And I had no that was I had no idea about property, no idea about running a business, no idea about anything whatsoever. So I'm just really grateful to be hosted together and just really grateful for.

I feel like I'm just kind of clinging onto your coattails as you kind of whiz into the distance. So big congratulations on all that you've achieved, especially this year as well. But thank you.

Thank you.

[Daniel Hill] (16:28 - 16:35)

Thank you, Michael. Nice work. Thank you, mate.

Very impressive. Three years. Very impressive.

[Speaker 9] (16:35 - 17:07)

Hello, everyone. Hiya. My big success this year has been my transformation into a public speaker.

It's been a massive ride. Thank you. I've had a really difficult year and I've definitely got some mindset issues and I've had to battle the whole way through it.

And I just wanted to say a massive thanks to Adam for putting me in this position where I did battle with my biggest demons and also to Bianca and to Josh for helping me on the journey and getting me to where I am today. I think, have I been successful, Adam?

[Daniel Hill] (17:07 - 17:09)

Very. You know I've given you the feedback.

[Speaker 9] (17:10 - 17:51)

I know it's been a massive journey, but it's just a thought. Sometimes we give ourselves these challenges and what happens is you get to the end of the year and you think, wow, look at everything that I've achieved. But actually going through it was really fucking difficult.

And I think all of you just need to be to remind yourselves of that. If you're having a really torrid time and it is really challenging and it is really difficult, then you're doing the right thing. And I think all of us probably have had some of that feeling throughout this year.

And I just want you to remember that you're on your way. If that's the way, you know, if it was really easy and everything was smooth and an easy transition, then you're not doing things right. So congratulations to all of us for getting to this point.

Shall we all give everyone a round of applause? Well done Rachel.

[Daniel Hill] (17:53 - 17:56)

Just some feedback Rachel, you know we don't swear on the professionals on our stage.

[Speaker 21] (18:01 - 18:31)

I wasn't going to come up, but thanks Graham. I actually just want to say thank you to everybody in the room. So that whole like you are the average of the five people that you spend the most time with, I find to be so true.

In the last year, two years, I've had so many step changes, I can't even count them. And I can point to people in the room who have made significant differences in my life. Thank you very much for everybody.

And I want to say a particular thank you to the Mastermind group and the Mastermind ladies. Thank you very much.

[Event Moderator / MC] (18:34 - 18:36)

Good job. Good job.

[Speaker 13] (18:38 - 18:40)

Hey guys, right, first open mic, go easy.

[Daniel Hill] (18:42 - 18:43)

You going to tell us a joke or?

[Speaker 13] (18:43 - 19:27)

No. Okay. No, I'm not there yet.

So when I joined PE, actually it was carnage. My life, business, everything, my business relationships, my business partners, how things were running. And so, yeah, it's been quite a journey.

And ultimately, the more I've executed against PE stuff, the more things have just started slotting into place. And it just felt a bit weird going for a walk and everyone saying, well done. Thank you.

Sorry, well done, Graham. And me saying thank you. I'm like, I haven't actually done anything.

This is my team, right? This is me executing against the PE methodology. So really, I just wanted to stand up here and say thank you, Dan.

Thank you, Adam. Thank you, everyone. You're all an inspiration.

It's like a pleasure to grow with you and be inspired by you and hopefully inspire some of you as well. So pleasure to be on the journey. Cheers.

[Event Moderator / MC] (19:28 - 19:31)

Thank you, Graham. Well done, mate. Good job.

Well said.

[Speaker 12] (19:32 - 20:33)

Richard Evans, the loudest shirt laugh. Thanks, guys. I'd like to thank my shirt supplier.

Absolutely. It's been, what is it, six years around the track, I think for me now. And yeah, you know, I just love the community.

And when I first started in 2018, my, you know, ba ba boom, awakened a business. It was, you know, just really an idea back then. And it's through this community that I've managed to grow and build that business.

So thanks. So many people have helped me on that journey and been there to support us. Many of you as clients and just been really, really encouraging and motivational.

Adam, you've given us great support. Dan as well. And Josh, really looking forward to being on Josh's Mastermind next year.

So, yeah, thank you very much, everyone.

[Daniel Hill] (20:33 - 21:09)

Well done, Richard. Thank you very much. Well done, mate.

Fantastic. Thank you for all those heartfelt messages. They're very nice.

Mark, you had a big shout out from Chris Dornan, who threw you under the bus in front of everybody. No, he thanks you for your help introducing him to that supplier. So thank you, Mark.

So business time, the head to head, the head to head, the grudge match. We all know it's 1-0 to me from strategy day. But so it's all to play for.

It's all to play for, ladies and gents. Our favourite time of the year, without a doubt. Ladies and gents, he's asked to go first.

[Daniel Hill] (21:16 - 21:19)

Turn his mic down. And then he broke my slides.

[Daniel Hill] (21:20 - 21:28)

Well done again. Very unlike me. No, ladies and gents, no.

Adam chose that poem.

[Event Moderator / MC] (21:31 - 21:36)

I didn't. I didn't. Bianca did.

[Daniel Hill] (21:40 - 22:08)

Anyway, it's a bit of fun, but it's also incredibly serious. So please give us your attention. Enjoy the journey.

Check yourselves in. Remember that in the workbooks, you have a scorecard and you can take notes, you can score and you can circle your favourite person at the end. Ladies and gents, without further ado, he has had a massive year.

He's been behind the scenes by intention. And I'm sure this is going to be a fantastic presentation. Ladies and gents, please welcome to the stage our founder, Mr. Daniel Hill.

[Daniel Hill] (22:22 - 40:08)

So like many of you, I've been riding this entrepreneurial roller coaster for a long time. This is my 21st year riding the roller coaster. And you will appreciate and understand that sometimes this ride gives us the highest of highs.

And it's phenomenal. It's amazing. But it also is very capable of giving you the lowest of the lows.

And wherever you've been on that journey this year, I've probably been there myself. At January in Strategy Day, I stood up and shared with you that riding this roller coaster has been fantastic. And there's lots of bits I wouldn't change.

But over the last three or four years, since about 2020, it really hasn't been serving me. And I've had three main challenges. The first was last year, I had the sobering realisation that we're all going to die pretty soon.

The second was that I was stuck in my career. And it didn't matter what I did, I felt like I was spinning my tyres and kept hitting this glass ceiling. And those of you that have been on this journey with us have heard me share this on the podcast, from the stage, the challenges I've had at that level, just trying to break through.

And the third is I was really struggling to stop. I just kept dreaming of when I get there. And when I stood in my brand new house, looking out the window, dreaming how happy I'll be when the helicopter landing pad gets installed, I realised something was wrong.

So I set about this year to figure out, I've been out and I've achieved everything I want. I'm here. I've got everything that I needed.

Why am I not enjoying it? And this is what this year was all about. To overcome it, the biggest challenge, the biggest thing I needed to achieve was to break through to the next level.

And having exited most of my companies over the last four years, I needed to get out of my last few executive roles and develop myself at a new level at the chairman position. And I knew that the biggest challenge that I was going to have to do that was breaking through. As I said earlier, and you've heard lots of other people say, it's all in your head.

You can have whatever you want, but the biggest battle you're going to have is in your mind. And this is what I had to do. So let's see how this year's strategy was executed.

So the first thing is the KPIs. My wealth, despite acquiring the hall, I've managed to keep exactly where I needed to be. My best bollock age, I'm about four or five kilos down from where it was when I did the first test.

So I think it will probably come down when we do the test in the new year. But I don't know exactly where it is right now. I suspect it's come down a little bit.

And life by design was the big thing for me this year. You can have all the money in the world, but there's lots of sad, depressed, wealthy people. And I didn't want to live my life in that space.

Having done the test this week, I was hoping to exceed 80, and I've actually come out at 91. This was a huge game changer for me. And as I went through the rest of the presentation, it was really clear how this came together.

So the main thing for me was the year of the middle lane. You guys know I'm an extremist. I'm a masochist.

If I'm going to do something, I'm going to blow the lid off it. That novelty does come to an end. And this year, I wanted to see, do I have the hardest discipline?

I can go big. I can go small. But can I actually stay in the middle lane?

And the honest feedback is I had to go backwards this year significantly to enable me to come forwards. But where I've arrived at now is being in that middle lane that I've strived to do for probably the best part of four years. So for that, I had no extremes.

I rode the middle lane for the back half of the year, and I was really, really pleased with that. The objectives that got me there, the first was break through and enjoy the view. And I wanted to just break away from my workaholic addiction and actually enjoy the fact that I've achieved lots of things I wanted in my life.

And when we started in October, I actually went backwards. And for the first six months, went from working about 20 to 25 hours a week to working about 60. I thought, I still need to try and enjoy the view while I'm doing it.

So I decided to work in my house and send my WhatsApps and do my emails from there and enjoy the process as best I could through that. The second, and I've gave myself a green for that because since completing that project of actually handing over to Adam and exiting my other roles, I've now actually achieved that, which has been fantastic. The second is we were expecting a child, but I wanted to maintain a fit father and be a present partner.

And what we wanted to do was have date nights every week, have a weekend away every month and have a holiday every quarter. And even when Sav was pregnant, we stuck to that. We flew over to Dubai and had a week's holiday in Dubai.

Papa was then born and we thought, if there was ever a week to miss date night, this is going to be it. When she was seven days old, we took her out for lunch, stuck to our date nights. Two weeks ago, we flew to Spain for our quarterly holiday with a 10 week old, and I was already nervous.

And the first person I saw at the airport said, are you mad bringing a baby out? She must only be about five months. How old is she?

I was like, she's 10 weeks. And we took her on holiday, which was absolutely amazing. Took on her first little flight to enjoy the journey.

And this is just a photo where I thought I looked cute. So stuck to those date nights and did that. But my training, I wanted to keep to three or four times in the gym as there was weeks when I only did two.

So I've given myself a green for present partner. I've been there every single day and we've had our date nights. But an amber for my training, because the reality was it was probably more like two times a week than it was three.

And then make a house a home. I've got to the point where I was fortunate enough to buy my own home. I could have easily sent the trades in and done it all in in six months.

But I wanted to actually do it myself. Wanted to take time, choose the furniture, do those things, which for me was an alien concept, because all I care about is work, productivity, hitting targets, growth. I thought, no, I'm actually going to take my time and do this myself.

So I did. I literally got my tools on, put my tool belt back on and started refurbing the hall. This was the first room I did, which is our bedroom.

This is what it looked like before. This is what it looked like after. And every single part of I did this for the main bedroom and for the nursery and every single bit I did myself.

I chose myself. Even this canvas I had imported from America. That is the largest photo that's ever been taken from the Hubble spacecraft of the universe.

I had it imported. I actually built a frame by hand to go out and do it. I developed the gardens myself.

I bought a ride on lawnmower and did the lawns myself. Started to host friends and family, which was just so rewarding and amazing for Sav's birthday. I took that creative energy, which would normally be creating content for you guys or thinking about new business ideas.

I created this canvas, which I was really pleased with. It was basically the last photo that I took of us on holiday in Jamaica before she got pregnant. I think she actually got pregnant that night.

Definitely don't tell her that. I think she knows she was there. It's made up of every single photo that I've ever taken of us since we met.

I was just really chuffed doing all these things. I get the same satisfaction from doing stuff that's not business, but I've only ever got for the last 20 years actually doing business. Doing the whole thing myself, I just really chuffed, really enjoyed it.

It's very, very different for me being basically a workaholic up until this point. I gave myself a big green for that. Professional objectives.

I had three professional objectives. The first was one of my problems I realized is I live on a treadmill, but the treadmill only keeps spinning because I keep adding things to the to-do list. For the first year ever, I said I was going to start no new projects and only finish the ones I had.

With the exception of dabbling and looking at a few things and having a bit of a wandering eye on deals, I did exactly that. I spent all my time finishing my existing projects, but I didn't take on any new ones. For those of you that want to reduce your workload, it probably is that.

It's have the discipline to stop taking on new things. The second was beat the budget. This year, I gave full control of the budget to my team, which means that they make all the spending decisions, but I also incentivized them to beat the budget.

This is the best outcome because it removes me from all operational things in the business and it actually improved it because they were incentivized to do that. That was a huge win. Then the other tangible target, having bought the hall, that obviously left quite a hole in my working capital.

I wanted to get that back up to six months working capital, which is where I've always been. We got there. I then increased it to 12 months working capital, and we're now at 113%.

Stability, middle lane is exactly where I wanted to be. Then level up with the chairman. I wanted to go to this next level and go from working 25 hours a week to 20, 25.

Actually, I went up to 50 or 60 for the first five or six months in order to break through to that chairman level. Then when I came out the other end, my calendar was clear. Purple is basically my personal stuff.

With the exceptions of board meetings, I've now got a clear calendar and I've been working more like 20 hours a week, 15, 20 hours a week, not even 25 that I set out to, which again for me is just alien, but it's been a huge success and it's literally changed my life. For the businesses, we wanted it to be world-class win. We wanted this to be a win, win, win.

It needed to be a win for me moving up to chairman level. It needed to be a win for my team to make sure they're incentivized and they get rewarded, but most importantly, it needs to be a win for our clients, for people like you. Everything that we did needed to be world-class.

Hopefully, you've seen even though I've stepped back and Adam and the team have stepped up, things have actually got better rather than cruise control or worse got stepped down, which has been incredible to see. I did that with all of the businesses. One of my targets, which I would recommend for any of you next year, is to raise our standards.

What I did was I set a target for 12 level ups in a year. Every month, to do a significant level up that would change the business. What I did was I delegated that to Emma, my EA.

Every month, we had a meeting and we set minimum of one, sometimes three things to level up. Then through the month, she delivered it. All I had to do was set her up, delegate, manage it.

We're eight months through the month and we've had eight significant level ups. Beating the budget, shared that earlier. We're on track to beat every single budget in every single company at the moment.

Obviously, we've got the rest of the year to run, but the fact that the team have done that without me has been a huge success. Then finally, be early. One of my biggest challenges is stress.

As I've got older, I can't handle the volume of stress I put on myself as I used to. My rule this year was no stress. I wanted to get to a point where there's no stress.

I went to a deeper, darker hole, not that I've ever been, but definitely than I intended, and had loads of stress, five, six months into this journey. However, when it broke through, the workload fell off a cliff, the stress disappeared. Honestly, I can't feel any stress in my day-to-day now, which is, for me, life-changing.

I haven't had that for years. My target was to miss zero My House deadlines, but I missed two. I've given myself an amber for that.

That was in the heat of battle. In the scheme of things, it's absolutely game-changing. My hero this year was Naval Ravikant.

The reason for that is he's a hugely successful guy. He grows more as an individual and makes more money than ever every year, but he does it being one of the most balanced people you'll ever meet. One of the things that I took from him, which I've achieved this year for the first time ever, is for the last 21 years, I've had one priority, which has been to grow, to work, to make money, and to break every expectation I ever had of myself.

Now, having gone through this process, for the first time ever, I've got three priorities. I've got my work, I've got my family, including Sav and Harper, and I've got my own life. Whilst this might sound a bit sad, I've never really had my own life to invest in.

All I've thought about is business, growth, achieving my targets, and pre-money, that's what all of you need to do. If you're locked into that, do that until you've got it. The hardest thing is when you've got it, how do you enjoy it?

And this is what I've gone on this year. My challenges and adventure was to stay at the sweet spot. I held it steady up to about 68 until I went away for the summer, and then too many calamari on the beach and too many beers in the sun ended up being two kilos overweight, so I've given myself a yet an amber for that.

Having my first child was a huge success. Sav and I went through the... people advised me to consider, do I do the labour journey?

Don't I do it? Where do I stand? All those questions that people throw at you.

We had the most incredible labour experience together, and it was literally, yeah, absolutely phenomenal. And then finally, no stress and no style. I would say from work, for the first time ever, I don't have stress.

I wake up and I feel chilled. I enjoy every day. If I said I'm not stressed, I would say that's...

Adam's sabotaging me, what's he doing? To say I've had no stress would probably be a lie, because anyone who's got a newborn baby, especially if it's your first, will tell you it is stressful having children, but the stress that I used to have and didn't enjoy and was trying to get away from for four years is... I love every second of being stressed, having a young family, and thankfully I've moved away from all the stress that I had doing a role that I was, you know, I'd fully outgrown, so I've given myself a huge, huge green for that.

And then finally is enjoying the view. Some of you are in Property Entrepreneur because you're well on your way to where you want to get to, and for you, it's you're not even looking out the windows, you're on your way to success, a million miles an hour, just keep going. Those of you that have got there and perhaps not enjoying it anymore, you're running on the treadmill and you get stuck, this is where I've been for four years.

And having tried it and failed three times, having now broken through to this chairman level and actually had the ability to focus on my life, my family and my work, I've actually been able to enjoy the view for the first time. And the reward is every day I get to walk around now and look at the things that have always been there, whether it's my family, whether it's my partner and my child, whether it's my house and my gardens, anything to be grateful for, I now actually walk around and sometimes just stand there, and like Kev said earlier, feel grateful for being alive, being healthy and actually enjoying what I'm doing.

And I can't explain to you how much of a reward that is. So to close, my scorecard, I missed my two kilos over where I wanted to be, so I'll score myself down for that. And I missed two My House deadlines, so I'll score myself down for that.

However, has this been a success? Or to recap, we're all going to die soon. It's the sobering reality.

And I never, I took every day for granted, because I wanted to get to tomorrow. But I can honestly say every day now, I am the most present that I've ever been. And I appreciate everything that I've had, which is all I ever set out to achieve.

The second was always stuck, spinning tyres, running the treadmill, being executive director. And having now broken through to the chairman, I've dreamt about it since 2012. I've been working for it for about three to four years.

And having now actually got there, I really enjoy it. And I think it actually, actually suits me for the next stage of my journey. And the little story to finish with is to stop.

But understand what you need to, where you want to go, and how you need to get there and go for it. But you will get to a point where you've got enough, and you can actually stop. And this chap here is his name's Les May.

And he's the original chairman who I met in 2012. I was driving a builder's van, starting PPN UK 12 years ago. And he pulled up in a brand new Aston Martin.

He lived in a mansion. He worked one day a week, one day a month, and made a million pounds a year. And I thought, that's my guy.

That's who I want to be. That's who I want to be close to. And he was around two weeks ago.

And we've just celebrated 10 years in business together, doing incredible deals. It's changed both of our lives. And to be in business for some 10 years is amazing.

To do it with somebody who you aspire to be like is the best. And after a couple of glasses of wine, we went for a walk around the garden. I said to him, what should I do next?

Because he's 15 years ahead of me. What should I do next? Should I do new builds?

Should I build portfolios? Should I go and start a new business? And he said, Dan, there's only two things anyone needs in life.

He said, the first is money. And the second is time. And he said, you're in a very fortunate position where you've got both of these.

He said, life is short. Life is for living. Just go out and live it.

And I can honestly say, that's where I feel like I am. I need the discipline now to maintain it for the year ahead. But same as people shared on the mic, I wouldn't have done it without being in the community of you guys, and without Adam, Bianca, and all the teams at PPN UK delivering on their promises.

So it's been an amazing year for me. It's been absolutely life-changing. And thank you for listening to my end of year presentation.

So next up, time to remove the battery. Can you welcome to the stage my partner, my fellow speaker, and my competition for this afternoon? Can we have a huge round of applause for the one, the only, Mr. Adam Gough, ladies and gentlemen?

[Daniel Hill] (40:14 - 57:16)

Well done. Good job. Fantastic presentation, Dan.

Well done. Fantastic. We're having a good day today?

Good. OK. So welcome to my end of year presentation.

Now, you all remember where I started at the beginning of the year. I've been on a journey, the long game. Dan put his up on the screen.

We either arrive at a well-designed destination or an undesigned destination. Jim Rohn said it. This is why I love this asset that we create.

And everyone knows that over the last seven years ago, I set a long game, and I completed it. It was to do with selling my business, completing my financial fortress, and living out of a bag. But then last year, I had this year, do you remember, of surrendering to try and answer the three biggest questions in life?

Who do I love? What do I do for work? And where do I live?

They are the three big questions we have to answer. And I felt like last year, I actually got answers to all of those. The universe provided me with answers to all of those.

So my goal this year was to lean. And this was it. This is my new five-year plan.

The surrender experiment was last year. And this is my next journey. And I know success and failure are very predictable, that I'm going to go to the next level.

Going to the next level for me, and going on another long game meant leaning in. Leaning in was the complete opposite. It's the complete opposite of what I was doing before.

Before, I just wanted to be free, footloose, have a bag, no ties. Actually, now I needed to settle. I needed to commit to love.

I needed to commit back to work. And if you remember, I told you the snowboarder analogy. In order to deal with a steep slope, which is what I've been through this year, you have to fight all your natural instincts and lean into the mountain.

Because otherwise, you're just going to fall over, and you're going to become a cropper. And I knew this year I was going to have to fight all my natural instincts of being ablaze, and this freedom that I'd created if I wanted to level up. You might be thinking, well, why on earth would you want to go back in at it?

You had it all figured out. You had it sussed. You had your financial fortress.

You were living off the steam. You were living the dream. I was.

I am. But you know why I shared with you in January. It's because I met this girl.

And she changed everything for me. You know, frankly, she put my world upside down. And I declared I was going to be a bachelor till I was 50.

And I was like, never going to settle down. And then I met Bella. So now I'm on this mission, as you know, from January to just be more, create more, be a provider, and go to the next level, very much like Dan.

And I'd say if I had to sum up this year, it is just a year of step changes. And honestly, Dan and I have literally completely swapped seats. We're literally complete opposite years.

It's actually quite funny to watch. So I knew going into work that my first objective had to be around health, because when I get stressed and I go beast mode, sometimes I can put on weight. That's my pattern.

So I wanted to stay within a certain body fat percentage without getting too obsessed. I had to buy a treadmill in Bali because you just can't do steps in Bali, not really, unless you go for a long drive. These are my averages across the months.

I was over. Then I lost some weight. Then I went back up again because of summer.

And I managed to keep an average bang on the 12 to 14%. So that luckily is a tip. Second was about my main objective actually was to try and get Bella to move to Bali.

The main thing that's going to make me happy when I was doing my journal, what's going to make you happy this year? I just want Bella with me. She lives in Hong Kong.

I live in Bali. I hate Hong Kong. So unfortunately, I can't move there.

But you know me, I'm quite aggressive. And I would sort of almost push her to move. And I was like, just move.

Come on, figure out, just move. And she was like, no, she won't be pushed. So do you remember I came up with this game of she could give me three yellow cards in the year if I pushed her too much?

Well, she didn't give me any, but I give myself one because there was one time where I did push her a little bit. So yeah, this is our relationship. And it's been something we've been talking about a lot.

And I'm going to share with you something at the end of the day. So yeah, less than three yellow cards, none given by Bella, one given by myself. And then the other thing about a step change is about unlearning what I had to learn to get to this place.

In the same way Dan just shared, I always used to do jam tomorrow, delay gratification, rolling it up. I don't think you can really build wealth any other way than to spend less than you earn, right? So I had to do that.

But now I'm quite a wealthy guy. I need to start beast moding it and not enjoying your life. So my goal was to burn what I earn and actually spend my six-figure financial fortunes income, actually spend it.

Just spend it and not feel guilty about it. Absolutely just level up. Abundance mindset.

And we spoke about it a lot at Mastermind last night. If you spend it, it comes back to you. I was like, well, I want to give this a go.

And let's go. Let's spend some money. So what did I do?

Well, I hired us a villa. I hired us, leased us a villa in Bali. Fantastic villa, lovely sea views from the balcony.

That's a big step change. I now only train with a personal trainer. That was Dan's advice to me.

I think it's an absolute level up game changer, very high maintenance. I won't go to gym unless I've got a trainer. I don't get trains and buses and stuff anymore.

It's cars, it's chauffeurs. Again, thank you, Dan, for the inspiration. And obviously the big one for me is flying.

So I took Bella and I, Bella and I first class on Emirates. As I shared with you at the Supervent, it was absolutely insane. And we had a really good time.

She's never even like gone extended legroom on sort of AirAsia. Seeing her in Emirates first class, she just didn't know what to make of it. So it was an amazing experience for loads of reasons.

And I'll talk about it in one of my biggest lessons learned. But now all my flights that I've booked, apart from a couple of premium economies of business, I'm just like, right, let's go. So I am, ladies and gents, I can promise you that I am spending well over £10,000 a month right now when you add it all up.

But I actually realised it's quite hard to spend money on yourself. And actually, I wasn't actually achieving my objective of spending my financial fortress. What am I going to do?

I figured out the best way to do it is actually to spend it on other people, isn't it? Spend it on other people. So I took my family to Dubai for my 40th.

Dubai's not cheap when you take seven people there for a week. Chris knows he's done the same. And obviously, I started supporting Bella and flying her in and out of Hong Kong.

So I didn't have to go there. But financial fortress achieved, financial fortress spent, done. Tip.

Personal objectives done. Professional objectives. So when I talk about swapping seats with Dan, you know, I was sipping coconuts on the beach.

And now I'm full in beast mode. I went from best self, living the dream, to beast mode, living the dream. But they are very, very different dreams.

Very, very different dreams. As I said, I was flying around the world. I was flying in and out of property entrepreneur events, Peru, South America, festivals, Asia.

Honestly, you know the journey. I was all over the place. And I was doing whatever I wanted, whenever I wanted it, ticking off my bucket list.

And this was my diary. I used to have two things in my diary every month, the PE events in purple, and a mid-month mentoring. That was my diary for like two and a half years.

And the only thing I had in the diary this month was surf camp for two weeks. All right, that was my life. However, talk about a step change.

This is now my life. And because I'm seven hours ahead in Bali, it means I can do a whole day's work. And then everyone in England wakes up and I can do a whole other day's work.

It's fantastic, right? So I'll start at seven, eight in the morning, and I'll go until eight at night, because that's only 1pm in the UK. So I am working like an absolute demon, and I have gone into full beast mode.

So have I gone from the beach to the battlefield? 100%. The target was to get record sales in PE.

And as Dan shared with you, we are well on target to beat budget. So that is achieved. Thank you.

Listen, going back into business, I was a little bit rusty. I was definitely a little bit rusty. I was like, oh, wow, first management accounts meeting in a while.

I was like, oh, you know, it was weird. It was actually weird. But I found my flow really quickly.

But I knew, I knew, and Dan, actually, to be fair, drilled it into me. He said, to get to this business to the next level, you need to level up your leadership, because it's actually your A players that are going to achieve it for you. And this is where we came up with the headline strategy, New Team, New Dream.

So what I decided to do is rather than be an arrogant little shit like I sometimes can be, all right, is actually create a really nice culture of communication and honesty. And all feedback is good feedback. So every time I had a one-to-one with Dan, with Bianca, with Josh, with Marielle, whoever it was that was reporting to me, I would ask them for genuine, honest feedback every month.

And they knew it was coming. And they would give it to me. And sometimes it stings, obviously.

But now we have a really good working relationship with my team. I really believe I do, because we're able to give each other feedback. And they're not worried.

They're not scared. They're giving it. And it's allowing me to show up as a better leader.

So I track that every single month. And thank you, Dan, for that inspiration. I just tracked it every month.

I did it every single time, every single month. You can ask the guys at the back. So the last professional objective was beware of the boundary, because I know that I can burn myself out.

And I set a very ambitious target of not working more than 35 hours a week and not working on weekends. It sounds very good. Weekends off, 35 hours a week, I can do that.

Smash it hard. Work hard. Play hard.

Convince myself that was going to work, because time off is not a luxury. It's a requirement. However, I went over that line almost immediately and stayed over it for the entire year.

So after January, I reset the target on the group. I said, guys, I've messed up. I set 35 hours.

I'm actually going to change it to 40. And I couldn't even stick to that. Every single month, this is like clocked toggle hours.

I was doing over 200 hours a month. And did I work a weekend? Unfortunately, there were some weekends I didn't work.

There was like three. But every weekend I worked, completely failed, like an absolute complete disaster, frankly. So I definitely failed at that.

And it has taken its toll. I have worked really, really hard. It's been really challenging.

But I've absolutely loved it. To be honest with you, we've achieved great results. So talking about achieving results, the headline strategy was new team, new dream.

It was A players only, get to the next level, the Chicago Bulls analogy, win all the championships and get record revenue. This is the A team now. Bianca's really stepped up.

Hats off to Bianca. Let's give Bianca a big hand. She's an absolute legend.

Bianca is now head of events. She completely runs the show. Yolanda, absolute steel genius.

You all know Cheeky Josh. This is my senior team. And they are A players.

Apart from Josh, they are absolutely smashing it. So what are our objectives? Well, we needed a world-class finance function.

Our finance team has not had a positive experience with our finance team. It's just not where it needed to be. And we know that.

And we're trying to fix it. And we have fixed it. Hats off to Josh.

I know how to do what Josh does. I'm not saying I'm as good as good as him. I've built finance teams.

But Josh is the best that I know of. And Josh came in. And he was the first person I brought in in November.

And he has, from the We've now outsourced South Africa. We've got specialists in key areas. We're playing right person, right rate.

Our management accounts are accurate, next level, on time. We're forecasting. We've got everything we need.

So Josh, let's give a big hand to Josh. He's absolutely killed it. And delivered on his promises.

So thank you, Josh. Well done. Well done, you.

Marketing machines. So Dan was marketing team at PE. Yeah, he had some help from Emma and stuff.

But it was Dan. It was Dan, three months a year, going all in. And miraculously, keeping this business afloat with just Dan's energy and profile.

We didn't have a marketing team. And it's been really challenging this year to actually extract Dan out of marketing when he literally was the marketing team. But we've now got to the point where he's helped me a bit on strategy.

And he is the profile only. That was the goal. We give him a script.

He delivers the script in the studio. And that's pretty much Dan. He is the profile.

He shows up at events. And that's exactly where we wanted to be. And I really believe, Dan, that we have got there.

Don't you think? We're there or thereabouts. And the perfect packages.

As I've already shared earlier, I just didn't believe that it should be you're in advance in the room or nothing with PE. We're way better than that. We're way bigger than that.

And now there's a range of memberships that I've launched since the super event, whether it's virtual, whether it's doing advanced virtual, whether it's doing the blueprint virtually, hybrid where you can come to the super events, our new community membership for only 100 pounds a month or expanding the mastermind model and Josh this year. So we have delivered on those promises. There's something for everyone.

So I'm really happy about that. My execution scorecard, I didn't know you could do point two fives and half. Stan, who told you?

Who came up with that one? So I didn't do that. But I did get 80, 88.88 percent. I did miss my part from the working hours one. I did achieve all of my targets. So some lessons learned just to finish off.

So five lessons then, actually. So number one, you want to write this down because hopefully they're imparting a little bit of wisdom. Everything has a cost.

We talk about sizing up the iceberg. I have seriously overcooked it this year. I've felt sick.

I've had to stop work during the middle of the day because I'm tripping out. I've overdone it. I'll push it to the edge until my body gives up and then I have to take a break.

And I told Dan it's like pressing the gas pedal and there's just no there's no acceleration happening. That's the edge. So I've gone well over the edge and you just have to if you're going to do these big things in life, you have to accept that sometimes they have a really heavy cost and it has had a cost.

Beast mode is stormy. I haven't been in a storm business for ages and now I know how some of you feel. It's been a while since I've been there.

Those people in storm, storm mode is stormy. Things break. It's really stressful and it all feels like it's going to go wrong.

So I know exactly how you feel. One of the lessons I've learned is that your ability to deal with stress will directly correlate to how successful you are. This year, the stress levels went through the roof from zero to next level.

And I just realized, wow, I'm getting really stressed. And, you know, you have this choice. You can either learn to deal with this stress or I can just fold.

And it's made me a bigger person. It's made me a bit I can solve bigger problems quicker. I'm five times the guy I was a year ago because I've solved big problems.

And I think that's that is the game is like putting yourself under pressure, not folding and going to the next level. The value in challenging conversations like do not shy away from challenging conversations. I have had one million challenging conversations this year.

One million, I counted. I feel like I'm having three challenging conversations a day. It's just normal.

And because it's become normal, I'm able to make huge progress. So I'd really encourage you to nail that. But ultimately, one of my lessons is the luxury lifestyle is an investment, not an expense.

This is not. When I look at flights now, I don't think I can save three grand by going economy rather than business. That's how I used to think.

Now, I'm like, no, no, no. The way I feel it's very hard to articulate this, the way I feel when I fly business or first, the people I'm around, how I feel when I land, subconsciously, the fact that I never want to go back to economy now, whatever it is, it's ticking all sorts of boxes. And I'd really encourage you to invest in yourself.

And that means going first class on the train. It means paying for extra leg room, even if you're on a Ryanair flight. It means doing speedy boarding.

Put yourself first. But these things actually work. And my whole life, I thought they were.

They didn't. And they do. And this has been the biggest motivator for me is actually investing in myself and realising how much it actually positively reinforces my success.

So that's been my year of leaning in. I've completely swapped seats with Dan, but I've realised that by committing to these big three things, I actually have so much freedom. Even though it feels like I don't have any freedom, I am committed to the things that I love and I'm going to get the life that I deserve.

So biggest success is the Mastermind. Without a doubt, as I shared earlier, this has been a huge success for me this year. I love that group.

I love the model. And I want more people to share that journey. This team is great.

I can't wait for Bali. It's going to be absolutely fantastic. Thank you all for your participation and for being such legends and such nice, nice people.

Yeah, absolutely. Round of applause for them. They are great.

So yeah, there's been loads of professional successes, but ultimately, yeah, this is my last point. So ultimately, they're professional. But as I said, the big thing for me was all about getting Bella to move to Bali.

I can't make her do it. So I had to fight my natural instincts and be the magnet, not the master. But she is flying to Bali on Saturday, and she's coming for a three-month trial with a view to moving there in the new year.

So we have achieved my biggest objective.

[Event Moderator / MC] (57:19 - 57:23)

That makes me very happy. Ladies and gents, thank you very much. I appreciate it.

Thank you.

[Daniel Hill] (57:29 - 59:53)

OK, so we're going to move on to the Deal of the Year finalists now. But before we do, please put some music on. Please scan the QR in the workbook.

Take your time. Review the notes. And make your choice, please, ladies and gents.

All right, make your votes. Put your phones down, please. And we'll get ready to invite our first finalist up.

We'll cut the music. Did we enjoy that? Bit of fun, wasn't it?

Did we enjoy that? Big hand for Dan, big hand for me. So we are now on to Deal of the Year.

So first, oh, big awards. Isn't it a lovely award as well? It's a very good award, this.

Can we change this this year? Hang on. OK, so it's all to play for.

Deal of the Year, first finalist. Ladies and gents, let's give Akash Desai a massive round of applause. Welcome to the stage.

Give you a mic. You get a mic.

[Event Moderator / MC] (1:00:00 - 1:00:01)

Let's give him a big hand.

[Speaker 7] (1:00:04 - 1:01:57)

Hi, guys. Can everyone hear me OK? So I've been nominated for Deal of the Year for my trip to Malaysia.

So I announced that I was invited at the beginning of the year for many, many reasons. This was very, very unlikely to happen. I had to do some soul searching and have to move heaven and earth to make it happen.

Ultimately, it was about I started asking myself, why am I doing what I'm doing if I can't do things like this? And I looked at other people like Dan, Adam about Life by Design. And this was my life by design.

As a kid growing up wasn't easy for me. I grew up watching Jackie Chan, Bruce Lee. They were big inspirations for me.

So this was a massive, massive bucket list item for me. So we did manage to make it happen. And this is how it went.

Going to this was absolutely phenomenal. Similar to being here in business, you get to meet great like minded people in business, professional development. Going there, I used to think I was OK at Kung Fu.

Now I think I know nothing. Very, very inspirational in the martial arts world. So really amazed at that.

And I just want to take you through the journey is that it started when Arya was two. We went from that to winning silvers together. And in 2026, hopefully we'll be competing at the next tournament in Germany.

So thank you very much.

[Event Moderator / MC] (1:01:59 - 1:02:09)

Good job. OK, next up is Chris Chadwick and Richie Miller. Let's give a big hand, ladies and gents.

[Speaker 5] (1:02:18 - 1:03:34)

We can use a double act. You're probably used to us doing this together by now. So we've got a property portfolio together and also a self-storage company together that we started on PE.

Last year, I got made redundant and it was a dream come true because I was my own boss for the first time in my life, just before my 40th birthday in October last year. This deal has achieved financial freedom for me, which is why it's such a big thing for me. And Chris is just sort of tagging along with me.

So you can see the picture is five, three hold houses, two pairs of semis and half of another semi. Over 20 years ago, they were converted into 20 flats and there's two commercial units as well. They're quite old and tired.

Market value at the moment, 1.7 million. Buying them for 1.35 million. 200k refurb and getting a 20-year fully repairing insuring lease with a housing provider that's owned and fully backed by Sheffield Council will give us a GDP of 2.365 million. We're putting no money into this deal at all ourselves and it will come a no money in deal at the end. We'll refinance out in 12 months and it should give us cash flow of just over 5k a month profit for us to share. Thank you very much.

[Speaker 3] (1:03:35 - 1:03:35)

Very well done.

[Speaker 5] (1:03:37 - 1:03:37)

Good job.

[Event Moderator / MC] (1:03:40 - 1:03:40)

Excellent.

[Daniel Hill] (1:03:42 - 1:03:48)

Next up, he's your favourite Frenchman. Let's give Mr Kvian Back a massive round of applause please ladies and gents.

[Speaker 4] (1:03:53 - 1:06:02)

Hi guys, thank you very much. So actually I didn't have a slide for this, so I had to put it together. So this was to one of our biggest successes of last year was to raise our second round of funding as a startup with some VCs, so institutional funding.

So it was quite a bit of a journey and actually we threw this yesterday. It was like, oh I know we did this and this has got to be the deal of the year, right? And I moved on to the other things.

And so I've got one minute and 30 seconds, so I thought maybe I'll share with you a bit of what does this look like. So if you ever want to raise money and all of this, so basically this 584k, this is equity. So we gave away a bit less than 10% of the company and we got this.

There's no debt, no interest to pay. This is it, you know. And this is nice and cool and it allows us to really invest.

So startup companies, you know, Dan talks about crossing the desert, the G curves, you know, you spend before, you know, you invest in advance. So we, I'm pretty sure we spent all of it already by now, so that's probably the reality. But yeah, just, so if you find yourself in this position when you want to do this, so really what investors want is one, they don't care about what you're selling.

They don't care about your business. They want to invest in the funders. They really care about the market.

How big is the market? Is it growing? Is it shrinking?

And they really care about your traction. So don't go with a PowerPoint asking for money, like nobody cares. You need to show months on months growth and tell, you know, a growth that tells a story basically.

And yeah, that was quite a lesson and I think why this is such a huge deal. And like, this is the biggest VCs in outside of London, you know, in the West Midlands. And the valuation we have is, has been unheard of is because we've told this story of growth, of traction.

And it's very much been one where we've dated with them, you know, every couple of months we had a bit of a chat, but never asked for the money. Oh yeah, we're speaking with loads of VCs and it's like, wait a minute, we have VCs too. So we've now hit that target.

And then two months later, oh, and that target and that target and they get nuts. And I was like, come on, you know, so, so at the back of, back end of last year, September, we sort of agreed a deal and it was three months of due diligence and we completed just before Christmas last year. So that's it.

Deal of the year. Thank you.

[Daniel Hill] (1:06:02 - 1:06:11)

Good job. Okay. Next up is Jay Chowdhury.

Let's give Jay a big round of applause, please.

[Speaker 6] (1:06:21 - 1:07:43)

Right. Yeah. So this one presented to you today.

So this was sourced off market, direct to vendor. This was just as class MA was coming in. We always like to sort of be ahead of the curve.

And we thought, perfect, this is going to be a straight class MA opportunity that we'll do. Went through PD, found out half the building actually has got an article four restriction on it. So we had to get full planning on it.

So our initial plan was class MA to build it, convert to resi, sell it off. So those were the projected numbers look like there. It had part commercial element to it.

And one of the units needed letting out. So we put it on to, to let, we also had to do that as part of our application, just to show loss of employment. Those who've done development understand that metric we had to get through.

That's when we actually approached to buy the actual freehold. So we had interest to buy the whole lot, not another developer. It was an Islamic community that wanted to buy it.

So not bothered about end values. And that's where we ended up with the actual plans. We actually just sold this last month and managed to do it with not building anything, which is a great relief because anyone who's developed knows it's a ball ache and yeah, rather get through it and get through it within 15 months.

And yeah, little to no risk. So that's my deal of the year.

[Daniel Hill] (1:07:45 - 1:07:54)

Good stuff. And last, but by no means least, Fatboy Slim. Mr. Umesh Kaur, let's give him a big round of applause.

[Speaker 3] (1:07:58 - 1:10:41)

So I'm actually really, really glad I went last because I think there's been, there's been some really big deals that have just been displayed, but I think my deal is the best deal of the year. It literally is. I didn't say that, did I?

Yeah, okay. So Fatboy Slim is what I was called growing up. That is the DNA that has been created in me.

It's like you are Fatboy because I used to be slim as a six-year-old. I was very slim as a seven-year-old. You wouldn't recognize me.

My three objectives this year were to lose weight and build confidence, was to get known and to take control. And that's exactly what I've done. But my deal of the year is through my lessons learned and what they are is it's my race and it's going to be at my pace and I have speeded up and I've slowed down and I've done that all the way through the year based on the things that are going on in my life with the family, with work, with business, with all sorts.

And I've given everything I can. I think for me, another lesson learned has been the journey is as important as the destination. I'm very good at getting the outcome done.

And then that journey, I go through it and I reflect at the end. But this year I've spent a little bit of time and understanding and that journey is really important. A really big one for me is that it doesn't matter what other people think.

It's how I feel and how I think because that's the most important part. So I'll take you on to my biggest challenge, which has been a mindset shift and I've been able to overcome a lot of these mindsets and that's enabled me to be here right now. So you're still waiting for the deal of the year and my deal of the year is absolutely amazing because the value of my deal is a lifetime and that is myself.

That is myself. I literally am the deal of the year because I have gained the confidence that I can actually do. I have gained the confidence that I can actually do anything.

So there were projects I thought, oh, I'm not ready for that yet. I can't do that yet. Actually, I can do all of those projects and I've proved it this year where I've taken little challenges that I just didn't think I could do.

I found the time I have not missed a single day of walking. I have done that, but never had time before. I've been to the gym, but I never had time before.

I've eaten healthy foods. I've been away to Dorset with the family who've been eating ice cream every single day and I've just watched them. That's mindset and to me, I am the biggest deal of the year.

So thank you very much.

[Daniel Hill] (1:10:48 - 1:12:37)

Good job. Okay, well done Umesh. So ladies and gents, it is now over to you, over to you to cast your votes for deal of the year.

So check your notes, scan the QR code and please vote. All right, put your phones away please, ladies and gents. Good stuff.

Some very good deals. Let's give them all a round of applause. Very enjoyable.

Very enjoyable. Some profitable, some not so profitable, fat boy Slim, but love it. Very, very good.

Okay, ladies and gents, for our next section, before we go into lunch and before lunch, I will be announcing the finalists for property entrepreneur of the year. So don't forget, you're not off the hook yet. Ladies and gents, taking you through what you need to complete before Christmas.

Let's give another round of applause, Mr. Daniel Hill, ladies and gents.

[Daniel Hill] (1:12:44 - 1:26:13)

Thank you very much. Right, so just want to start planting some seeds. You would have heard me talk about this previously, but we're in the market of doing deals.

Who would, if you found a really lucrative deal, who would be in a position to go out and do one right now? Probably about two thirds of the room. And if you think about the line that we say that we can use at this time of year, what's that one sentence that you can add to a deal in the next couple of weeks that's going to increase your chances of landing a good one?

Absolutely, we can complete before Christmas. The amount of, especially developers at the minute with a slow market, the amount of people that are doing everything they can to get the deals done before Christmas. I want you to get into this mindset.

And I'm preparing at the moment for October's super event, where I'll be doing the new updated economic model. So we've, you know, for the fourth time now, we've done a 12 to 24 month forecast. And give or take a little bit, we've been pretty much bang on what's going to happen.

I'll be honest, I'm really struggling with what's going to happen over the next six to 12 months. It's very different at the minute. The good thing is between now and Christmas, there's a window to do deals.

And I would say one or two things going to happen. Either the market is going to get confident, get warmed up, optimism is going to come in, you're going to have the pre-budget pitches, conversations, and the optimism comes in, rates have obviously started to go down, lenders are pricing that in, and actually the market gets quite active. So you've got stuff to sell, you've got stuff to refinance, fantastic.

If you've been stuck, that's your way out. Equally, I'm starting to see some stuff at the minute that's concerning me. So inflation looks like it's going to start ticking up rather than coming down.

That is not good for rate drops. And even just the vibe of the Bank of England, the Office of Budget Responsibility, saying things like, we think it's going to be a very slow recovery for the economy. We think that US rates aren't going to come down anytime soon.

We think that inflation this time next year is actually going to be 0.5% above where it is now. Even if it's not true, the problem is all those rate setters who are pricing in these longer finance products, they're going to get nervous. And you're going to see refinances at 4.5%, 5%, 5.5%, depending on what the stock is. So either that's going to happen, and it's not going to get priced in and dropped, or the market's going to recover. Either way, there's fantastic deals to do. And what I thought I'd do is share with you, for those of you that put your hand up, if you're in the market to do a deal before Christmas, to update you from my last presentation 12 weeks ago, where would I be looking at the deals?

And for some of you, you'll get a deal before Christmas, others, it'll plant the seed for your strategy for 2025. So cash flow, those of you that are level one, driving that cash flow part of the business, these are the strategies that I would look at to be the easy money. Want to be easy money, low risk, quick, predictable piece of cake, as far as that's realistic in property.

The first is it goes from strength to strength, back to back leasing. Who in the room now is doing back to back leasing or is doing something to do with back to back leasing? Nearly, but definitely a third, maybe even half of the room.

If you're in that cash flow space, this is the easy money. And I'm yet to see a deal, professional HMO, a service accommodation block, I'm yet to see any of those that work better as a noisy cash flow business than they do on a five or 10 or 20 year lease with charities, service accommodation, charities, private companies, social housing, et cetera, et cetera. No brainer, keep going at it.

It's not easy, but if it's easy, everyone will do it. There's barriers to entry, but when you do it, you only have to do it once and you'll learn forever. Taking it to the next level, one that I'm looking at, which is actually a good strategy for cash flow is blocks on leases.

So actually, single lets now, you may or may not have noticed, are very hard to make work at the minute because rents have gone up a bit, but not enough. Rates are starting to come down, but not enough. When you take in all the costs of voids, agency fees, et cetera, single lets are hard to make work in the current market.

Of course, they'll come back around. Law of logic always does. But deals like this allow you to really make that model work.

What you're looking at here is small blocks on leases. And actually, John won deal of the year yesterday for a block that he's done a lease on. He's now leased it on to the councils.

It's a back-to-back lease on a block of apartments and a bit of commercial that he's got a lease option on. And how much is that making you a month, John? It's making him nine and a half thousand pound a month on a building that he doesn't even own.

And he's got a lease option, and then he's going to exercise that, develop it, and make himself, I forget what it was, half a million, million pounds, maybe even more. So blocks, this is one that I've looked at recently. This is a single let, four single let flats, bringing in two and a half thousand pound a month.

It doesn't really make sense as a single let deal. However, put it on a lease to an operator. If you can get the rate, this is basically a model that I'll talk about in a bit when we talk about assets.

You can either lease it and do a back-to-back lease, or you can actually acquire it. And if you can get that lease into double digits, which is very realistic with operators, if you can get a lease at, say, 10% gross, and you can get 75% of the finance at, say, 5%, 6%, when you take that arbitrage of 75% of the building is at, say, 6%, but 25% of it gets all the rest of that yield that's at 10%, 11%, 12%, and you add it up, you can very easily start to get to 10%, 12%, on this one for me, 14% return on investment.

And for me, who's got investors that are getting 2% in the bank, are screaming to try and get 5% or 6%, they can come in on this. They buy it with me. It's got a five-year lease.

They own the building. We'll probably get a bit of a discount. And they're getting 7% net return on their money.

They're happy. I'm getting 50% of the money for doing the deal, essentially. Absolute no-brainer.

And then finally, I haven't tabled this since the pandemic, is student accommodation. Who's seen any stats, reports coming out saying student accommodation is on its way back up? Anyone?

Cool. This is the first time you'll hear it. I guarantee now you'll see it over the next 12 months.

The macroeconomics for the student market, for loads of reasons which I won't bore you with, but I will in October, the student market is going again. HMOs and PBSA is basically fundamentally in most, well, in a lot of the cities, undersupplied. If you're in that market, or you've got HMOs in those locations, just tune into that, because I think it's going to be a big market for next year.

There's a lot of things happening post-pandemic, where the world's coming back to normal. People going and working in offices again, people spending money on the high street and in shopping centres. And I think student accommodation, especially with international students, is about to boom.

So just bear that in mind. Second is profit. So those of you that need those lumps of capital and want to make lumps of money, you might be looking at these deals that I've shown you today and said, yeah, I'm not in the market to do deals.

But if I was going to pack this up, this will make somebody £18,000 net a year. And if I was going to package that up, I would be charging between £15,000 and £30,000 for that deal as a fee. So if you're not in the market to do deals, but you'd like to make £30,000 before Christmas, that's going to pay for the turkey and stuffing.

Planning gain. So this new labour movement, without a doubt, is all about affordable housing, and it's about new build. Doesn't matter which way they cut it, which way you read it.

Some of it is going to be fantastic. A lot of it just doesn't make any sense, but they'll figure that out. Anything you can do with planning gain, £1 option, put the planning on the land and then flip it.

In my opinion, from the work I've done over the last three months or so exploring this space, I would say the money is in the flip, is in that planning gain, is in getting it. Of course, you could do build and sell to make lumps of cash. But I don't think it's the easy money.

Actually, the more time I spend on it, I actually think it's the hard money. So this is a site that I've secured at the moment. This plot of land here, 4.55 acres. I've just had a scheme drawn up to put 56 houses on it. I'll probably get it up to about 65, 80 by removing these and actually putting an apartment block there. But honestly, when I'm looking at it and I'm looking at the work and just the stuff that goes into actually developing and getting the planning, I don't know if actually building this out is where the money is.

You could do it and you can even forward fund it and you can de-risk it. The more work I do in it, I don't know if this is where the money is. But if that's your game, I would say the bottom end of the market is the place to be.

Affordable housing, start homes, single units, anything that you can sell off plan and forward fund to a legal in general or a secondary tier fund, any of that stuff, there's definitely activity there. I actually, the more time I spend on it, I think the money is in the flip, is in the planning game on the land, not necessarily doing the build. So I think that I just look at it and I just think it's tough.

And then finally is assets. If you want to go out there and do assets, here's a few new things for you to consider. Shared this earlier, basically anything you can put a lease on, ideally blocks.

At our level, you want to be looking at blocks rather than units. If you're going to buy apartments, it makes no sense to buy leaseholds. You might as well buy a whole block and buy on freehold.

But for assets, anything that you can buy or put a lease option on and then stick it on a lease, without a doubt, it's the number one commercial resi blocks, whatever it is, it's the number one strategy. This is a very advanced strategy, which I think is a real sweet spot, one that I've been looking at just to leave you with before we go for lunch, is this is what I would call a yield to rent arbitrage. And this will only happen for the next sort of three to six months.

And what it is, is a sweet spot where looking at things, so these are two blocks that I've been looking at at the moment, two office blocks, financial fortress stock, basically, I think it's not really in my interest to do little blocks of four flats anymore. But how can I do financial fortress stocks in the millions or 10s of millions rather than the hundreds of thousands. So these are two office blocks, one at 4 million, another one at 3.3, already fully let. And what this is, is about six months ago, Guillaume did a presentation for us about how to use property filter. And I said, what you've got to do is you've got to beat the price curve, which is like we all know the price is going to come down, it's overpriced or the markets turning, don't wait until it's reduced and then offer, buy on the way down. And this is the same.

This takes three things that exist in the investment market and creates the perfect storm. So what you've got is you've got a downward trend of asset value. So the minute retail offices at a macro level, they're going down in value.

But what you're also seeing, if you read the reports, is rents now are actually starting to go up for lots of reasons, people coming back to work, the economy growing, lots of A grade stock has been developed now into student accommodation and resi. And actually, it's a demand and supply piece. But the asset value is coming down.

The rents are actually going up. But rates are also coming down. And if you put those three things together, you get a fantastic arbitrage.

On assets like this, we can get a five or 20 year lease with a big solicitors firm in one of these cases, or a big PLC, you can go to a lender with a 10 or 20 year lease and actually get that rate right down. So let's say the yield is 12%, which is very realistic in office space, because asset down, rent up, that's why yields are high, because demand is low. Finance now that we've had the first rate drop is actually coming down.

So if you can get the finance at three, four, five, even 6%, but it's 75% geared. Let's say for our numbers, the finance is five and the yield is 15. The 75% that goes to the bank is paid at five, but the yield is 15.

On 75%, you're saving 10%. So on the 25% equity you're getting in, not only are you getting the gross yield of 15%, you're also getting the rest of the yield from the other 75% that's not going to the bank. Whose maths is better than mine?

What does that work out as? Yeah, exactly. Yeah, it's like, confused myself.

But just trust me, you'll be getting a net return of between 12 and 20%. You think where else you normally go for 12 to 20% net ROI, it's service accommodation, it's HMOs, it's noisy cashflow stock. But if you can play this game of yield to rate to value arbitrage, it won't last more than about six months, you can get in there and basically play all three pillars off each other.

These are the sort of deals I'll be looking at if you want to go out and complete before Christmas. And in October, I'll give you the new model. And I'll be honest, I am struggling with it in a minute.

But this will keep you busy for the next five weeks while I try and figure out what's going to happen next. So onto the most important part of the year. Oh, sorry, any questions?

Any questions on deals? One for Richie and get a mic at the front. Oh, sorry, I've got it here.

I've got both mics actually. Congratulations on your deal, Richie.

[Speaker 5] (1:26:16 - 1:26:37)

I don't know how, whether it's going to come true or not. They're talking about getting rid of leaseholds and just sort of fading them out because they're not working. Everyone will just get freeholds.

How does that impact if you've got leases for big things like that? And buying them? Is it worth buying now a leasehold?

Expect you're going to get turned into a freehold for free when the government change the rules?

[Daniel Hill] (1:26:38 - 1:27:51)

Yeah, so there's probably two parts to the question where leaseholds are used to split buildings up like on apartments. I just don't understand how you would make that a freehold. It just doesn't.

Who's going to do the groundwork? Who looks after the roof? Do you have to have a committee for a block of four flats?

It's like, Labour say great things, or anyway, politicians say great things. I haven't read enough into it to understand how that bit will work in practice. And my general rule of thumb is I just don't buy leasehold.

Even in Nottingham, the most expensive area in Nottingham, or one of them, is the park. And it's owned by Cambridge University. So you've got 10 million pound houses that are leasehold.

It just makes me nervous. I don't like leasehold. I like to own the whole block.

And buying leasehold apartments doesn't make sense in my experience. With the leasehold to freeholders in that scenario, where they're going to ban it, potentially, because it could, it would make it more, the finance more accessible, could increase the value. These office blocks are basically the freeholders, the asset holder, and the leaseholders, the tenant, that wouldn't really change.

I don't think they'll convert. You can't really change, as far as I'm aware, I don't think they'll change leaseholders who are tenants into freeholders. I think it's more leasehold ownership.

Does that answer your question? The bar on the block is exactly where you want to be. Chelsea?

I didn't have a question.

[Speaker 8] (1:27:52 - 1:29:03)

But I just wanted to say, just with reference to the buying the block and leasing out a provider, just people who are doing that, I guess, just to be aware before you kind of go gung ho into that method. With blocks like that, a lot of providers will want one space that is a communal space or one space that is not to be used as accommodation for this person who's being supported necessarily. Obviously, it depends on your tenant type.

But they probably will want one flat that is not, is to be used by the staff member if they need 24-7 care, that kind of thing. So just to be aware of that, and actually, the providers often won't pay for that one. So you have to really negotiate to increase the rate for the other three flats, if it was this four, for example, because you wouldn't be getting a rate for that one, if that obviously averages out, but don't want someone to be like, Oh, 1000 pound a month for each one, when actually, you need to try and push them to get 1500 for three, and you wouldn't get anything.

Does that make sense? All together. And just the second thing is anything bigger than five, a lot of providers are really wary about, obviously, tenant type dependent, but that becomes a bigger problem.

So four or five is like a good spot for those kind of buildings, just thought I'd share that.

[Daniel Hill] (1:29:03 - 1:29:38)

Yeah, absolutely. And that's, that's completely valid. So Wycliffe Mill is 20 apartments, but one of them is an office, but we negotiated that they paid for that, because it's still an office, it's a cost of doing business.

So they paid for that. And we've just actually offered on a block of 19 apartments. And the operator that we're with just happened to email the day after and said, Have you got any more blocks?

I said, Oh, I've actually just offered on this 19. And he said, Has it got a communal office space that we can use? And I was like, Well, no, it hasn't.

So absolutely valid point to consider. Cool. So can we welcome to the stage, Bianca O'Connell, ladies and gentlemen.

[Daniel Hill] (1:29:46 - 1:29:49)

May the best man win. Yes. Maybe you win.

[Bianca O’Connell] (1:29:55 - 1:30:17)

I'm very excited to announce this year's winners of the PE awards 2024 head to head between Dan Hill and Adam Goff. We actually had a draw on Wednesday between Adam and Josh for the first time ever, exactly the same amount of votes. But today, we do have a winner.

And the winner is Drumroll. Dan.

[Event Moderator / MC] (1:30:22 - 1:30:25)

Well done. Thank you.

[Daniel Hill] (1:30:28 - 1:31:41)

Thank you very much. Genuinely, I appreciate the votes, of course, it's always nice to be Adam. And he has had a dress rehearsal on Wednesday.

So to beat him when he's done it twice even better. One of the things I didn't say at the end of my presentation, which I wanted to share now is when you think about the biggest lesson, so this was the biggest reflection piece when I said about Les coming around for dinner, we walked up the garden, he said, you know, you got time and money, and that's all you need. Now, you know, life's for living, go and live it.

What I didn't say was, this year has the back end of this year and where I've arrived at the end of this year, without a doubt, is the happiest I've been the most content I've been the most satisfied. It really has been life changing. And it's been my best year yet.

And one thing I noticed when I went back through my presentation yesterday was when I looked at everything that I did, and this has been my best year on record. Not one part of it was about money. All of it was about time.

And I think for those of you that are in that privileged position to choose when you get into next year, remember, you can have your cake and eat it. And yeah, life's short. Go out and enjoy yourselves.

And yeah, we'll go again next year and see you beats Adam. So thank you guys. Thank you very much.

[Daniel Hill] (1:31:48 - 1:32:36)

Amazing, a very worthy winner. He's had a fantastic year. Bianca, I'm just looking for my list.

I've got it. Here it is. You won't find it because it's in my pocket.

Yeah, he did really well. And I genuinely on a personal level, I'm very, very happy for that. Because he's broken through and that's what it's all about.

So I'm delighted for him. Right. It's the moment we've all been waiting for.

Sorry, I have got it here. I do apologize. Oh, yes.

Yes. Are we announcing that now? Okay.

So she's the boss. So it's the moment we've been waiting for. All right.

It's the creme de la creme. It's for property entrepreneur of the year 2024 and advanced. And the finalists are five finalists.

First finalists. Chris Dornan.

[Event Moderator / MC] (1:32:39 - 1:32:41)

Finalist number two.

[Speaker 12] (1:32:43 - 1:32:44)

Where is he?

[Event Moderator / MC] (1:32:45 - 1:33:06)

Matt Dolman. There he is. Finalist number three.

Rupert Patel. Finalist number four. Steve Hammond, the community champion.

Where is he? There he is.

[Daniel Hill] (1:33:09 - 1:34:09)

And last but by no means least, the final finalist is Valerie Heighton. No one has ever been more unhappy to be in the final Valerie than you. I love it.

Good. Excellent. Well done, our finalists.

If you want to give your decks to deck, that'd be fantastic at lunch. Please, ladies and gents. Right.

So yes, they are the finalists. And should we announce the winner of Deal of the Year now? Should we?

What do you think? No? Yes?

All right. Okay. Okay.

All right. Okay. So ladies and gents, Deal of the Year for property entrepreneur advanced 2024 goes to Chris and Richie.

[Event Moderator / MC] (1:34:10 - 1:34:21)

Well done, guys. Up you come. Dan, do you want to?

Dan? Well done. Again.

Is that again? You've done it twice. Twice, you bastards.

[Daniel Hill] (1:34:22 - 1:34:26)

Leave some for the rest of us. There you go. Congratulations.

[Speaker 20] (1:34:27 - 1:34:27)

Thank you.

[Daniel Hill] (1:34:28 - 1:34:33)

Let's wait for Dan. Well done.

[Event Moderator / MC] (1:34:37 - 1:34:42)

Big hands. You want to say a few words? You want to say a few words?

[Speaker 20] (1:34:45 - 1:35:22)

Second time. I don't talk. This is why Richie's here.

But thank you. It was an amazing competition. I would have voted for someone, but I did.

But vote for somebody else. But no, without bragging, it's the second time we've done it. The second time we've won this.

But we worked really hard. We're driven, but we wouldn't have had a chance if it wasn't not only for the people who do the course, but people on the course. It elevates us to a space that we wouldn't naturally have been in anywhere near.

So whilst I'm going to take this home because Richie had the last one, thank you to everybody who's helped us. Thank you.

[Event Moderator / MC] (1:35:22 - 1:35:22)

Yeah.

[Daniel Hill] (1:35:22 - 1:36:28)

Thanks, guys. Well done. Very well done.

Chaps, you're very worthy winners. It's the second time. You're doing some big juicy deals.

I know it's crazy, crazy storm mode. But genuinely, it's a pleasure to watch your journey. You know, you do show up every single month.

You graft and you both had different stages of your journey, but you both keep breaking through. So yeah, congratulations to you both. And you're both very nice folks as well.

Most of the time. So good stuff. Ladies and gents, that is the end of session two.

And we've got session three to come. So if you're not a finalist, enjoy your lunch. If you're a finalist, I wish you the best of luck.

And we're doing private dining. One second. So we do have a private dining, the last private dining of...

Forgive me, I'm getting too excited. Where is it? Bianca, I need my private dining list.

Yeah, probably. Yeah. My top left pocket.

Just one second, ladies and gents.

[Event Moderator / MC] (1:36:30 - 1:36:31)

One job.

[Daniel Hill] (1:36:38 - 1:36:45)

It's okay. We'll find it. We'll come find you.

Don't worry about that. Ladies and gents, enjoy your lunch. We're back here at 2.30. Big round of applause.

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Session 2\_Transcription

[Daniel Hill] (0:00 - 8:36)

Okay, let's get everyone back in. It's getting excited. Energy is rising.

Some awards have been given out. There's more to come. Oh, we should really rearrange these.

Yeah. Okay, cool. So, welcome back in.

Welcome back in. I just want to talk to you a little bit. So, obviously, you know what this session is about.

It's about the grudge match. Me versus Dan. It's an arm wrestle and it's all to play for.

Bragging rights. But I just want to give you a bit of an update about 2025. Okay, so we've talked about the mastermind.

Lots of you in here already joining us on advance. A couple of people are talking about signing up for virtual or hybrid at the break, which is really cool. And I think, as I shared with you at the super event, we know this community is very special.

And the thing that became very clear to me when I was setting our strategy last year was that it just shouldn't be £10,000 or nothing, you know, with proper entrepreneurship. It shouldn't just be that. It's just one option.

It was very mono. It was like either you come every month and you pay us £10,000 or you don't. It just felt like it didn't feel right.

And I want to build, I love everyone that comes on property entrepreneur most years. Yeah. And there's people, genuinely, there's people that have been through these doors that I actually can't stand the sight of.

They've been through these doors. And, you know, I consider them friends. And then they kind of disappear off because they've maybe done a few years or for whatever reason, things have changed.

I don't see them again. I think, well, actually, these guys, they had similar values to me. They loved PE, you know, didn't leave thinking that no one really leaves PE thinking they had a bad time.

Is that true, right? No one says, I'm not renewing, it's a bag of shit. It doesn't happen.

Okay. It's like, it's good, but I'm moving abroad or I'm having a baby or whatever. There's reasons, you know.

And so part of my objective this year was to try and create a bigger community where people could be part of it at different levels. You know, the same way we're increasing the contact with Mastermind, we also want to reduce the contact with the people that want to do it, like virtual and hybrids. You don't have to come every month.

You can just come to the super events. You can go and move to Australia and still watch our workshops and execute. You know, that's new.

And the other thing that's new is this community membership. And this didn't get a lot of air time at the super event. And we had quite a lot of feedback about it.

Lots of people, thank you. There's a number of people I won't name names. There's a number of people I've had very detailed conversations with about how we can create a genuine win-win with this community membership.

So I've listened to the feedback and I really don't, I really want to create an opportunity for everyone to stay part of this community without having to pay £10,000 a year to be in it. So that's why I'm going to relaunch the community membership today. So I've got a very special offer for you at the end as well.

So the community membership has been changed. All right. So what is included?

If you are in one of those situations where you've decided that advanced virtual bless you or in-person or hybrid is not for you, then I'd really urge you to listen to this offer. So what is included in this membership? You will get tickets to our super events.

So you'll still be able to come to the big launch event and the summer championship season event. So you'll see everyone in the community. You know, it's a long day and they are our showcase events.

And we're going to, as always, we're going to keep pushing those. They're going to get better and better. And for those people that have been with us for a number of years, you'll know that's true.

So you'll get to come to the super events. We will give you the game of four quarters workbook. You can still participate in the game of four quarters accountability.

So that accountability and execution can still be there. You can still tune into mid-month mentoring. All right.

We will give priority to people that are unadvanced, but if there are any slots, the community members can have them and you can still benefit from those group mentoring tools. You will still get discounts to our other events. Some people have said to me, you know, Adam, I love property entrepreneur, but my budget a year is £10,000.

So I don't have the budget to do financial fortress. I don't have the budget to do the speaker training when you launch. I don't have the budget to do the barley retreat when you launch.

I don't have the budget to do the AGM because my budget is my budget. That's fair enough. So community membership might be a way to drop down and then spend money maybe on the more specialist courses that you might be ready for.

You can be part of get up and get back, you know, and everything that comes with that. And as we're doing with all our members, we'll freeze your membership for life. So you can freeze that rate and the rate I'm going to offer you now can be frozen for life.

So you'll stay part of the community. You're not going to lose your big discount on advance. You're not going to lose those discounts.

You're not going to walk away from that. This is why I think it's a really good win-win. So the offer at the super event was that you could be a community member for two and a half thousand pounds.

What I've decided to do, because it's our first year, we've never done it before, and we genuinely want everyone to stay part of this community that is in this room 100% hand on heart, for this year and this year only, we'll offer it for £99 a month. And by the way, I didn't say it, but it includes access to our Facebook group app. We are going to change the app next year.

We don't feel like it's been a massive success this year. We're going to put more investment into it. Probably going to go back to Facebook.

It's not confirmed. So you will be in the online group. You'll see the mid-month mentoring.

You'll have the game of four quarters workbook. You'll be able to come to the super event. So you can very much stay in touch with this community that you are now part of for the cost of a phone bill.

All right. So that is the offer for you to join us for the first year as a founding member in our community membership. And if there's a partner, if you're here with a partner, they can obviously come at the 50% rate.

So that makes it even more of a no-brainer. What do we think about that? And has anyone got any questions about it?

No? OK, fantastic. Well, I genuinely think it's a really good win-win.

And I'm around if you want to ask me anything. So the final point on this is. We know I talked about gamification earlier, and the reason why I'm quite passionate about this, because it doesn't stop like the thing I don't quite understand sometimes when people actually leave property entrepreneurs are you stopping running your business?

No. So what are you doing for mentoring? Well, I'm not going to have any.

OK, so. Does that mean you've just decided that you now either know it all or you've got to a limit and you've just had enough or are you getting out? Because in my opinion, whatever you're running a business, you need to execute.

And what you don't want to do is let yourself off the hook by just saying I'm not going to do it, because really, that's like cancelling a personal training session. But why are you letting yourself off the hook? This membership takes the money objection off the table and still allows you to execute.

Alex Hormozy says you never actually win in business. The point is to stay in business and keep going. So my urge to you, if you're there, you know, I'm done, I'm done, I'm done.

Yeah, fair enough. If we've done something to upset you, then fair enough. I don't think we have.

You're still running a business. You still need to do your Sunday sanity, your 10 game changers, your quarterly game changers. You still need to be part of a network where you can ask questions from people that are going to help.

You still should come to the super events and kick off the start of the year and celebrate the start of championship season and listen to the best speakers on the circuit. Like that's what we're going to deliver to you for, like I said, for the cost of a cost of a playing fair across the year. So unless you're thinking of hanging up your boots, I really think community is a fantastic option.

So really delighted to announce that. And yes, come speak to me. Come speak to Rachel.

Come speak to Bianca if you'd like to secure your spot as our first founding members in the community membership. Okay, we don't have a mic, but I'm sure it's coming. So it's time for the open mic.

Remember, limit 30 seconds. That's the biggest success of the year. A thank you maybe or a congratulations to someone else.

Ladies and gents, you know the drill, different room, same drill. My left, your right. Ladies and gents, it's time to line up.

Let's go. Thank you very much. All right.

How are we doing height-wise? Yeah. Matt's brought his journal up.

It's limited to 20, but I think we're good for now. Has anyone else changed their mind? We have got a sign.

Well done. Good to go. Akash, let's give Akash a big hand, please.

First up.

[Speaker 7] (8:39 - 8:53)

Hi, everyone. I have had some personal challenging times this year, and I want to thank the community for their support. In particular, Gillian, who I've been working with.

It's been absolutely fantastic. I couldn't recommend her enough. Thank you so much.

[Event Moderator / MC] (8:57 - 8:59)

Well done, Akash. Simon Coles.

[Speaker 22] (9:00 - 9:32)

Hi there. So mine's fairly similar. It's been an interesting four years to get to this point.

Yesterday, I got a little bit emotional when I realised I wouldn't be continuing next year, just sort of financially. So I'm really just here. Massive gratitude to all of you.

See you as sort of friends and families. It's just a great community. Stay in as much as you can.

But thank you, everybody in this room. I've really enjoyed the journey so far.

[Event Moderator / MC] (9:33 - 9:38)

Thanks, mate. Hi, Akash. We have a new...

[Speaker 3] (9:40 - 10:21)

Hey, everybody. So I just want to say a really big thank you to everyone who's contributed to giving me nuggets. Nuggets I've executed and enabled me to get to where I am.

But most importantly, one of the big things that I realised when I did my reflection on my end of year was the reason why I've been able to actually get some of the things done that I've done is because I've had a massive amount of support from Anita. And Anita supported me so much. Maybe not verbally, maybe not.

She's not done something. But what she's done is she's taken away some of the other stress. So whilst everyone's looking to get the best EA in the world, I've got the best wife in the world who's gone along and taken all of that family stuff away from me.

And I just want to say a really big thank you. Thank you.

[Event Moderator / MC] (10:26 - 10:30)

Thank you, everyone. Hi, everyone.

[Speaker 16] (10:30 - 11:15)

A couple of little successes for me. I was really honoured to be given coach of the year award from PIN in November. That was really exciting.

And I did over 300 hours of coaching last year, both observed and with clients. So it was a big, big year. And I also got my senior practitioner status with EMCC Global Accreditation.

So so proud of that. And also, I just want to thank Adam, because from a conversation in April at lunch, I did a press up at the front of the room, which was part of my strength building this year. And that was a really big objective for me was to build my physical strength.

So he pushed me to do it and I did it. And I can now actually lift my German Shepherd who's 40 kilos as well. So that was my other job.

[Speaker 17] (11:24 - 12:04)

So like several others, we've been in quite a big storm over the last 18 months, but I think that's abating. We can see some light at the end of the tunnel. But I'd like to thank my buddy group.

We started off as one to one buddies, but we became a bit of a group and particularly Ruben, who shibbies us along every week to make sure that we're part of that buddy group. I can't recommend both buddies enough. A, you get to know other people in the community, but B, they do keep you accountable for what you're doing.

And I also want to congratulate everyone who was in my group yesterday. I think you all deserve to be on the stage.

[Event Moderator / MC] (12:04 - 12:08)

Nice one. Thank you, Jill. Chris Doran.

[Speaker 15] (12:11 - 12:56)

Hey, hi, guys. I've got two quick thank yous for the room. One is for Mark Barrett.

I don't know if Mark's in the room, but Mark introduced Sen and I to a consultant. We're breaking into the supported living space. And without that introduction, we would have had a much harder journey today.

So it's been really, really great. And so it was a really good introduction. So thank you, Mark, if you hear this.

Another one's to you and the Mastermind group, but specifically yourself for just helping me reframe some of my mindset around prioritising personal goals. Always put a big focus on the business aspect of things and sometimes sideline the personal stuff. And just a couple of conversations you and I have had has helped me really reframe that and be more at peace with prioritising those personal goals.

So thank you. Thanks, Chris.

[Event Moderator / MC] (12:57 - 12:58)

Nice words. Thank you.

[Speaker 14] (12:59 - 13:45)

Hello, everyone. Good to see you all. I'll make it short.

So my success really is I was going to talk about the public speaking, but actually it's about starting my own business for the first time ever this year. And thanks goes to also you guys, just because having started something on your own and seeing everyone who's got a business that's two, three, five, seven, ten years, and everybody is so determined from the businesses they've created. It really just helps someone in my position to realise that just stick with it, stick with it, and then the successes will come, even when I'm at the lowest.

And I've had some tough times this year. Stick by it and it will turn into something good. So thank you.

[Speaker 18] (13:52 - 14:30)

So mine is congratulations, because I have been giving someone in this room a bit of hard time about finding a deal with an interest free loan. So congratulations to Finn. He's now secured his deal.

Well done. And I think what it shows is the power of accountability as well, because he's talking to Finn literally in the break and he said, you know, I probably wouldn't have secured that deal if it wasn't for the accountability of me coming up in the group and stuff like that. So absolutely accountability does help for that.

And Finn's got a nice terrace that what, 15 percent below market value that you're going to keep till you die in about 75 years. Excellent.

[Event Moderator / MC] (14:30 - 14:32)

Pretty good. Well done, Tim. Thanks for that.

Well done, mate.

[Daniel Hill] (14:36 - 14:39)

Good job. Here she is.

[Speaker 19] (14:39 - 15:14)

Hi, everyone. So I've made myself come up here every single month without fail. So thank you for listening.

I want to say how inspirational everyone in this room is. And there's obviously an array of different specialties, businesses, etc. But you're all totally inspirational.

And thank you to everybody for supporting me. It's been a really, really tough year. But in particular, the Mastermind group and the Mastermind ladies for really bolstering me through the year and obviously to Craig for putting up with me.

Not quite sure why he does, but he does. So thank you very much.

[Event Moderator / MC] (15:14 - 15:19)

Well done, Suzanne. Well done. Dr. Michael, please.

[Speaker 11] (15:21 - 15:45)

Hello. Hello. Thank you, everyone.

So I just want to say so I've been part of the community now for two years. And if I think about where I was two years ago to where I am now, just the step changes have been absolutely massive, just personally, but also professionally. So without being too cheesy, I just want to thank the community and all of you guys here.

It's been huge. But I also just wanted to. Yeah.

[Event Moderator / MC] (15:46 - 15:47)

Property friends.

[Speaker 11] (15:48 - 15:50)

Guillaume's going to nick that, isn't he?

[Event Moderator / MC] (15:50 - 15:51)

Property filter friends.

[Speaker 11] (15:53 - 16:28)

Thanks, guys. And I can't quite believe I'm doing this, but I also just want to give a huge shout out to Mr. Woodman. I can't quite believe I'm getting up here and saying this.

But no, honestly, so I think back three years ago, I think you gave me Simon's mastermind book. And I had no that was I had no idea about property, no idea about running a business, no idea about anything whatsoever. So I'm just really grateful to be hosted together and just really grateful for.

I feel like I'm just kind of clinging onto your coattails as you kind of whiz into the distance. So big congratulations on all that you've achieved, especially this year as well. But thank you.

Thank you.

[Daniel Hill] (16:28 - 16:35)

Thank you, Michael. Nice work. Thank you, mate.

Very impressive. Three years. Very impressive.

[Speaker 9] (16:35 - 17:07)

Hello, everyone. Hiya. My big success this year has been my transformation into a public speaker.

It's been a massive ride. Thank you. I've had a really difficult year and I've definitely got some mindset issues and I've had to battle the whole way through it.

And I just wanted to say a massive thanks to Adam for putting me in this position where I did battle with my biggest demons and also to Bianca and to Josh for helping me on the journey and getting me to where I am today. I think, have I been successful, Adam?

[Daniel Hill] (17:07 - 17:09)

Very. You know I've given you the feedback.

[Speaker 9] (17:10 - 17:51)

I know it's been a massive journey, but it's just a thought. Sometimes we give ourselves these challenges and what happens is you get to the end of the year and you think, wow, look at everything that I've achieved. But actually going through it was really fucking difficult.

And I think all of you just need to be to remind yourselves of that. If you're having a really torrid time and it is really challenging and it is really difficult, then you're doing the right thing. And I think all of us probably have had some of that feeling throughout this year.

And I just want you to remember that you're on your way. If that's the way, you know, if it was really easy and everything was smooth and an easy transition, then you're not doing things right. So congratulations to all of us for getting to this point.

Shall we all give everyone a round of applause? Well done Rachel.

[Daniel Hill] (17:53 - 17:56)

Just some feedback Rachel, you know we don't swear on the professionals on our stage.

[Speaker 21] (18:01 - 18:31)

I wasn't going to come up, but thanks Graham. I actually just want to say thank you to everybody in the room. So that whole like you are the average of the five people that you spend the most time with, I find to be so true.

In the last year, two years, I've had so many step changes, I can't even count them. And I can point to people in the room who have made significant differences in my life. Thank you very much for everybody.

And I want to say a particular thank you to the Mastermind group and the Mastermind ladies. Thank you very much.

[Event Moderator / MC] (18:34 - 18:36)

Good job. Good job.

[Speaker 13] (18:38 - 18:40)

Hey guys, right, first open mic, go easy.

[Daniel Hill] (18:42 - 18:43)

You going to tell us a joke or?

[Speaker 13] (18:43 - 19:27)

No. Okay. No, I'm not there yet.

So when I joined PE, actually it was carnage. My life, business, everything, my business relationships, my business partners, how things were running. And so, yeah, it's been quite a journey.

And ultimately, the more I've executed against PE stuff, the more things have just started slotting into place. And it just felt a bit weird going for a walk and everyone saying, well done. Thank you.

Sorry, well done, Graham. And me saying thank you. I'm like, I haven't actually done anything.

This is my team, right? This is me executing against the PE methodology. So really, I just wanted to stand up here and say thank you, Dan.

Thank you, Adam. Thank you, everyone. You're all an inspiration.

It's like a pleasure to grow with you and be inspired by you and hopefully inspire some of you as well. So pleasure to be on the journey. Cheers.

[Event Moderator / MC] (19:28 - 19:31)

Thank you, Graham. Well done, mate. Good job.

Well said.

[Speaker 12] (19:32 - 20:33)

Richard Evans, the loudest shirt laugh. Thanks, guys. I'd like to thank my shirt supplier.

Absolutely. It's been, what is it, six years around the track, I think for me now. And yeah, you know, I just love the community.

And when I first started in 2018, my, you know, ba ba boom, awakened a business. It was, you know, just really an idea back then. And it's through this community that I've managed to grow and build that business.

So thanks. So many people have helped me on that journey and been there to support us. Many of you as clients and just been really, really encouraging and motivational.

Adam, you've given us great support. Dan as well. And Josh, really looking forward to being on Josh's Mastermind next year.

So, yeah, thank you very much, everyone.

[Daniel Hill] (20:33 - 21:09)

Well done, Richard. Thank you very much. Well done, mate.

Fantastic. Thank you for all those heartfelt messages. They're very nice.

Mark, you had a big shout out from Chris Dornan, who threw you under the bus in front of everybody. No, he thanks you for your help introducing him to that supplier. So thank you, Mark.

So business time, the head to head, the head to head, the grudge match. We all know it's 1-0 to me from strategy day. But so it's all to play for.

It's all to play for, ladies and gents. Our favourite time of the year, without a doubt. Ladies and gents, he's asked to go first.

[Daniel Hill] (21:16 - 21:19)

Turn his mic down. And then he broke my slides.

[Daniel Hill] (21:20 - 21:28)

Well done again. Very unlike me. No, ladies and gents, no.

Adam chose that poem.

[Event Moderator / MC] (21:31 - 21:36)

I didn't. I didn't. Bianca did.

[Daniel Hill] (21:40 - 22:08)

Anyway, it's a bit of fun, but it's also incredibly serious. So please give us your attention. Enjoy the journey.

Check yourselves in. Remember that in the workbooks, you have a scorecard and you can take notes, you can score and you can circle your favourite person at the end. Ladies and gents, without further ado, he has had a massive year.

He's been behind the scenes by intention. And I'm sure this is going to be a fantastic presentation. Ladies and gents, please welcome to the stage our founder, Mr. Daniel Hill.

[Daniel Hill] (22:22 - 40:08)

So like many of you, I've been riding this entrepreneurial roller coaster for a long time. This is my 21st year riding the roller coaster. And you will appreciate and understand that sometimes this ride gives us the highest of highs.

And it's phenomenal. It's amazing. But it also is very capable of giving you the lowest of the lows.

And wherever you've been on that journey this year, I've probably been there myself. At January in Strategy Day, I stood up and shared with you that riding this roller coaster has been fantastic. And there's lots of bits I wouldn't change.

But over the last three or four years, since about 2020, it really hasn't been serving me. And I've had three main challenges. The first was last year, I had the sobering realisation that we're all going to die pretty soon.

The second was that I was stuck in my career. And it didn't matter what I did, I felt like I was spinning my tyres and kept hitting this glass ceiling. And those of you that have been on this journey with us have heard me share this on the podcast, from the stage, the challenges I've had at that level, just trying to break through.

And the third is I was really struggling to stop. I just kept dreaming of when I get there. And when I stood in my brand new house, looking out the window, dreaming how happy I'll be when the helicopter landing pad gets installed, I realised something was wrong.

So I set about this year to figure out, I've been out and I've achieved everything I want. I'm here. I've got everything that I needed.

Why am I not enjoying it? And this is what this year was all about. To overcome it, the biggest challenge, the biggest thing I needed to achieve was to break through to the next level.

And having exited most of my companies over the last four years, I needed to get out of my last few executive roles and develop myself at a new level at the chairman position. And I knew that the biggest challenge that I was going to have to do that was breaking through. As I said earlier, and you've heard lots of other people say, it's all in your head.

You can have whatever you want, but the biggest battle you're going to have is in your mind. And this is what I had to do. So let's see how this year's strategy was executed.

So the first thing is the KPIs. My wealth, despite acquiring the hall, I've managed to keep exactly where I needed to be. My best bollock age, I'm about four or five kilos down from where it was when I did the first test.

So I think it will probably come down when we do the test in the new year. But I don't know exactly where it is right now. I suspect it's come down a little bit.

And life by design was the big thing for me this year. You can have all the money in the world, but there's lots of sad, depressed, wealthy people. And I didn't want to live my life in that space.

Having done the test this week, I was hoping to exceed 80, and I've actually come out at 91. This was a huge game changer for me. And as I went through the rest of the presentation, it was really clear how this came together.

So the main thing for me was the year of the middle lane. You guys know I'm an extremist. I'm a masochist.

If I'm going to do something, I'm going to blow the lid off it. That novelty does come to an end. And this year, I wanted to see, do I have the hardest discipline?

I can go big. I can go small. But can I actually stay in the middle lane?

And the honest feedback is I had to go backwards this year significantly to enable me to come forwards. But where I've arrived at now is being in that middle lane that I've strived to do for probably the best part of four years. So for that, I had no extremes.

I rode the middle lane for the back half of the year, and I was really, really pleased with that. The objectives that got me there, the first was break through and enjoy the view. And I wanted to just break away from my workaholic addiction and actually enjoy the fact that I've achieved lots of things I wanted in my life.

And when we started in October, I actually went backwards. And for the first six months, went from working about 20 to 25 hours a week to working about 60. I thought, I still need to try and enjoy the view while I'm doing it.

So I decided to work in my house and send my WhatsApps and do my emails from there and enjoy the process as best I could through that. The second, and I've gave myself a green for that because since completing that project of actually handing over to Adam and exiting my other roles, I've now actually achieved that, which has been fantastic. The second is we were expecting a child, but I wanted to maintain a fit father and be a present partner.

And what we wanted to do was have date nights every week, have a weekend away every month and have a holiday every quarter. And even when Sav was pregnant, we stuck to that. We flew over to Dubai and had a week's holiday in Dubai.

Papa was then born and we thought, if there was ever a week to miss date night, this is going to be it. When she was seven days old, we took her out for lunch, stuck to our date nights. Two weeks ago, we flew to Spain for our quarterly holiday with a 10 week old, and I was already nervous.

And the first person I saw at the airport said, are you mad bringing a baby out? She must only be about five months. How old is she?

I was like, she's 10 weeks. And we took her on holiday, which was absolutely amazing. Took on her first little flight to enjoy the journey.

And this is just a photo where I thought I looked cute. So stuck to those date nights and did that. But my training, I wanted to keep to three or four times in the gym as there was weeks when I only did two.

So I've given myself a green for present partner. I've been there every single day and we've had our date nights. But an amber for my training, because the reality was it was probably more like two times a week than it was three.

And then make a house a home. I've got to the point where I was fortunate enough to buy my own home. I could have easily sent the trades in and done it all in in six months.

But I wanted to actually do it myself. Wanted to take time, choose the furniture, do those things, which for me was an alien concept, because all I care about is work, productivity, hitting targets, growth. I thought, no, I'm actually going to take my time and do this myself.

So I did. I literally got my tools on, put my tool belt back on and started refurbing the hall. This was the first room I did, which is our bedroom.

This is what it looked like before. This is what it looked like after. And every single part of I did this for the main bedroom and for the nursery and every single bit I did myself.

I chose myself. Even this canvas I had imported from America. That is the largest photo that's ever been taken from the Hubble spacecraft of the universe.

I had it imported. I actually built a frame by hand to go out and do it. I developed the gardens myself.

I bought a ride on lawnmower and did the lawns myself. Started to host friends and family, which was just so rewarding and amazing for Sav's birthday. I took that creative energy, which would normally be creating content for you guys or thinking about new business ideas.

I created this canvas, which I was really pleased with. It was basically the last photo that I took of us on holiday in Jamaica before she got pregnant. I think she actually got pregnant that night.

Definitely don't tell her that. I think she knows she was there. It's made up of every single photo that I've ever taken of us since we met.

I was just really chuffed doing all these things. I get the same satisfaction from doing stuff that's not business, but I've only ever got for the last 20 years actually doing business. Doing the whole thing myself, I just really chuffed, really enjoyed it.

It's very, very different for me being basically a workaholic up until this point. I gave myself a big green for that. Professional objectives.

I had three professional objectives. The first was one of my problems I realized is I live on a treadmill, but the treadmill only keeps spinning because I keep adding things to the to-do list. For the first year ever, I said I was going to start no new projects and only finish the ones I had.

With the exception of dabbling and looking at a few things and having a bit of a wandering eye on deals, I did exactly that. I spent all my time finishing my existing projects, but I didn't take on any new ones. For those of you that want to reduce your workload, it probably is that.

It's have the discipline to stop taking on new things. The second was beat the budget. This year, I gave full control of the budget to my team, which means that they make all the spending decisions, but I also incentivized them to beat the budget.

This is the best outcome because it removes me from all operational things in the business and it actually improved it because they were incentivized to do that. That was a huge win. Then the other tangible target, having bought the hall, that obviously left quite a hole in my working capital.

I wanted to get that back up to six months working capital, which is where I've always been. We got there. I then increased it to 12 months working capital, and we're now at 113%.

Stability, middle lane is exactly where I wanted to be. Then level up with the chairman. I wanted to go to this next level and go from working 25 hours a week to 20, 25.

Actually, I went up to 50 or 60 for the first five or six months in order to break through to that chairman level. Then when I came out the other end, my calendar was clear. Purple is basically my personal stuff.

With the exceptions of board meetings, I've now got a clear calendar and I've been working more like 20 hours a week, 15, 20 hours a week, not even 25 that I set out to, which again for me is just alien, but it's been a huge success and it's literally changed my life. For the businesses, we wanted it to be world-class win. We wanted this to be a win, win, win.

It needed to be a win for me moving up to chairman level. It needed to be a win for my team to make sure they're incentivized and they get rewarded, but most importantly, it needs to be a win for our clients, for people like you. Everything that we did needed to be world-class.

Hopefully, you've seen even though I've stepped back and Adam and the team have stepped up, things have actually got better rather than cruise control or worse got stepped down, which has been incredible to see. I did that with all of the businesses. One of my targets, which I would recommend for any of you next year, is to raise our standards.

What I did was I set a target for 12 level ups in a year. Every month, to do a significant level up that would change the business. What I did was I delegated that to Emma, my EA.

Every month, we had a meeting and we set minimum of one, sometimes three things to level up. Then through the month, she delivered it. All I had to do was set her up, delegate, manage it.

We're eight months through the month and we've had eight significant level ups. Beating the budget, shared that earlier. We're on track to beat every single budget in every single company at the moment.

Obviously, we've got the rest of the year to run, but the fact that the team have done that without me has been a huge success. Then finally, be early. One of my biggest challenges is stress.

As I've got older, I can't handle the volume of stress I put on myself as I used to. My rule this year was no stress. I wanted to get to a point where there's no stress.

I went to a deeper, darker hole, not that I've ever been, but definitely than I intended, and had loads of stress, five, six months into this journey. However, when it broke through, the workload fell off a cliff, the stress disappeared. Honestly, I can't feel any stress in my day-to-day now, which is, for me, life-changing.

I haven't had that for years. My target was to miss zero My House deadlines, but I missed two. I've given myself an amber for that.

That was in the heat of battle. In the scheme of things, it's absolutely game-changing. My hero this year was Naval Ravikant.

The reason for that is he's a hugely successful guy. He grows more as an individual and makes more money than ever every year, but he does it being one of the most balanced people you'll ever meet. One of the things that I took from him, which I've achieved this year for the first time ever, is for the last 21 years, I've had one priority, which has been to grow, to work, to make money, and to break every expectation I ever had of myself.

Now, having gone through this process, for the first time ever, I've got three priorities. I've got my work, I've got my family, including Sav and Harper, and I've got my own life. Whilst this might sound a bit sad, I've never really had my own life to invest in.

All I've thought about is business, growth, achieving my targets, and pre-money, that's what all of you need to do. If you're locked into that, do that until you've got it. The hardest thing is when you've got it, how do you enjoy it?

And this is what I've gone on this year. My challenges and adventure was to stay at the sweet spot. I held it steady up to about 68 until I went away for the summer, and then too many calamari on the beach and too many beers in the sun ended up being two kilos overweight, so I've given myself a yet an amber for that.

Having my first child was a huge success. Sav and I went through the... people advised me to consider, do I do the labour journey?

Don't I do it? Where do I stand? All those questions that people throw at you.

We had the most incredible labour experience together, and it was literally, yeah, absolutely phenomenal. And then finally, no stress and no style. I would say from work, for the first time ever, I don't have stress.

I wake up and I feel chilled. I enjoy every day. If I said I'm not stressed, I would say that's...

Adam's sabotaging me, what's he doing? To say I've had no stress would probably be a lie, because anyone who's got a newborn baby, especially if it's your first, will tell you it is stressful having children, but the stress that I used to have and didn't enjoy and was trying to get away from for four years is... I love every second of being stressed, having a young family, and thankfully I've moved away from all the stress that I had doing a role that I was, you know, I'd fully outgrown, so I've given myself a huge, huge green for that.

And then finally is enjoying the view. Some of you are in Property Entrepreneur because you're well on your way to where you want to get to, and for you, it's you're not even looking out the windows, you're on your way to success, a million miles an hour, just keep going. Those of you that have got there and perhaps not enjoying it anymore, you're running on the treadmill and you get stuck, this is where I've been for four years.

And having tried it and failed three times, having now broken through to this chairman level and actually had the ability to focus on my life, my family and my work, I've actually been able to enjoy the view for the first time. And the reward is every day I get to walk around now and look at the things that have always been there, whether it's my family, whether it's my partner and my child, whether it's my house and my gardens, anything to be grateful for, I now actually walk around and sometimes just stand there, and like Kev said earlier, feel grateful for being alive, being healthy and actually enjoying what I'm doing.

And I can't explain to you how much of a reward that is. So to close, my scorecard, I missed my two kilos over where I wanted to be, so I'll score myself down for that. And I missed two My House deadlines, so I'll score myself down for that.

However, has this been a success? Or to recap, we're all going to die soon. It's the sobering reality.

And I never, I took every day for granted, because I wanted to get to tomorrow. But I can honestly say every day now, I am the most present that I've ever been. And I appreciate everything that I've had, which is all I ever set out to achieve.

The second was always stuck, spinning tyres, running the treadmill, being executive director. And having now broken through to the chairman, I've dreamt about it since 2012. I've been working for it for about three to four years.

And having now actually got there, I really enjoy it. And I think it actually, actually suits me for the next stage of my journey. And the little story to finish with is to stop.

But understand what you need to, where you want to go, and how you need to get there and go for it. But you will get to a point where you've got enough, and you can actually stop. And this chap here is his name's Les May.

And he's the original chairman who I met in 2012. I was driving a builder's van, starting PPN UK 12 years ago. And he pulled up in a brand new Aston Martin.

He lived in a mansion. He worked one day a week, one day a month, and made a million pounds a year. And I thought, that's my guy.

That's who I want to be. That's who I want to be close to. And he was around two weeks ago.

And we've just celebrated 10 years in business together, doing incredible deals. It's changed both of our lives. And to be in business for some 10 years is amazing.

To do it with somebody who you aspire to be like is the best. And after a couple of glasses of wine, we went for a walk around the garden. I said to him, what should I do next?

Because he's 15 years ahead of me. What should I do next? Should I do new builds?

Should I build portfolios? Should I go and start a new business? And he said, Dan, there's only two things anyone needs in life.

He said, the first is money. And the second is time. And he said, you're in a very fortunate position where you've got both of these.

He said, life is short. Life is for living. Just go out and live it.

And I can honestly say, that's where I feel like I am. I need the discipline now to maintain it for the year ahead. But same as people shared on the mic, I wouldn't have done it without being in the community of you guys, and without Adam, Bianca, and all the teams at PPN UK delivering on their promises.

So it's been an amazing year for me. It's been absolutely life-changing. And thank you for listening to my end of year presentation.

So next up, time to remove the battery. Can you welcome to the stage my partner, my fellow speaker, and my competition for this afternoon? Can we have a huge round of applause for the one, the only, Mr. Adam Gough, ladies and gentlemen?

[Daniel Hill] (40:14 - 57:16)

Well done. Good job. Fantastic presentation, Dan.

Well done. Fantastic. We're having a good day today?

Good. OK. So welcome to my end of year presentation.

Now, you all remember where I started at the beginning of the year. I've been on a journey, the long game. Dan put his up on the screen.

We either arrive at a well-designed destination or an undesigned destination. Jim Rohn said it. This is why I love this asset that we create.

And everyone knows that over the last seven years ago, I set a long game, and I completed it. It was to do with selling my business, completing my financial fortress, and living out of a bag. But then last year, I had this year, do you remember, of surrendering to try and answer the three biggest questions in life?

Who do I love? What do I do for work? And where do I live?

They are the three big questions we have to answer. And I felt like last year, I actually got answers to all of those. The universe provided me with answers to all of those.

So my goal this year was to lean. And this was it. This is my new five-year plan.

The surrender experiment was last year. And this is my next journey. And I know success and failure are very predictable, that I'm going to go to the next level.

Going to the next level for me, and going on another long game meant leaning in. Leaning in was the complete opposite. It's the complete opposite of what I was doing before.

Before, I just wanted to be free, footloose, have a bag, no ties. Actually, now I needed to settle. I needed to commit to love.

I needed to commit back to work. And if you remember, I told you the snowboarder analogy. In order to deal with a steep slope, which is what I've been through this year, you have to fight all your natural instincts and lean into the mountain.

Because otherwise, you're just going to fall over, and you're going to become a cropper. And I knew this year I was going to have to fight all my natural instincts of being ablaze, and this freedom that I'd created if I wanted to level up. You might be thinking, well, why on earth would you want to go back in at it?

You had it all figured out. You had it sussed. You had your financial fortress.

You were living off the steam. You were living the dream. I was.

I am. But you know why I shared with you in January. It's because I met this girl.

And she changed everything for me. You know, frankly, she put my world upside down. And I declared I was going to be a bachelor till I was 50.

And I was like, never going to settle down. And then I met Bella. So now I'm on this mission, as you know, from January to just be more, create more, be a provider, and go to the next level, very much like Dan.

And I'd say if I had to sum up this year, it is just a year of step changes. And honestly, Dan and I have literally completely swapped seats. We're literally complete opposite years.

It's actually quite funny to watch. So I knew going into work that my first objective had to be around health, because when I get stressed and I go beast mode, sometimes I can put on weight. That's my pattern.

So I wanted to stay within a certain body fat percentage without getting too obsessed. I had to buy a treadmill in Bali because you just can't do steps in Bali, not really, unless you go for a long drive. These are my averages across the months.

I was over. Then I lost some weight. Then I went back up again because of summer.

And I managed to keep an average bang on the 12 to 14%. So that luckily is a tip. Second was about my main objective actually was to try and get Bella to move to Bali.

The main thing that's going to make me happy when I was doing my journal, what's going to make you happy this year? I just want Bella with me. She lives in Hong Kong.

I live in Bali. I hate Hong Kong. So unfortunately, I can't move there.

But you know me, I'm quite aggressive. And I would sort of almost push her to move. And I was like, just move.

Come on, figure out, just move. And she was like, no, she won't be pushed. So do you remember I came up with this game of she could give me three yellow cards in the year if I pushed her too much?

Well, she didn't give me any, but I give myself one because there was one time where I did push her a little bit. So yeah, this is our relationship. And it's been something we've been talking about a lot.

And I'm going to share with you something at the end of the day. So yeah, less than three yellow cards, none given by Bella, one given by myself. And then the other thing about a step change is about unlearning what I had to learn to get to this place.

In the same way Dan just shared, I always used to do jam tomorrow, delay gratification, rolling it up. I don't think you can really build wealth any other way than to spend less than you earn, right? So I had to do that.

But now I'm quite a wealthy guy. I need to start beast moding it and not enjoying your life. So my goal was to burn what I earn and actually spend my six-figure financial fortunes income, actually spend it.

Just spend it and not feel guilty about it. Absolutely just level up. Abundance mindset.

And we spoke about it a lot at Mastermind last night. If you spend it, it comes back to you. I was like, well, I want to give this a go.

And let's go. Let's spend some money. So what did I do?

Well, I hired us a villa. I hired us, leased us a villa in Bali. Fantastic villa, lovely sea views from the balcony.

That's a big step change. I now only train with a personal trainer. That was Dan's advice to me.

I think it's an absolute level up game changer, very high maintenance. I won't go to gym unless I've got a trainer. I don't get trains and buses and stuff anymore.

It's cars, it's chauffeurs. Again, thank you, Dan, for the inspiration. And obviously the big one for me is flying.

So I took Bella and I, Bella and I first class on Emirates. As I shared with you at the Supervent, it was absolutely insane. And we had a really good time.

She's never even like gone extended legroom on sort of AirAsia. Seeing her in Emirates first class, she just didn't know what to make of it. So it was an amazing experience for loads of reasons.

And I'll talk about it in one of my biggest lessons learned. But now all my flights that I've booked, apart from a couple of premium economies of business, I'm just like, right, let's go. So I am, ladies and gents, I can promise you that I am spending well over £10,000 a month right now when you add it all up.

But I actually realised it's quite hard to spend money on yourself. And actually, I wasn't actually achieving my objective of spending my financial fortress. What am I going to do?

I figured out the best way to do it is actually to spend it on other people, isn't it? Spend it on other people. So I took my family to Dubai for my 40th.

Dubai's not cheap when you take seven people there for a week. Chris knows he's done the same. And obviously, I started supporting Bella and flying her in and out of Hong Kong.

So I didn't have to go there. But financial fortress achieved, financial fortress spent, done. Tip.

Personal objectives done. Professional objectives. So when I talk about swapping seats with Dan, you know, I was sipping coconuts on the beach.

And now I'm full in beast mode. I went from best self, living the dream, to beast mode, living the dream. But they are very, very different dreams.

Very, very different dreams. As I said, I was flying around the world. I was flying in and out of property entrepreneur events, Peru, South America, festivals, Asia.

Honestly, you know the journey. I was all over the place. And I was doing whatever I wanted, whenever I wanted it, ticking off my bucket list.

And this was my diary. I used to have two things in my diary every month, the PE events in purple, and a mid-month mentoring. That was my diary for like two and a half years.

And the only thing I had in the diary this month was surf camp for two weeks. All right, that was my life. However, talk about a step change.

This is now my life. And because I'm seven hours ahead in Bali, it means I can do a whole day's work. And then everyone in England wakes up and I can do a whole other day's work.

It's fantastic, right? So I'll start at seven, eight in the morning, and I'll go until eight at night, because that's only 1pm in the UK. So I am working like an absolute demon, and I have gone into full beast mode.

So have I gone from the beach to the battlefield? 100%. The target was to get record sales in PE.

And as Dan shared with you, we are well on target to beat budget. So that is achieved. Thank you.

Listen, going back into business, I was a little bit rusty. I was definitely a little bit rusty. I was like, oh, wow, first management accounts meeting in a while.

I was like, oh, you know, it was weird. It was actually weird. But I found my flow really quickly.

But I knew, I knew, and Dan, actually, to be fair, drilled it into me. He said, to get to this business to the next level, you need to level up your leadership, because it's actually your A players that are going to achieve it for you. And this is where we came up with the headline strategy, New Team, New Dream.

So what I decided to do is rather than be an arrogant little shit like I sometimes can be, all right, is actually create a really nice culture of communication and honesty. And all feedback is good feedback. So every time I had a one-to-one with Dan, with Bianca, with Josh, with Marielle, whoever it was that was reporting to me, I would ask them for genuine, honest feedback every month.

And they knew it was coming. And they would give it to me. And sometimes it stings, obviously.

But now we have a really good working relationship with my team. I really believe I do, because we're able to give each other feedback. And they're not worried.

They're not scared. They're giving it. And it's allowing me to show up as a better leader.

So I track that every single month. And thank you, Dan, for that inspiration. I just tracked it every month.

I did it every single time, every single month. You can ask the guys at the back. So the last professional objective was beware of the boundary, because I know that I can burn myself out.

And I set a very ambitious target of not working more than 35 hours a week and not working on weekends. It sounds very good. Weekends off, 35 hours a week, I can do that.

Smash it hard. Work hard. Play hard.

Convince myself that was going to work, because time off is not a luxury. It's a requirement. However, I went over that line almost immediately and stayed over it for the entire year.

So after January, I reset the target on the group. I said, guys, I've messed up. I set 35 hours.

I'm actually going to change it to 40. And I couldn't even stick to that. Every single month, this is like clocked toggle hours.

I was doing over 200 hours a month. And did I work a weekend? Unfortunately, there were some weekends I didn't work.

There was like three. But every weekend I worked, completely failed, like an absolute complete disaster, frankly. So I definitely failed at that.

And it has taken its toll. I have worked really, really hard. It's been really challenging.

But I've absolutely loved it. To be honest with you, we've achieved great results. So talking about achieving results, the headline strategy was new team, new dream.

It was A players only, get to the next level, the Chicago Bulls analogy, win all the championships and get record revenue. This is the A team now. Bianca's really stepped up.

Hats off to Bianca. Let's give Bianca a big hand. She's an absolute legend.

Bianca is now head of events. She completely runs the show. Yolanda, absolute steel genius.

You all know Cheeky Josh. This is my senior team. And they are A players.

Apart from Josh, they are absolutely smashing it. So what are our objectives? Well, we needed a world-class finance function.

Our finance team has not had a positive experience with our finance team. It's just not where it needed to be. And we know that.

And we're trying to fix it. And we have fixed it. Hats off to Josh.

I know how to do what Josh does. I'm not saying I'm as good as good as him. I've built finance teams.

But Josh is the best that I know of. And Josh came in. And he was the first person I brought in in November.

And he has, from the We've now outsourced South Africa. We've got specialists in key areas. We're playing right person, right rate.

Our management accounts are accurate, next level, on time. We're forecasting. We've got everything we need.

So Josh, let's give a big hand to Josh. He's absolutely killed it. And delivered on his promises.

So thank you, Josh. Well done. Well done, you.

Marketing machines. So Dan was marketing team at PE. Yeah, he had some help from Emma and stuff.

But it was Dan. It was Dan, three months a year, going all in. And miraculously, keeping this business afloat with just Dan's energy and profile.

We didn't have a marketing team. And it's been really challenging this year to actually extract Dan out of marketing when he literally was the marketing team. But we've now got to the point where he's helped me a bit on strategy.

And he is the profile only. That was the goal. We give him a script.

He delivers the script in the studio. And that's pretty much Dan. He is the profile.

He shows up at events. And that's exactly where we wanted to be. And I really believe, Dan, that we have got there.

Don't you think? We're there or thereabouts. And the perfect packages.

As I've already shared earlier, I just didn't believe that it should be you're in advance in the room or nothing with PE. We're way better than that. We're way bigger than that.

And now there's a range of memberships that I've launched since the super event, whether it's virtual, whether it's doing advanced virtual, whether it's doing the blueprint virtually, hybrid where you can come to the super events, our new community membership for only 100 pounds a month or expanding the mastermind model and Josh this year. So we have delivered on those promises. There's something for everyone.

So I'm really happy about that. My execution scorecard, I didn't know you could do point two fives and half. Stan, who told you?

Who came up with that one? So I didn't do that. But I did get 80, 88.88 percent. I did miss my part from the working hours one. I did achieve all of my targets. So some lessons learned just to finish off.

So five lessons then, actually. So number one, you want to write this down because hopefully they're imparting a little bit of wisdom. Everything has a cost.

We talk about sizing up the iceberg. I have seriously overcooked it this year. I've felt sick.

I've had to stop work during the middle of the day because I'm tripping out. I've overdone it. I'll push it to the edge until my body gives up and then I have to take a break.

And I told Dan it's like pressing the gas pedal and there's just no there's no acceleration happening. That's the edge. So I've gone well over the edge and you just have to if you're going to do these big things in life, you have to accept that sometimes they have a really heavy cost and it has had a cost.

Beast mode is stormy. I haven't been in a storm business for ages and now I know how some of you feel. It's been a while since I've been there.

Those people in storm, storm mode is stormy. Things break. It's really stressful and it all feels like it's going to go wrong.

So I know exactly how you feel. One of the lessons I've learned is that your ability to deal with stress will directly correlate to how successful you are. This year, the stress levels went through the roof from zero to next level.

And I just realized, wow, I'm getting really stressed. And, you know, you have this choice. You can either learn to deal with this stress or I can just fold.

And it's made me a bigger person. It's made me a bit I can solve bigger problems quicker. I'm five times the guy I was a year ago because I've solved big problems.

And I think that's that is the game is like putting yourself under pressure, not folding and going to the next level. The value in challenging conversations like do not shy away from challenging conversations. I have had one million challenging conversations this year.

One million, I counted. I feel like I'm having three challenging conversations a day. It's just normal.

And because it's become normal, I'm able to make huge progress. So I'd really encourage you to nail that. But ultimately, one of my lessons is the luxury lifestyle is an investment, not an expense.

This is not. When I look at flights now, I don't think I can save three grand by going economy rather than business. That's how I used to think.

Now, I'm like, no, no, no. The way I feel it's very hard to articulate this, the way I feel when I fly business or first, the people I'm around, how I feel when I land, subconsciously, the fact that I never want to go back to economy now, whatever it is, it's ticking all sorts of boxes. And I'd really encourage you to invest in yourself.

And that means going first class on the train. It means paying for extra leg room, even if you're on a Ryanair flight. It means doing speedy boarding.

Put yourself first. But these things actually work. And my whole life, I thought they were.

They didn't. And they do. And this has been the biggest motivator for me is actually investing in myself and realising how much it actually positively reinforces my success.

So that's been my year of leaning in. I've completely swapped seats with Dan, but I've realised that by committing to these big three things, I actually have so much freedom. Even though it feels like I don't have any freedom, I am committed to the things that I love and I'm going to get the life that I deserve.

So biggest success is the Mastermind. Without a doubt, as I shared earlier, this has been a huge success for me this year. I love that group.

I love the model. And I want more people to share that journey. This team is great.

I can't wait for Bali. It's going to be absolutely fantastic. Thank you all for your participation and for being such legends and such nice, nice people.

Yeah, absolutely. Round of applause for them. They are great.

So yeah, there's been loads of professional successes, but ultimately, yeah, this is my last point. So ultimately, they're professional. But as I said, the big thing for me was all about getting Bella to move to Bali.

I can't make her do it. So I had to fight my natural instincts and be the magnet, not the master. But she is flying to Bali on Saturday, and she's coming for a three-month trial with a view to moving there in the new year.

So we have achieved my biggest objective.

[Event Moderator / MC] (57:19 - 57:23)

That makes me very happy. Ladies and gents, thank you very much. I appreciate it.

Thank you.

[Daniel Hill] (57:29 - 59:53)

OK, so we're going to move on to the Deal of the Year finalists now. But before we do, please put some music on. Please scan the QR in the workbook.

Take your time. Review the notes. And make your choice, please, ladies and gents.

All right, make your votes. Put your phones down, please. And we'll get ready to invite our first finalist up.

We'll cut the music. Did we enjoy that? Bit of fun, wasn't it?

Did we enjoy that? Big hand for Dan, big hand for me. So we are now on to Deal of the Year.

So first, oh, big awards. Isn't it a lovely award as well? It's a very good award, this.

Can we change this this year? Hang on. OK, so it's all to play for.

Deal of the Year, first finalist. Ladies and gents, let's give Akash Desai a massive round of applause. Welcome to the stage.

Give you a mic. You get a mic.

[Event Moderator / MC] (1:00:00 - 1:00:01)

Let's give him a big hand.

[Speaker 7] (1:00:04 - 1:01:57)

Hi, guys. Can everyone hear me OK? So I've been nominated for Deal of the Year for my trip to Malaysia.

So I announced that I was invited at the beginning of the year for many, many reasons. This was very, very unlikely to happen. I had to do some soul searching and have to move heaven and earth to make it happen.

Ultimately, it was about I started asking myself, why am I doing what I'm doing if I can't do things like this? And I looked at other people like Dan, Adam about Life by Design. And this was my life by design.

As a kid growing up wasn't easy for me. I grew up watching Jackie Chan, Bruce Lee. They were big inspirations for me.

So this was a massive, massive bucket list item for me. So we did manage to make it happen. And this is how it went.

Going to this was absolutely phenomenal. Similar to being here in business, you get to meet great like minded people in business, professional development. Going there, I used to think I was OK at Kung Fu.

Now I think I know nothing. Very, very inspirational in the martial arts world. So really amazed at that.

And I just want to take you through the journey is that it started when Arya was two. We went from that to winning silvers together. And in 2026, hopefully we'll be competing at the next tournament in Germany.

So thank you very much.

[Event Moderator / MC] (1:01:59 - 1:02:09)

Good job. OK, next up is Chris Chadwick and Richie Miller. Let's give a big hand, ladies and gents.

[Speaker 5] (1:02:18 - 1:03:34)

We can use a double act. You're probably used to us doing this together by now. So we've got a property portfolio together and also a self-storage company together that we started on PE.

Last year, I got made redundant and it was a dream come true because I was my own boss for the first time in my life, just before my 40th birthday in October last year. This deal has achieved financial freedom for me, which is why it's such a big thing for me. And Chris is just sort of tagging along with me.

So you can see the picture is five, three hold houses, two pairs of semis and half of another semi. Over 20 years ago, they were converted into 20 flats and there's two commercial units as well. They're quite old and tired.

Market value at the moment, 1.7 million. Buying them for 1.35 million. 200k refurb and getting a 20-year fully repairing insuring lease with a housing provider that's owned and fully backed by Sheffield Council will give us a GDP of 2.365 million. We're putting no money into this deal at all ourselves and it will come a no money in deal at the end. We'll refinance out in 12 months and it should give us cash flow of just over 5k a month profit for us to share. Thank you very much.

[Speaker 3] (1:03:35 - 1:03:35)

Very well done.

[Speaker 5] (1:03:37 - 1:03:37)

Good job.

[Event Moderator / MC] (1:03:40 - 1:03:40)

Excellent.

[Daniel Hill] (1:03:42 - 1:03:48)

Next up, he's your favourite Frenchman. Let's give Mr Kvian Back a massive round of applause please ladies and gents.

[Speaker 4] (1:03:53 - 1:06:02)

Hi guys, thank you very much. So actually I didn't have a slide for this, so I had to put it together. So this was to one of our biggest successes of last year was to raise our second round of funding as a startup with some VCs, so institutional funding.

So it was quite a bit of a journey and actually we threw this yesterday. It was like, oh I know we did this and this has got to be the deal of the year, right? And I moved on to the other things.

And so I've got one minute and 30 seconds, so I thought maybe I'll share with you a bit of what does this look like. So if you ever want to raise money and all of this, so basically this 584k, this is equity. So we gave away a bit less than 10% of the company and we got this.

There's no debt, no interest to pay. This is it, you know. And this is nice and cool and it allows us to really invest.

So startup companies, you know, Dan talks about crossing the desert, the G curves, you know, you spend before, you know, you invest in advance. So we, I'm pretty sure we spent all of it already by now, so that's probably the reality. But yeah, just, so if you find yourself in this position when you want to do this, so really what investors want is one, they don't care about what you're selling.

They don't care about your business. They want to invest in the funders. They really care about the market.

How big is the market? Is it growing? Is it shrinking?

And they really care about your traction. So don't go with a PowerPoint asking for money, like nobody cares. You need to show months on months growth and tell, you know, a growth that tells a story basically.

And yeah, that was quite a lesson and I think why this is such a huge deal. And like, this is the biggest VCs in outside of London, you know, in the West Midlands. And the valuation we have is, has been unheard of is because we've told this story of growth, of traction.

And it's very much been one where we've dated with them, you know, every couple of months we had a bit of a chat, but never asked for the money. Oh yeah, we're speaking with loads of VCs and it's like, wait a minute, we have VCs too. So we've now hit that target.

And then two months later, oh, and that target and that target and they get nuts. And I was like, come on, you know, so, so at the back of, back end of last year, September, we sort of agreed a deal and it was three months of due diligence and we completed just before Christmas last year. So that's it.

Deal of the year. Thank you.

[Daniel Hill] (1:06:02 - 1:06:11)

Good job. Okay. Next up is Jay Chowdhury.

Let's give Jay a big round of applause, please.

[Speaker 6] (1:06:21 - 1:07:43)

Right. Yeah. So this one presented to you today.

So this was sourced off market, direct to vendor. This was just as class MA was coming in. We always like to sort of be ahead of the curve.

And we thought, perfect, this is going to be a straight class MA opportunity that we'll do. Went through PD, found out half the building actually has got an article four restriction on it. So we had to get full planning on it.

So our initial plan was class MA to build it, convert to resi, sell it off. So those were the projected numbers look like there. It had part commercial element to it.

And one of the units needed letting out. So we put it on to, to let, we also had to do that as part of our application, just to show loss of employment. Those who've done development understand that metric we had to get through.

That's when we actually approached to buy the actual freehold. So we had interest to buy the whole lot, not another developer. It was an Islamic community that wanted to buy it.

So not bothered about end values. And that's where we ended up with the actual plans. We actually just sold this last month and managed to do it with not building anything, which is a great relief because anyone who's developed knows it's a ball ache and yeah, rather get through it and get through it within 15 months.

And yeah, little to no risk. So that's my deal of the year.

[Daniel Hill] (1:07:45 - 1:07:54)

Good stuff. And last, but by no means least, Fatboy Slim. Mr. Umesh Kaur, let's give him a big round of applause.

[Speaker 3] (1:07:58 - 1:10:41)

So I'm actually really, really glad I went last because I think there's been, there's been some really big deals that have just been displayed, but I think my deal is the best deal of the year. It literally is. I didn't say that, did I?

Yeah, okay. So Fatboy Slim is what I was called growing up. That is the DNA that has been created in me.

It's like you are Fatboy because I used to be slim as a six-year-old. I was very slim as a seven-year-old. You wouldn't recognize me.

My three objectives this year were to lose weight and build confidence, was to get known and to take control. And that's exactly what I've done. But my deal of the year is through my lessons learned and what they are is it's my race and it's going to be at my pace and I have speeded up and I've slowed down and I've done that all the way through the year based on the things that are going on in my life with the family, with work, with business, with all sorts.

And I've given everything I can. I think for me, another lesson learned has been the journey is as important as the destination. I'm very good at getting the outcome done.

And then that journey, I go through it and I reflect at the end. But this year I've spent a little bit of time and understanding and that journey is really important. A really big one for me is that it doesn't matter what other people think.

It's how I feel and how I think because that's the most important part. So I'll take you on to my biggest challenge, which has been a mindset shift and I've been able to overcome a lot of these mindsets and that's enabled me to be here right now. So you're still waiting for the deal of the year and my deal of the year is absolutely amazing because the value of my deal is a lifetime and that is myself.

That is myself. I literally am the deal of the year because I have gained the confidence that I can actually do. I have gained the confidence that I can actually do anything.

So there were projects I thought, oh, I'm not ready for that yet. I can't do that yet. Actually, I can do all of those projects and I've proved it this year where I've taken little challenges that I just didn't think I could do.

I found the time I have not missed a single day of walking. I have done that, but never had time before. I've been to the gym, but I never had time before.

I've eaten healthy foods. I've been away to Dorset with the family who've been eating ice cream every single day and I've just watched them. That's mindset and to me, I am the biggest deal of the year.

So thank you very much.

[Daniel Hill] (1:10:48 - 1:12:37)

Good job. Okay, well done Umesh. So ladies and gents, it is now over to you, over to you to cast your votes for deal of the year.

So check your notes, scan the QR code and please vote. All right, put your phones away please, ladies and gents. Good stuff.

Some very good deals. Let's give them all a round of applause. Very enjoyable.

Very enjoyable. Some profitable, some not so profitable, fat boy Slim, but love it. Very, very good.

Okay, ladies and gents, for our next section, before we go into lunch and before lunch, I will be announcing the finalists for property entrepreneur of the year. So don't forget, you're not off the hook yet. Ladies and gents, taking you through what you need to complete before Christmas.

Let's give another round of applause, Mr. Daniel Hill, ladies and gents.

[Daniel Hill] (1:12:44 - 1:26:13)

Thank you very much. Right, so just want to start planting some seeds. You would have heard me talk about this previously, but we're in the market of doing deals.

Who would, if you found a really lucrative deal, who would be in a position to go out and do one right now? Probably about two thirds of the room. And if you think about the line that we say that we can use at this time of year, what's that one sentence that you can add to a deal in the next couple of weeks that's going to increase your chances of landing a good one?

Absolutely, we can complete before Christmas. The amount of, especially developers at the minute with a slow market, the amount of people that are doing everything they can to get the deals done before Christmas. I want you to get into this mindset.

And I'm preparing at the moment for October's super event, where I'll be doing the new updated economic model. So we've, you know, for the fourth time now, we've done a 12 to 24 month forecast. And give or take a little bit, we've been pretty much bang on what's going to happen.

I'll be honest, I'm really struggling with what's going to happen over the next six to 12 months. It's very different at the minute. The good thing is between now and Christmas, there's a window to do deals.

And I would say one or two things going to happen. Either the market is going to get confident, get warmed up, optimism is going to come in, you're going to have the pre-budget pitches, conversations, and the optimism comes in, rates have obviously started to go down, lenders are pricing that in, and actually the market gets quite active. So you've got stuff to sell, you've got stuff to refinance, fantastic.

If you've been stuck, that's your way out. Equally, I'm starting to see some stuff at the minute that's concerning me. So inflation looks like it's going to start ticking up rather than coming down.

That is not good for rate drops. And even just the vibe of the Bank of England, the Office of Budget Responsibility, saying things like, we think it's going to be a very slow recovery for the economy. We think that US rates aren't going to come down anytime soon.

We think that inflation this time next year is actually going to be 0.5% above where it is now. Even if it's not true, the problem is all those rate setters who are pricing in these longer finance products, they're going to get nervous. And you're going to see refinances at 4.5%, 5%, 5.5%, depending on what the stock is. So either that's going to happen, and it's not going to get priced in and dropped, or the market's going to recover. Either way, there's fantastic deals to do. And what I thought I'd do is share with you, for those of you that put your hand up, if you're in the market to do a deal before Christmas, to update you from my last presentation 12 weeks ago, where would I be looking at the deals?

And for some of you, you'll get a deal before Christmas, others, it'll plant the seed for your strategy for 2025. So cash flow, those of you that are level one, driving that cash flow part of the business, these are the strategies that I would look at to be the easy money. Want to be easy money, low risk, quick, predictable piece of cake, as far as that's realistic in property.

The first is it goes from strength to strength, back to back leasing. Who in the room now is doing back to back leasing or is doing something to do with back to back leasing? Nearly, but definitely a third, maybe even half of the room.

If you're in that cash flow space, this is the easy money. And I'm yet to see a deal, professional HMO, a service accommodation block, I'm yet to see any of those that work better as a noisy cash flow business than they do on a five or 10 or 20 year lease with charities, service accommodation, charities, private companies, social housing, et cetera, et cetera. No brainer, keep going at it.

It's not easy, but if it's easy, everyone will do it. There's barriers to entry, but when you do it, you only have to do it once and you'll learn forever. Taking it to the next level, one that I'm looking at, which is actually a good strategy for cash flow is blocks on leases.

So actually, single lets now, you may or may not have noticed, are very hard to make work at the minute because rents have gone up a bit, but not enough. Rates are starting to come down, but not enough. When you take in all the costs of voids, agency fees, et cetera, single lets are hard to make work in the current market.

Of course, they'll come back around. Law of logic always does. But deals like this allow you to really make that model work.

What you're looking at here is small blocks on leases. And actually, John won deal of the year yesterday for a block that he's done a lease on. He's now leased it on to the councils.

It's a back-to-back lease on a block of apartments and a bit of commercial that he's got a lease option on. And how much is that making you a month, John? It's making him nine and a half thousand pound a month on a building that he doesn't even own.

And he's got a lease option, and then he's going to exercise that, develop it, and make himself, I forget what it was, half a million, million pounds, maybe even more. So blocks, this is one that I've looked at recently. This is a single let, four single let flats, bringing in two and a half thousand pound a month.

It doesn't really make sense as a single let deal. However, put it on a lease to an operator. If you can get the rate, this is basically a model that I'll talk about in a bit when we talk about assets.

You can either lease it and do a back-to-back lease, or you can actually acquire it. And if you can get that lease into double digits, which is very realistic with operators, if you can get a lease at, say, 10% gross, and you can get 75% of the finance at, say, 5%, 6%, when you take that arbitrage of 75% of the building is at, say, 6%, but 25% of it gets all the rest of that yield that's at 10%, 11%, 12%, and you add it up, you can very easily start to get to 10%, 12%, on this one for me, 14% return on investment.

And for me, who's got investors that are getting 2% in the bank, are screaming to try and get 5% or 6%, they can come in on this. They buy it with me. It's got a five-year lease.

They own the building. We'll probably get a bit of a discount. And they're getting 7% net return on their money.

They're happy. I'm getting 50% of the money for doing the deal, essentially. Absolute no-brainer.

And then finally, I haven't tabled this since the pandemic, is student accommodation. Who's seen any stats, reports coming out saying student accommodation is on its way back up? Anyone?

Cool. This is the first time you'll hear it. I guarantee now you'll see it over the next 12 months.

The macroeconomics for the student market, for loads of reasons which I won't bore you with, but I will in October, the student market is going again. HMOs and PBSA is basically fundamentally in most, well, in a lot of the cities, undersupplied. If you're in that market, or you've got HMOs in those locations, just tune into that, because I think it's going to be a big market for next year.

There's a lot of things happening post-pandemic, where the world's coming back to normal. People going and working in offices again, people spending money on the high street and in shopping centres. And I think student accommodation, especially with international students, is about to boom.

So just bear that in mind. Second is profit. So those of you that need those lumps of capital and want to make lumps of money, you might be looking at these deals that I've shown you today and said, yeah, I'm not in the market to do deals.

But if I was going to pack this up, this will make somebody £18,000 net a year. And if I was going to package that up, I would be charging between £15,000 and £30,000 for that deal as a fee. So if you're not in the market to do deals, but you'd like to make £30,000 before Christmas, that's going to pay for the turkey and stuffing.

Planning gain. So this new labour movement, without a doubt, is all about affordable housing, and it's about new build. Doesn't matter which way they cut it, which way you read it.

Some of it is going to be fantastic. A lot of it just doesn't make any sense, but they'll figure that out. Anything you can do with planning gain, £1 option, put the planning on the land and then flip it.

In my opinion, from the work I've done over the last three months or so exploring this space, I would say the money is in the flip, is in that planning gain, is in getting it. Of course, you could do build and sell to make lumps of cash. But I don't think it's the easy money.

Actually, the more time I spend on it, I actually think it's the hard money. So this is a site that I've secured at the moment. This plot of land here, 4.55 acres. I've just had a scheme drawn up to put 56 houses on it. I'll probably get it up to about 65, 80 by removing these and actually putting an apartment block there. But honestly, when I'm looking at it and I'm looking at the work and just the stuff that goes into actually developing and getting the planning, I don't know if actually building this out is where the money is.

You could do it and you can even forward fund it and you can de-risk it. The more work I do in it, I don't know if this is where the money is. But if that's your game, I would say the bottom end of the market is the place to be.

Affordable housing, start homes, single units, anything that you can sell off plan and forward fund to a legal in general or a secondary tier fund, any of that stuff, there's definitely activity there. I actually, the more time I spend on it, I think the money is in the flip, is in the planning game on the land, not necessarily doing the build. So I think that I just look at it and I just think it's tough.

And then finally is assets. If you want to go out there and do assets, here's a few new things for you to consider. Shared this earlier, basically anything you can put a lease on, ideally blocks.

At our level, you want to be looking at blocks rather than units. If you're going to buy apartments, it makes no sense to buy leaseholds. You might as well buy a whole block and buy on freehold.

But for assets, anything that you can buy or put a lease option on and then stick it on a lease, without a doubt, it's the number one commercial resi blocks, whatever it is, it's the number one strategy. This is a very advanced strategy, which I think is a real sweet spot, one that I've been looking at just to leave you with before we go for lunch, is this is what I would call a yield to rent arbitrage. And this will only happen for the next sort of three to six months.

And what it is, is a sweet spot where looking at things, so these are two blocks that I've been looking at at the moment, two office blocks, financial fortress stock, basically, I think it's not really in my interest to do little blocks of four flats anymore. But how can I do financial fortress stocks in the millions or 10s of millions rather than the hundreds of thousands. So these are two office blocks, one at 4 million, another one at 3.3, already fully let. And what this is, is about six months ago, Guillaume did a presentation for us about how to use property filter. And I said, what you've got to do is you've got to beat the price curve, which is like we all know the price is going to come down, it's overpriced or the markets turning, don't wait until it's reduced and then offer, buy on the way down. And this is the same.

This takes three things that exist in the investment market and creates the perfect storm. So what you've got is you've got a downward trend of asset value. So the minute retail offices at a macro level, they're going down in value.

But what you're also seeing, if you read the reports, is rents now are actually starting to go up for lots of reasons, people coming back to work, the economy growing, lots of A grade stock has been developed now into student accommodation and resi. And actually, it's a demand and supply piece. But the asset value is coming down.

The rents are actually going up. But rates are also coming down. And if you put those three things together, you get a fantastic arbitrage.

On assets like this, we can get a five or 20 year lease with a big solicitors firm in one of these cases, or a big PLC, you can go to a lender with a 10 or 20 year lease and actually get that rate right down. So let's say the yield is 12%, which is very realistic in office space, because asset down, rent up, that's why yields are high, because demand is low. Finance now that we've had the first rate drop is actually coming down.

So if you can get the finance at three, four, five, even 6%, but it's 75% geared. Let's say for our numbers, the finance is five and the yield is 15. The 75% that goes to the bank is paid at five, but the yield is 15.

On 75%, you're saving 10%. So on the 25% equity you're getting in, not only are you getting the gross yield of 15%, you're also getting the rest of the yield from the other 75% that's not going to the bank. Whose maths is better than mine?

What does that work out as? Yeah, exactly. Yeah, it's like, confused myself.

But just trust me, you'll be getting a net return of between 12 and 20%. You think where else you normally go for 12 to 20% net ROI, it's service accommodation, it's HMOs, it's noisy cashflow stock. But if you can play this game of yield to rate to value arbitrage, it won't last more than about six months, you can get in there and basically play all three pillars off each other.

These are the sort of deals I'll be looking at if you want to go out and complete before Christmas. And in October, I'll give you the new model. And I'll be honest, I am struggling with it in a minute.

But this will keep you busy for the next five weeks while I try and figure out what's going to happen next. So onto the most important part of the year. Oh, sorry, any questions?

Any questions on deals? One for Richie and get a mic at the front. Oh, sorry, I've got it here.

I've got both mics actually. Congratulations on your deal, Richie.

[Speaker 5] (1:26:16 - 1:26:37)

I don't know how, whether it's going to come true or not. They're talking about getting rid of leaseholds and just sort of fading them out because they're not working. Everyone will just get freeholds.

How does that impact if you've got leases for big things like that? And buying them? Is it worth buying now a leasehold?

Expect you're going to get turned into a freehold for free when the government change the rules?

[Daniel Hill] (1:26:38 - 1:27:51)

Yeah, so there's probably two parts to the question where leaseholds are used to split buildings up like on apartments. I just don't understand how you would make that a freehold. It just doesn't.

Who's going to do the groundwork? Who looks after the roof? Do you have to have a committee for a block of four flats?

It's like, Labour say great things, or anyway, politicians say great things. I haven't read enough into it to understand how that bit will work in practice. And my general rule of thumb is I just don't buy leasehold.

Even in Nottingham, the most expensive area in Nottingham, or one of them, is the park. And it's owned by Cambridge University. So you've got 10 million pound houses that are leasehold.

It just makes me nervous. I don't like leasehold. I like to own the whole block.

And buying leasehold apartments doesn't make sense in my experience. With the leasehold to freeholders in that scenario, where they're going to ban it, potentially, because it could, it would make it more, the finance more accessible, could increase the value. These office blocks are basically the freeholders, the asset holder, and the leaseholders, the tenant, that wouldn't really change.

I don't think they'll convert. You can't really change, as far as I'm aware, I don't think they'll change leaseholders who are tenants into freeholders. I think it's more leasehold ownership.

Does that answer your question? The bar on the block is exactly where you want to be. Chelsea?

I didn't have a question.

[Speaker 8] (1:27:52 - 1:29:03)

But I just wanted to say, just with reference to the buying the block and leasing out a provider, just people who are doing that, I guess, just to be aware before you kind of go gung ho into that method. With blocks like that, a lot of providers will want one space that is a communal space or one space that is not to be used as accommodation for this person who's being supported necessarily. Obviously, it depends on your tenant type.

But they probably will want one flat that is not, is to be used by the staff member if they need 24-7 care, that kind of thing. So just to be aware of that, and actually, the providers often won't pay for that one. So you have to really negotiate to increase the rate for the other three flats, if it was this four, for example, because you wouldn't be getting a rate for that one, if that obviously averages out, but don't want someone to be like, Oh, 1000 pound a month for each one, when actually, you need to try and push them to get 1500 for three, and you wouldn't get anything.

Does that make sense? All together. And just the second thing is anything bigger than five, a lot of providers are really wary about, obviously, tenant type dependent, but that becomes a bigger problem.

So four or five is like a good spot for those kind of buildings, just thought I'd share that.

[Daniel Hill] (1:29:03 - 1:29:38)

Yeah, absolutely. And that's, that's completely valid. So Wycliffe Mill is 20 apartments, but one of them is an office, but we negotiated that they paid for that, because it's still an office, it's a cost of doing business.

So they paid for that. And we've just actually offered on a block of 19 apartments. And the operator that we're with just happened to email the day after and said, Have you got any more blocks?

I said, Oh, I've actually just offered on this 19. And he said, Has it got a communal office space that we can use? And I was like, Well, no, it hasn't.

So absolutely valid point to consider. Cool. So can we welcome to the stage, Bianca O'Connell, ladies and gentlemen.

[Daniel Hill] (1:29:46 - 1:29:49)

May the best man win. Yes. Maybe you win.

[Bianca O’Connell] (1:29:55 - 1:30:17)

I'm very excited to announce this year's winners of the PE awards 2024 head to head between Dan Hill and Adam Goff. We actually had a draw on Wednesday between Adam and Josh for the first time ever, exactly the same amount of votes. But today, we do have a winner.

And the winner is Drumroll. Dan.

[Event Moderator / MC] (1:30:22 - 1:30:25)

Well done. Thank you.

[Daniel Hill] (1:30:28 - 1:31:41)

Thank you very much. Genuinely, I appreciate the votes, of course, it's always nice to be Adam. And he has had a dress rehearsal on Wednesday.

So to beat him when he's done it twice even better. One of the things I didn't say at the end of my presentation, which I wanted to share now is when you think about the biggest lesson, so this was the biggest reflection piece when I said about Les coming around for dinner, we walked up the garden, he said, you know, you got time and money, and that's all you need. Now, you know, life's for living, go and live it.

What I didn't say was, this year has the back end of this year and where I've arrived at the end of this year, without a doubt, is the happiest I've been the most content I've been the most satisfied. It really has been life changing. And it's been my best year yet.

And one thing I noticed when I went back through my presentation yesterday was when I looked at everything that I did, and this has been my best year on record. Not one part of it was about money. All of it was about time.

And I think for those of you that are in that privileged position to choose when you get into next year, remember, you can have your cake and eat it. And yeah, life's short. Go out and enjoy yourselves.

And yeah, we'll go again next year and see you beats Adam. So thank you guys. Thank you very much.

[Daniel Hill] (1:31:48 - 1:32:36)

Amazing, a very worthy winner. He's had a fantastic year. Bianca, I'm just looking for my list.

I've got it. Here it is. You won't find it because it's in my pocket.

Yeah, he did really well. And I genuinely on a personal level, I'm very, very happy for that. Because he's broken through and that's what it's all about.

So I'm delighted for him. Right. It's the moment we've all been waiting for.

Sorry, I have got it here. I do apologize. Oh, yes.

Yes. Are we announcing that now? Okay.

So she's the boss. So it's the moment we've been waiting for. All right.

It's the creme de la creme. It's for property entrepreneur of the year 2024 and advanced. And the finalists are five finalists.

First finalists. Chris Dornan.

[Event Moderator / MC] (1:32:39 - 1:32:41)

Finalist number two.

[Speaker 12] (1:32:43 - 1:32:44)

Where is he?

[Event Moderator / MC] (1:32:45 - 1:33:06)

Matt Dolman. There he is. Finalist number three.

Rupert Patel. Finalist number four. Steve Hammond, the community champion.

Where is he? There he is.

[Daniel Hill] (1:33:09 - 1:34:09)

And last but by no means least, the final finalist is Valerie Heighton. No one has ever been more unhappy to be in the final Valerie than you. I love it.

Good. Excellent. Well done, our finalists.

If you want to give your decks to deck, that'd be fantastic at lunch. Please, ladies and gents. Right.

So yes, they are the finalists. And should we announce the winner of Deal of the Year now? Should we?

What do you think? No? Yes?

All right. Okay. Okay.

All right. Okay. So ladies and gents, Deal of the Year for property entrepreneur advanced 2024 goes to Chris and Richie.

[Event Moderator / MC] (1:34:10 - 1:34:21)

Well done, guys. Up you come. Dan, do you want to?

Dan? Well done. Again.

Is that again? You've done it twice. Twice, you bastards.

[Daniel Hill] (1:34:22 - 1:34:26)

Leave some for the rest of us. There you go. Congratulations.

[Speaker 20] (1:34:27 - 1:34:27)

Thank you.

[Daniel Hill] (1:34:28 - 1:34:33)

Let's wait for Dan. Well done.

[Event Moderator / MC] (1:34:37 - 1:34:42)

Big hands. You want to say a few words? You want to say a few words?

[Speaker 20] (1:34:45 - 1:35:22)

Second time. I don't talk. This is why Richie's here.

But thank you. It was an amazing competition. I would have voted for someone, but I did.

But vote for somebody else. But no, without bragging, it's the second time we've done it. The second time we've won this.

But we worked really hard. We're driven, but we wouldn't have had a chance if it wasn't not only for the people who do the course, but people on the course. It elevates us to a space that we wouldn't naturally have been in anywhere near.

So whilst I'm going to take this home because Richie had the last one, thank you to everybody who's helped us. Thank you.

[Event Moderator / MC] (1:35:22 - 1:35:22)

Yeah.

[Daniel Hill] (1:35:22 - 1:36:28)

Thanks, guys. Well done. Very well done.

Chaps, you're very worthy winners. It's the second time. You're doing some big juicy deals.

I know it's crazy, crazy storm mode. But genuinely, it's a pleasure to watch your journey. You know, you do show up every single month.

You graft and you both had different stages of your journey, but you both keep breaking through. So yeah, congratulations to you both. And you're both very nice folks as well.

Most of the time. So good stuff. Ladies and gents, that is the end of session two.

And we've got session three to come. So if you're not a finalist, enjoy your lunch. If you're a finalist, I wish you the best of luck.

And we're doing private dining. One second. So we do have a private dining, the last private dining of...

Forgive me, I'm getting too excited. Where is it? Bianca, I need my private dining list.

Yeah, probably. Yeah. My top left pocket.

Just one second, ladies and gents.

[Event Moderator / MC] (1:36:30 - 1:36:31)

One job.

[Daniel Hill] (1:36:38 - 1:36:45)

It's okay. We'll find it. We'll come find you.

Don't worry about that. Ladies and gents, enjoy your lunch. We're back here at 2.30. Big round of applause.

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[Speaker 7] (0:01 - 1:10)

Satisfaction Came in a chain reaction You hear? I couldn't get enough So I had to self-destruct The heat was on Rising to the top Everybody going strong That is when my spunk got hot I heard somebody say Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Mr. Adam Gold.

[Adam Goff] (1:12 - 3:48)

All right, ladies and gents, welcome back. Are we ready for the finals? I said, are we ready for the finals?

Absolutely. Let's go. Okay, good stuff.

We have our five finalists for Property Entrepreneur Advance. These are the creme de la creme, as voted for by you in the first round yesterday. These are the best people in those groups who will now fight it out to become the Property Entrepreneur of the Year for 2024.

So this is what it's all about. It's the combination of 12 months of work, 12 months of effort following our methodology to get to this point. So I'm super excited about what's to come and I wish you all the very best of luck.

Before we start, I just want to make a couple of announcements. We do still have a few places left on our program. So if you're sat in the room or if you're listening on social, we do still have, I think it's three places or three to four places left on the program.

So if you're sat in here and you do know someone that would benefit from coming and joining us on the first year of Property Entrepreneur, he is not too late. We start on the 10th of October. And I've got some other news.

Josh has, I think he's left the building. It's been all about Josh today, hasn't it? Oh my God, Josh, Josh this, Josh that, Josh this.

But Josh, excitingly, will be running another Financial Fortress program. And it's not going to be in the spring like last year. It's going to be from the 10th of December.

So we have announced the new dates. So if you're interested in setting up your wealth management strategy and structure being taken through our Financial Fortress blueprint over a six week time period, get those dates in your diary. There's no commitment right now.

It's not open for selling. It's just letting you know you're the first to hear about it. We have announced the dates.

They're in the diary. So if that's something you're interested in, we'll talk to you about that later in the autumn. And the price this year is £5,500 plus VAT.

So that's Financial Fortress. But this is the awards. Ladies and gents, our 2024 awards are now upon us.

Are we ready? I said, are we ready? Fantastic.

So you know the drill. It's 10 minutes each. Giving it your best shot.

Ladies and gents, these aren't professional speakers, but they're going to give it their best go. So please smile. Please make them feel at home.

And please give them a massive round of applause. First up, we have Mr. Chris Dornan. Let's give him a big hand, ladies and gents.

Best of luck, my man.

[Chris Dornan] (3:51 - 15:17)

All right. Hi, guys. So my name's Chris Dornan.

And I definitely did not expect to be on the stage here today. But this year for me was the year of peak performance. And the reason I chose this analogy, the fighter jet, is that the fighter jet to me represents a well-owned machine that has to be operating at a level of peak performance at all times.

And as entrepreneurs, that represents making good decisions. It means operating at our optimal best year round. It means taking care of ourselves, taking care of our team, and being a leader, and really keeping ourselves in the best physical and mental condition that we possibly can.

So that's what my year was to encompass, was really leveling up how I take care of myself and how I show up as a business partner and as a leader in my team. So from a personal objectives point of view, having been in beast mode for most of my life, building businesses and really just going hard, hard, hard all the time, while I think I've been a good dad, I hope I've been a good dad, I definitely have had times where I haven't spent as much time as I wanted to with my family and with my wife and my kids. And so this year was really about prioritizing them and making family first.

And the way I was going to do this was using the Life by Design Year Planner to put in events with my family as my big rocks and to really prioritize that over everything else so that I can facilitate all the other things we've got going on. The target for that was having 12 in 12 bucket list items. And I'm pleased to say eight months into the year, we've already hit 12 bucket list items.

A big realization was that it didn't have to be massive tasks. It didn't have to be massive activities, but it was just important things that created magical memories and doing something every month that we wouldn't ordinarily do. So we've hit that and we've got a few more planned in for the year.

So I have happily smashed that target and that's a big green tick. Next up, feeding into family first was creating a really enjoyable, lovely family home. And talk about sizing up the iceberg here a lot.

And this is one that I definitely didn't size up the iceberg properly. What we've done with this is everything you can see there, I've built myself. It's always been a goal of mine, similar to Dan, to build my own house.

And I embarked on a journey last year to really do that. The target was to have it completed this year. Now that was for the end of the year, wasn't for this session.

And I am pleased to say that we are on target. That is how the back of the house is looking now. We've added more than 50% onto the existing house and it's just created an amazing space for my three young, noisy girls to grow up and have some more space.

So that's been really good. So while it's not quite completed, it is livable. We're in there and it's just a few finishing touches to go to it.

So that's work in progress, but I'm good at it. Next up was agile athlete. I've always enjoyed sports.

I've always enjoyed training. And one of the things I've definitely let slip over the years is focusing on those things, taking time for myself and actually playing the sports I love, basketball, mountain biking, all these things. And a couple of years ago I did 75 hard and I achieved a metabolic age of 32, but getting myself to a weight level that actually I wasn't that happy with.

So I readjusted that goal quite early in the year for the top part, but I kept the body fat percentage as a target. I'm pleased to say that having a bit of a scary blue crest result in January lit a fire under me. I got a metabolic age of 53 and I'm 41.

So definitely wasn't where I wanted to be. And so it reinforced the year of peak performance. And so happily, a couple of weeks ago, my weigh-in came in metabolic age of 38, which I was quite pleased at.

I've only actually dropped four kilos, not massive, but I went from 84 to 80 kilos and 80 kilos is where I feel most comfortable. So I'm very happy with that. And there's the weight proof.

My friend is a strength and conditioning trainer for the SFA and he came around and did a calipers test on me and we got to 11.7% in body fat. So I hit that target. So very pleased with that.

Still got a way to go, but I'm happy with it. From a professional objective, I don't know if I'm allowed to swear on stage, but my target was get shit done. I really wanted to be firing on all cylinders and combining the Sunday sanity with a process I've used for a number of years in a daily power list, three to five key tasks every day that have to get done.

My target was a 90% success rate on my Sunday sanity, which I'm pleased to say, as of a couple of weeks ago, it was at 92%. What I would say is I haven't always hit that every week, but I've made sure I didn't let a week or two go by without going back and finishing the tasks that I didn't complete. So that's been great and I've got a tip on that.

Next was boxes with bows. We took on a new EA at the start of the year, and having had a couple previously, one big reflection was that I was delegating through application. So this year was all about taking the lead from one of Dan's podcasts, was creating boxes with bows.

So every task I delegated, I created a loom video and a written process to go with that to give her the best chance of success. We're eight months in. We have eight boxes with bows.

The target was one per month. We have eight and we're just creating them as we go now. So please give that and giving that a tip.

Next up was Rolls Royce rhythm. Having been in the construction space for most of my life, development and service accommodation, they're all very noisy, very reactive businesses. And so one of the things I wanted to do to remove reactiveness of my life was to try and plan two weeks in advance and make sure that I could have a rhythm to my week.

So I knew if it was a GSD week or if it was a site week or if it was a mastermind week, I knew what was coming. I haven't quite hit the target I wanted to with that. I'm about 80%, give or take, a couple of points.

It's hard to quite define it. But I have stuck to it predominantly throughout the year. But unfortunately, it's not a tip because I haven't hit 100% on that.

So leading into headline strategy, we have got a long-term five-year goal of Fortress 4.0. This is our ideal financial fortress. And the goal behind this is adding 40 new letting units to our company portfolio a year for the next four years. So to do that, one of the key objectives, objective one is through either acquiring or taking on back-to-back leases of blocks of apartments on one freehold that we can do title split, but specifically working from a demand-led approach that we've utilised well in our service accommodation business.

So the target for this was getting either 40 new letting units or 800 grand's worth of equity into the portfolio. Now, I'll come on to some of the challenges with that in a minute, but we haven't quite secured them, but we have had two blocks in discussion up until end of last week. And this one that you can see behind me here now, unfortunately isn't going to work.

So we're down to one. But what we have done is we've added two new properties and we have got four new build houses, pipeline for development. So we've got six new properties in the pipeline and we've added roughly 400 grand's worth of equity to that.

So fairly pleased with that, but unfortunately it's not a tick because we didn't hit the complete target. Next up was strategic partnerships. Touched on it there.

We've really focused on the demand-led approach to build our portfolio in the past, and we've done exactly the same here. So the target with this, because we're moving into the supported living space, was having one, minimum one registered provider that we knew what their needs were and we could focus on supplying what they needed and where they needed it. And it takes a lot of the guesswork out of what we do.

Very pleased to say we've got two registered providers secured and we've got one in negotiations at the minute. So hopefully get them over the line and we've got very clear criteria of what they need so we can go out and find it, which leads into perfecting the pipeline. This is really identifying the end user requirements, sourcing, getting letter drops and all filtering down into securing the property following the DICE model, which is the demand-led approach I mentioned a minute ago.

And very pleased to say that we have been getting an average of 30 letters a week out, and we've got deal sources feeding us deals, including Chelsea over here, so it's been really good getting that moving, and we've had some good results. I'm giving it an amber because we've got all the things in the pipeline working, but we haven't quite secured a deal, which I'll come on to in a minute. For my scorecard, I had nine tasks in total, hit seven, and I've got two that have been missed, but they're still work in progress and hopefully have been completed by the end of the year.

So biggest challenge this year has been a bit of an eye-opener in really understanding how to manage vendors' expectations of what these blocks are worth. The commercial valuation versus the retail on individual valuations is drastically different, and of course vendors want the maximum price they can get, so it's been quite hard negotiating them down. The other big challenge that I've had, and this has been my biggest one, is sticking with my best self agenda to really stop myself dipping into beast mode this year.

I chose for the first time to go for best self, and the challenge that I had from the Blue Crest result, I got quite a scary result from that, not just the metabolic aids, but it really highlighted the fact that you can't live in beast mode all the time. The guys talk about it, and Dan, I know you've experienced this, but when you're sprinting all the time, you just can't operate at your optimal best, so that was a big one for me. I think the results in the Blue Crest result, they led into what has now become quite severe clinical insomnia for the rest of the year, which definitely doesn't align with peak performance.

Thankfully it's managed at the minute, but that was my biggest challenge. Lessons learned. These aren't necessarily lessons, but more realisations or just reminders that life's a marathon, not a sprint.

We're setting massive goals, and it's okay if they don't quite get over the line in the timescales that we've hoped for, because it's about who we become on the journey. Umesh touched on it earlier. Who we become on the journey and what we learn on the journey is almost more important than the destination.

Although the destination is important, we've got to be able to enjoy that journey, and to do that, we have to look after the golden goose. All the business goals in the world are great, but if you don't have your health, it's not worth anything. For me, health, family first, that's what it's all about.

My significant successes this year, while we haven't got one of these over the line, is really understanding how we're negotiating with vendors, how we're structuring our offers, and really going out and finding these blocks, and that's been just a great journey. We've secured two registered providers, and that's been great. After a three-year battle with planning, we've finally got planning permission for our four houses, so that's really good.

Biggest ones for me, though, guys, has been the family time. I mentioned it earlier on. It's just getting that time with them.

This is the extension that I chose to build. That's how it looks at the minute from the back garden, and that's been really important in putting my family first, but while I've been able to do that, tapping out and focusing on best self, I've been able to have some really memorable experiences with them, tick off a lot of bucket lists, and just have a lot of fun with my girls. Challenge, adventure, and experience.

The challenge touched on before, keeping up with 20-year-olds on a basketball court is bloody hard when you hit 41, so pleased to say that I did hit that until I dislocated my finger by getting a little too competitive, but that's a tip because it went where I wanted to. Adventure. We haven't been snowboarding, but we've had loads of good adventures and snowboarding.

Hopefully, we'll be on the cards for next year, and then experience. We're going to Bali with a mastermind group in just over a week, so can't wait for that, and that has been my year. Thank you.

[Adam Goff] (15:17 - 15:54)

Chris, a big hand. Well done, Chris. Good job, man.

Excellent effort. Well done, and who built that extension? Chris built it himself.

That beautiful extension he built himself. Fantastic. One down, four to go.

I hope you're keeping track of your scores in the scorecard, marking down notes because you will be voting at the end for Prophecy Entrepreneur of the Year 2024. Okay, ladies and gents, without further ado, let's invite our next finalist to the stage. It's Mr. Matthew Dolman. Give him a big hand. Come on.

[Matthew Dolman] (16:04 - 27:57)

Right. Okay. Here we go.

Hello, everybody, and welcome to my end-of-year strategy day presentation. First of all, I just want to say a big thank you to everyone in my group for the votes, and it's a great opportunity to be up here. So let me start with my year of.

So my year of was called Keep My Foot on the Gas, and that was in regards to doing with maintaining a consistent progress with the growth of my new business, and at the same time, systemising my rent-to-rent portfolio and also systemising my personal buy-to-let portfolio. Now, let me bring you on to this. Some of you might have seen something like this before, and this is how I felt.

It was a really exciting year because I had the opportunity of starting my own business, but as you all know, there are lots of ups and there are lots of downs, and when you're in the trenches, trying to see the progress is so difficult. So the squiggly red lines is how I felt probably for 95% of this year, but when I actually got the opportunity to sit down and go through everything now, I realised that I was actually green, and I progressed a lot more, and that was actually the block that I had because last year, I had burnout, and this year, I had a block, but at the same time, the block was also caused by something quite traumatic that happened to me at the beginning of the year, and I'm sharing that with you because it could happen to you. So I'm going to bring the energy down a little bit, but then I'm going to bring it up. It's okay.

So why I say this is because on the 5th of January this year, I was super excited because I was buying six flats in Sunderland with this sourcing agent who I'd been working with for two and a half years, and I knew this guy really well. I knew his family. I knew his business, and I'd bought multiple deals with him.

I'd seen the success of what he was offering to me. The 5th of January came. I got an email to say, the company has gone into self-liquidation, self-liquidation.

The guy had closed the whole entire business. The whole entire sourcing company was a complete scam, and he'd stolen over £100,000 of my money, which was invested into these six deals, and I share that because this could happen to you. Be so careful who you're working with out there.

These business partners that you do deals with, these JVs, literally know these people better than you know yourself, and I had two options. I could either bury it, and he was going to win, or I could hold my head high and then just go, right, I've still got some money in the bank. I've got a roof over my head.

Let's do this, and so I had a lot of support by the masterminders, by Adam, thank you, and other communities to get through this, but I say this to you guys, and this is a lesson, and the lesson is that you meet these people, and you have these experiences, and it's up to you what you do with them, but take them and move on, put them behind you, and get stronger. So that was the low bit. Let me bring you up to the up bit.

This is a picture of me with a dog that looks like a panda. I was in Selfridges last week, and this guy had a Pomeranian dog that he'd used food colouring on to make it look like a panda. Oh, my God, I had to speak to him immediately, and I don't know if anybody knows, but the number one swiped profile picture on dating apps is a guy with a dog.

This is on my main profile, and my phone is blowing up. Right, so let's get on to the important bits. Personal objectives.

Number one, maintain it, don't gain it. Yes, this is me wearing a Greggs jumper. First year of PE, I lost four kgs.

Second year of PE, I kept up the momentum, I lost another four kgs, and it felt great, and I've done loads of exercise, I'm in the best shape of my life, and I'm really happy, so that's a big green tick. Then we've got reign it in. Reign it in was that understanding about where my monthly spend was going, and basically, I allocate all my investments, my money, my savings, my dividends, everything, but I don't know where I spend my money.

So I got someone on Fiverr to create me a dashboard which shows all the different payments that I make each month. Plus, I actually followed what Blueprint told me. So I did the Blueprint, and I did my PCM, and my goodness, I found out that 80% of my money actually goes on food.

So I'm actually giving it a yellow because I've got to decrease it. Then we've got fly the nest, and my goodness, this was my room before at mum and dad's, I've been there for 12 months, but also I've been in this, in a suitcase, literally travelling around the country trying to figure out my business. I've said goodbye to that.

Last weekend, I moved into my new flat, got my celebrated with a new shirt, and now I've got a big green tick. So professional objectives, on the mic, 12 appearances on the stage. Yes, you've seen me every month, I know, but I have been trying to overcome my fear of public speaking, and I had to throw myself in the deep end, and this was actually the ideal opportunity to do it.

The thing is, though, I wanted to get on other stages, and I didn't push myself enough, maybe because of the fear, but the poems worked, but it was not enough. So it's still going to be an orange, but it means for more growth for next year. Then we've got know my numbers.

My personal property portfolio is managed on Excel, oh my God, and this year, with the growth of the new business, taking on new properties, I realised I had to up my game. So I got a bookkeeper, I got an accountant, I actually got a financial coach. So now this is zero, and I'm actually enjoying my numbers, so blaze slash steal, oh yes.

Then we come on to content machine. Chris Moss said two years ago to actually post every day to create a following, and I realised that I could post 20 times a day. But the thing is, is what is the point of posting if you've got no message?

And this is a big shout out to Umesh, I've seen him grow this year on his social media journey, and he's really inspiring by the stuff that he's been doing. So what has made me realise is that, even though I love doing fitness Fridays, oh my goodness, but there's no message. So I've got to go into the cave and figure out what that message is.

Then headline strategy. Proof of concept. Rent to rent.

So the rent to rent, a business I'm really passionate about, and because of the unfortunate war that we are having at the moment in Russia, energy prices have gone up. So my profits have gone down. We've got the Liz Trust debauchery, and because of that interest rates have gone up, my personal portfolio, profits have gone down.

So I had to think outside the box. I got on the road and I spent 10,000 miles in my car and in my suitcase this year, travelling around, going to lots of different events, and just understanding supported living. I visited care homes, I visited care providers, I went to schools with severe learning disabilities and realised I had a real connection with this industry.

And then I came to this super event and I saw Dan was copying me with that strategy, so I thought, right, this is the right thing to do. So that brings me into the supporting objectives. Train the brain.

I needed to become a specialist in supported living. I've got the passion for it. I do a lot of stuff for the homeless.

My mum works in a care centre, and so I wanted to involve myself as much as possible. And yes, I joined another mastermind. These guys called Alex and Max run a supported living network mastermind, and I have learnt to train my brain.

Big green tick. But then this is really interesting, which is now the niche, because I wanted to build a business that was around people with learning disabilities and mental health, and that was where I wanted to get it to. But there were also other people that need care, and those people that care could be the vulnerable, could be ex-offenders, they could be women from domestic violence, they could be the homeless.

And if I'd have niched myself too early, I wouldn't have got the two deals that I've done. So big shout out to Chelsea, who helped me get a deal here with the ex-offenders, and Mr Mark Barrow here, but did me a deal here with the homeless. So I just kept my mind open.

And so having my mind open meant that yes, I didn't actually achieve it, but it's given me more business opportunities. Finally, Mr Noel, oh yes, deal or no deal. And the thing I wanted to do was get a rent to rent deal across the line.

And what I soon realised was that managing kids that are 20, 25 years old, that are down spoons every weekend, drinking WKD Blue, are very different to home than the kids that are 20 year old that are living on the streets and need to be drinking alcohol to keep themselves warm. So I had this big plan of getting four deals over across the line this year, and then I suddenly realised, wow, okay, this is a much more serious strategy to be involved in, and takes a lot more time. So it is a cross, and I'm okay with that, because this year is going to be bigger, and if I get one across the line, it's going to be a big win.

Then we come to Scorecard. Scorecard. So yes, I've got 44%, 33%, and 22% here, and lots of people did focus on this, and I thought about changing this, because I actually haven't focused on this.

I've got some great wins, but the wins in the Scorecard this year are on the inside. I've been through a lot, and to keep my head above water has been a real challenge, and knowing that I have worked on myself, I've done an NLP course, I've spoken about mindfulness, if anybody remembers that, and it's something really passionate that's getting me through these days, and so knowing that I understand myself better will mean that when I work with my future clients, it's going to be even stronger. Biggest success, the user manual. Oh my goodness.

For anyone that is involved with rent-to-rent or service accommodation, they know that the admin is absolutely brain-numbing. So me and my business partner, we created a user manual from literally the day that you meet them all the way to the checkout. It's got everything that you need to walk you through it, and so we completed this, and potentially, if anyone's interested, we're going to sell it.

Then, also, I took on Coho, an amazing platform which allows my VA to manage all of my personal portfolio. He does all the maintenance, everything. Five hours a week, I now do no hours a week.

It's a big tick. And the biggest lesson, this comes back to what I started at the beginning. If it's too good to be true, it's probably because it is.

All of us here, and all investors, entrepreneurs, anybody in life spends hours, sweat, blood, and tears, sacrifices to make the money that we're making, and literally keeping our families safe with roofs over our head, and then suddenly, I can't click my fingers, but boom, like that, the money can be taken away from you. If the deal is too good to be true, question it, and never ask enough questions. Finally, the biggest challenge.

A message that seems to be very common between all of us here this week is the inner game, working on the heart and also working in the head, trying to figure out, am I doing the right thing here? Trust in the gut. And this is it.

Trust in the magic that you have inside yourselves, because we are all such powerful entrepreneurs that we can actually achieve anything. And this little quote I read and now use regularly is to stop underestimating myself and stop overestimating everybody else, and thinking everybody else is doing so much more than me, but swap the yours for yours, okay? This is a message that everybody says to each other every day, and what we're doing here is amazing stuff, and as we learn on the blueprint, it is building our life by design.

So thank you very much, everybody. That is me. Thanks.

[Adam Goff] (28:00 - 28:23)

Well done, Matt. Great job. Excellent presentation.

Very well done. Okay, you enjoy that? Good stuff.

Okay, let me finish taking your notes, so you remember, come voting time. Okay, two down, three to go. Ladies and gents, next up, let's give Rupin Patel a big round of applause and welcome him to the stage.

[Rupin Patel] (28:42 - 39:15)

One, two, there you go. So, yeah, massive kudos to the people on my presentation Zoom yesterday, so I dedicate this one to you, and thank you all for voting us. So my end of year presentation, as follows, lots to crack on with, so I will punch straight into it, but also feel a bit under pressure, like four of Adam's masterminders against one of Josh's, I feel like, of the Cowboys versus the Indian.

So here we go. So my year was Almay. Last year was Cementa.

Cementa meant planting. This year was Almay's Latin for nurturing, because one of the biggest things I learnt last year, two things, two adages, cliches, lessons learnt was you water the grass, sorry, the grass is green is where you water it the most, and the other thing was you can do anything, but you can't do everything, and they were two massive learnings for me. So this is a breakdown of me trying to, and actually achieving to water in the right places.

But first of all, I just want to meet the family ball. This is my big reason why. So you've got myself, you've got Tracy, and you've got the two older kids, and then the future with little Reggie and Marnie, that's our four, that's the family ball.

We've also got the mum at home, which is beautiful, I've always been with mum. So to have them all together, it's a pleasure to really get out and work for these guys. The team, Tracy, she's my business partner in kitchens and with the properties, and if there's one person I'd want running out the trenches with me in business and in life, that's that girl, and so I'm really proud of her.

The two older ones are doing great at college and university, and the two young ones, oh my god, right, I'm 53, I'm an older dad, and to have two little pups like that, I feel 25 every day. So to have that in your life, you know, if I was to finish this presentation and that was my happiness, I'm done, I'm happy, right, they're the reason we do this. The long game for me, you know, this is, last year was the first time I really put this long game into place.

We're still architecturing some of the things for next year, but I'm getting the buy-in from the kids, from Tracy, from the family and the friends, what's it going to look like in 26? But this year was all about the family, it was house to home, development myself, unleashing my potential, and storming in sales, and that's a big milestone, some 18th, 21st, and some big birthdays coming up. But what I wanted to say is, you can't see it at the bottom there, but it's a Jim Rowan thing, the quote that says, you know, enjoy where you are, be happy where you are whilst you're building your dreams, and that was a big one for me, so breaking that down, so where I was with my wealth, I'm at 4% now, just to let you know, at the start of the year, it was like minus 10 on cash flow, it was all over the shop, so we've had a real big swing there, health, 63, don't smoke cigarettes, right, because that shit mucks you up, so I do it over two years, I was 67 years old on my metabolic, I'm only 53 years young, and it's 63, so it's coming down, so really, I'll break that down in a moment, but here's the big one for me, at the start of the year, 67%, like the happiness side of it, now it's 83%, but why, what's really helped me, it's coming up to nearly the fat end, 11,000 minutes of meditations over the last three years, it's not about the minutes though, it's the practice I had on myself, and what I found about me, and where my happiness was, and that life of comparison, that life of, oh, you could do better, or that life of, you should be doing better, the regrets that you've had, all goes out the window, just be happy with where you are right now, and what you've got, not what you haven't got, really bloody important, so really happy with that, so a little bit of breakdown for my execution scorecard, three out of two, I'm a professional, three out of two, I didn't do the Amber Green, I just didn't like it, did I do it, I think I did it, that's what I done, and got seven for the company, for both the company, supporting the company and the kitchen company, overall, 69%, it's a good 69, who doesn't enjoy a good 69% in life, so yeah, I was happy with that, I was really, really happy with that, and to have a breakdown of that, so my personal objectives was, I'm still fat, but I feel good, I feel good, my body fat has come down slightly by two or three percent, I'm happy, but no smoking for a couple of years, I go six months sober, it's all a game, isn't it, because I do like a beer, I go six months sober every year for the last two years, I loved it, actually, I can't drink anymore, I'm a really cheap date, and so, but here's the thing though, I feel good, I feel fit, I feel stronger, I'm down at the gym, I'm still working four times, working out four times a week, get up, give back, 5,000 metre swim, never run in my life, I did a 5K run without stopping, right, right, climbed a mountain with some brilliant people, cycled 100 kilometres and walked about 250 kilometres, it's happening, it's working, just keep at it.

The other bit was a pass about a big one for me, so this is about our two older kids, for two months, two hours a month, we have a Zoom call, and we teach them about our businesses, where we're at with the businesses, what's a property portfolio, what's happening in the kitchen business, so that's good, so they understand what we're doing, but the other side of it is like, if anything ever happened to me or Tracy, anything, we lost our posters, our posters, they know what they need to do with the two younger kids and how to stay together, so that was really important, so we passed the baton of our knowledge and they know about our powers of attorney and our wills, we're not scaring them, just getting them prepared, they're old enough to understand, and they appreciate it.

And then the other one that I think has done really well, we're not moving house and we're doing a lot of work, similar to what Dan's done, but just my house is a lot bloody smaller, and, you know, just like, even like, from, we've created another bedroom, but down to, we bought a pool table to make it a house, so we all have fun playing pool in, you know, in our little dining room. On the professional ones, this has been a game, I've really got into getting, I think I was in the top quartile of getting the game changers done and my Sunday sanity, so that's really worked well actually, it's been such a northern star that really do, I really do promote that. Cash focus, you know, like I said, we're from minus ten to plus four, it's like having that focus and hitting that income target that we've achieved, and the one we probably didn't do as good is where I did a lot of profile expansion last year, I wanted to polish it a lot more, Leeds did come in, however, we didn't hit the project funding target, so missed that one, but I was happy with what we achieved. Art of the home, this is a kitchen business, this has been one of our success stories, and again, a massive thank you to some of our top customers in this room already, so bravo. So that was, we wanted a sales and capital target, we hit the sales target, in fact we've got 113% growth in our second year.

Cash flow target, ring fence capital is low, but purely because we reinvested the money, so we're happy where that is. Customer base, we wanted 20 regular customers, we're up to 28 now, so that's really exciting. And finally, the lead expectation and growth is in line with our sales, so that's gone about over, probably 106% growth on Leeds.

And this is all from our low hanging fruit, this is all from our network, so we really do, we've got some massive opportunities in years 3, 4 and 5 to really expand the business. I'm going to say massive, massive well done to Tracy, she and the team really run it, and yeah, I just like the big cheerleader, the cuddly cheerleader. So, and then on the property side of it, three targets, my HMO, it's going to be done, we're going to be finished by the end of this month and it's already tenanted.

Then the one we're not doing or didn't do, and it's purely because it's still in legals, is our development, which is another excitement. It's amazing how slow things can be as well, especially with developments. And the big one here was really sorting out the portfolio.

Two key learnings is when Dan says fix your mortgages when there's that little dip, I did two of them, and also get the rents up before labour come in and that's what we've done. So that's really helped the actual portfolio. Time-wise, I said I want to do 40% on the property business, 60% on the kitchen business, that's how it sort of levelled out.

45% on the kitchen business, but I was more, actually I was more hands-on with the management side and coaching and helping Tracy with that sort of part of the business. However, guilty pleasure, I like getting on the tools, right? So with the property business, it's like coming away from that.

So some big learnings on the time distribution. Big challenge for me this year, as I've said, it was get up, give back, it was an amazing feat with so many people, all this room and what we achieved, £135,000, brilliant charities, you know, doing the challenges was amazing and yeah, that was probably one of my biggest challenges I've had this year. I didn't go camping with the kids, I said I was going to buy a little engine for the dinghy and take them down Yalding River, but that didn't happen, so we did take them away in April.

Didn't do the skydive, I ticked it because we booked it in, got to the plane, had the thing on and they cancelled it because the weather was windy and I didn't really want to die on that day, so I said okay. And then finally we booked in my only break, my little bit of reward and my experiences and we're going to go on a little meditation retreat and it's simple as that, you know, that's me, thank you. It's very inspiring and I'm happy.

Thank you.

[Adam Goff] (39:18 - 39:32)

Well done Rupin, good job my friend, well done, excellent presentation. Okay, very good. Next up, he's won one award already today, can you take another one?

Let's get his jacket on, let's give him a big hand ladies and gents, Mr Steve Hammond.

[Steve Hammond] (39:42 - 51:42)

Afternoon everyone, I guess you weren't expecting to see me up here again. So, thank you to my group for nominating me and let's get stuck in. So, this year, I'm sorry, actually last year I struggled a lot with clarity on a number of things in my life, both personal and business and in particular I was struggling whether I actually wanted to be the builder or not, because being a developer and a builder, they're both full time jobs and it slows you down on one or the other because you're always focusing on one and then moving on to the other and etc. And being the builder is actually my USP as well as my Achilles heel and so at the beginning of this year, I decided embrace it, just get on with being the builder as well as the developer and as soon as I did, massive opportunities came my way. So, the aim of this year for me was to become the builder that develops, sorry, yes, sorry, the builder that develops becomes the developer that builds and that was the aim of my year.

So, let me tell you how we got on with that. So, let me go through my personal objectives, looking after the goose, I don't look after myself very well, I don't sleep enough, I go out drinking, sometimes smoking and if I do go out and exercise, I'll just run for half an hour and not even stretch and so I don't look after myself. So, one of the things was seven hours sleep and I looked at my app and I did this at 2am, I did the whole presentation at 2am on Wednesday night and which obviously is great for my sleep and I'd actually done seven hours, two minutes which is great and I'd also set myself the task of doing 50 sit-ups and 50 press-ups every day.

Now, I do that reasonably regularly but not every day, so what I'm actually going to give that is a number and one of the other things and I'll tell you a little bit more about that in a sec, was it's been a really hard year financially for me as well, I've been really stretched, so I wasn't enjoying it and so one of my objectives was to bring back the fun, have eight holidays and a conscious effort to have fun at work. Now, I've actually had six holidays so far and I've got four more planned for the next couple of months, so I'm doing well on that and I've made a conscious effort to have fun at work as well, which has really improved things just for me and the men as well.

And then the other thing was know my number. Well, without finishing a couple of the developments that I've been on, I wasn't able to know my number and I finished the last one a couple of weeks ago, I haven't had a chance to figure it all out yet but I will do and I will sort out my financial fortress after that. My professional objectives were all about finishing off the developments that I was on, taking a bit of a pause, getting my building business straight and also growing a new business as well.

So, I sold both the barn and the lodge, which is amazing and so that's complete for sure and my other thing was to work 40% on it and 60% in it. I was doing really well with that up until about June but unfortunately since June, for a number of reasons again, but I just carried on, beast mode, working every hour I'm awake so I haven't really achieved that and Umesh pointed out to me last night that I've actually put a red tick. It's meant to be a red cross but a red tick will do and then the other one is monetising my network, developers network.

I wanted to make more of it and do more with it and actually I've got some great plans for the next 12 months and so I'm going to give that a tick and the idea was to have a new business idea in place by Q4. I've got that and I'm going to be starting that in the new year. So, headline strategy for my business, my development business is new home company 2.0 because I was going to do it bigger and better this year and right up until two or three days ago I was doing it bigger and better and it was going really well. So, obviously first objective was to sell the barn and finish the lodge and have clarity on my war chest. Sold it and I will have clarity on the war chest like I said but the second one and the most important one was to find the unicorn deal. A two million pound project funded by other people.

Now, I actually managed to find three of those which I'm actually chuffed to bits and literally in the past few days that's all fallen apart. So, instead of a unicorn, it's just a horse name, I've still got a lot of developments on but not of the size or scale that I was on. So, I'm a little bit disappointed with that and the worst thing is I've done all the planning, I've sorted out all the budgets and we're planning to get underway in Q1 but this is development.

As Dan said, it's a roller coaster, it's up and down, up and down and that's what happens unfortunately. So, a red tick for both. So, the other thing was then once I finished my existing developments, I was going to really put some focus back on my building company because I've been whipping the hell out of it.

We've been moving forward, moving forward, moving forward and I needed to reset a little bit and help it to achieve its potential. So, world class team was one of the targets for this next period and I will get on to that. So, I believe I'm well underway with that.

We've been talking about how I share benefits, how people can become part of the business, how we have a clear organisational structure and job roles etc. But, my business partner that was, was going to focus on national level systems and processes because I'll never be a world class systems and process person and measure what matters. So, that was about to go out the window but I've had a call off somebody over the past couple of days who wants to come and join me and I'm meeting him tonight to discuss it and maybe they might be back on so I'll give them a number for now.

My other business is Developers Network and it was all about monetising it this year. So, at the beginning of the year, I wanted to renegotiate my deal and do more from it but actually I manifested making it mine so I own it now which is brilliant and I wanted to ensure we had 12 months of speakers and increase our social media and have an average attendance of 60 people or more per month. Well, we've had all of that but more importantly now we're rebranding, we're coming up with new social media ideas and hopefully by the end of October we'll have a new brand out and making it happen is about a new business that I'm going to be launching in the new year off the back of Developers Network which is around mastermind and helping developers in my region do better.

So, I'm going to give that green too. So, this is my execution scorecard. You can see personal 100%, professional 66%, company 77% and total for the year 80%.

It doesn't feel to me like 80% because if I'm honest I'm still a little bit disappointed about losing the opportunities that I've lost in the past few days but I also think looking forward I think I will be better placed. Rather than having business partners I think I've got to do this on my own and so have project partners rather than business partners. So, my biggest challenge is actually my biggest success.

So, I bought the lodge in November 2022 on a bridge. I only had 50 grand in the bank, I had to go and find 400 in 28 days and literally about a week or two later Liz Trust threw away the economy. So, that was great and I was okay because I thought I was selling the barn at the time so I thought I can clear that too but unfortunately because of Liz Trust my buyer pulled out as well.

So, I was literally stuck with £1.5 million worth of property there, £1.2 million worth of property there and it was killing me financially and it was a buyer's market and I wasn't able to sell. At the same time I had an absolute nightmare with planning. We had to fight certain parts of it and I even got started without planning.

I wouldn't recommend that either. Utilities, the water was 600 metres away so it was an absolute nightmare to get that done as well. Build costs got a little bit out of control because I was constantly focused on funding and finance but funding and finance was the thing that really battered me last year and I'll explain all.

So, prior to buying the lodge I set myself a golden rule that I have to be able to buy a site outright. I ignored that with the lodge and as I said I had to find £400,000 literally in three weeks, four weeks and set up the company, set up bank accounts etc. Difficult is one way to describe it and then literally Dan got up about a week or two later and said don't buy on a bridge, don't buy in auction and don't develop at the luxury end of the market.

Thanks Dan. I will have that Rolls Royce. Then I thought well actually I found a buyer and the buyer was going to buy the site off me and pay me a nice big profit and he was going to get me to build it for him as well and I thought brilliant and then he messed me about and pulled out in March.

Then I found a person who was going to lend me some money and he was going to lend me some money at 8% and I thought brilliant and he messed me about until June. By this time I was getting really frustrated so I took a month off and I thought to myself I have got to think about how I am going to make this work and I come up with the idea of doing a finance and funding special at Developers Network and out of that I had about seven offers for investment which was absolutely awesome. Thank you.

But I literally left it to the wire because three weeks before the bridge ended and I hadn't put any back up in place I managed to get it over the line so I was quite pleased with that and guess what happened that week? Somebody put an offering on the barn and I thought wonderful I actually don't need to get any development funding and it was supposed to be done within a month because they were a cash buyer. Seven months later it still hadn't gone through so I was building the barn, sorry the lodge and I was having to find 50 grand here, 40 grand there, 30 grand here, constantly, constantly chasing money but these are the CGI's and these are the actual finished pictures.

I've got some better ones being done but we literally finished it and they moved in the next day so they've got some good nice furniture so I'm going to use their furniture in the pictures as well. But the build, I'm pleased with how it looks, I'm pleased with how it's gone and I'm really happy with the end result and it's completed and the money's in the bank which is awesome now and now I'm starting to use that to look at other projects and stuff. Here's some figures, not the best financial figures in the world but I bought it for 450, I built it for 500 and sold for 1.15. It would have been extremely profitable if I'd have sold the barn because I wouldn't have needed funding but at the end of the day I had to pay 150 grand for the funding which wiped out a lot of the profit but I made a lot of profit on the barn so I've averaged a 2 over that. But the one thing that I'd like to share as my lesson learned is your mindset determines your perspective which controls your effort and your outcome.

Essentially I spent so much time thinking about getting off the bridge, so much time about trying to find funding, so much time thinking oh man this is so hard, this is so difficult, how am I going to get through this period, how am I going to get through that period and I was on the left, I was seeing it as a problem, how am I going to get over that but actually then I just had a mindset shift and I really put myself over to the right, the baldy on the right and I saw it as an opportunity and the faster I climb it, the sooner I get there, the sooner I get my prize money and that's when things started going right for me again and that was around the beginning of this year and so your mindset is so crucial, you can make anything, I think it was Umesh who said earlier, you can make anything happen but if you're of a problem mindset it's really hard, if you focus on the opportunity or the challenge you'll make it amazing. Thank you.

[Adam Goff] (51:47 - 52:09)

Thank you Steve, well done, very insightful. Okay ladies and gents, are we ready for our last finalist? Are we ready for our last finalist?

Okay fantastic, ladies and gents, representing the world class women of the community, it's our final finalist of the day, let's give a massive round of applause please to Valerie Heyser, ladies and gents.

[Valerie Heighton] (52:20 - 1:06:42)

Right, hello and welcome to my end of year presentation and my end of year presentation is all about living life in colour. My year of was the year of mastermind, which is I've started so I'll finish, to focus on a specialist new subject and strategy and to overcome my overthinking, to master my own mind and that's quite the big one. I'm part of a great group of people, the masterminders and here they are, they're marvellous and they've helped me all year and I want to thank all of you exactly for that.

However, at our first meeting we were given a poster and the poster basically lets you know you're going to die soon and me more quickly than others perhaps because I'm one of the oldest. So moving swiftly on from that, we take no more delayed gratification and we need to get on with what we have to do. So life by design, my children, they are setting the example with lots of new beginnings and a good work-life balance.

So we've got two engagements and a wonderful world of adventure coming up. One of the engagements in London, one on the Amalfi Coast and my son has been rowing the Zambezi for water aid. He is a geography school teacher and when he said he was leaving his position because at 33 he wanted to travel the world, he said they'd hold his position when he came back.

And not only will that enhance his job. So, my professional objectives and targets. I've been in a league of my own, I run my own small HMO portfolio myself and there is only me.

I wanted to recruit for the HMO business but I didn't have enough money. So my son stepped in, he is a recruitment manager at Citibank and in looking for rent-to-rent properties you have to deal with a lot of no's and he does that in his job and it didn't faze him. So his momentum and his ability to help me has really pushed me.

And then in terms of selling an HMO, we put it on the market but then we had the general election. So we decided to take it off the market for the summer, we've put it back on and it's only been on since Monday at the right price. It's priced to sell and if it doesn't sell then I do have an alternative strategy.

So as far as I'm concerned that's a tick. The next one is the countdown. So to secure 50K of investment, that's quite hard when you're 62 and it is just you that's your company and you're starting a new strategy.

I've secured 100 and I am over the moon. And that is huge for me and I'm in a position now poised to scale the business. And then in terms of earning an extra 2K per month, we are taught to get money from nothing.

So what did I do? I've put my rents up across my portfolio, I've talked to one of my existing landlords who's given me part-time work and he's now given me more secure work in managing his two HMOs and I've reduced my training spend, sticking with PE and dropping off some of the others. So that is a tick.

In terms of being the apprentice, I was very happy to say that one of the other partners within this room, Richard Brace, offered to help me with his essay by leveraging his credibility with his properties in London. And I looked into that but I find that trying to find a deal in London where the rents are exorbitant, where the landlords expect for more money and the sourcers who look at source deals which I've spent most of the year doing, they will sit on their laptops and send you a deal that just does not work. So I've spent a lot of time looking at deals but equally I've gained valuable knowledge and confidence because I now know a deal that will stack rather than it won't stack.

So I'm comfortable with that. In terms of my supporting objectives, only connect. So networking, I've been doing many, many networking meetings.

In fact, most Tuesday and Wednesday evenings I'm on webinar calls and listening to someone making calls to landlords and that has been really helpful for me. And then going to local networking meetings and then literally spreadsheeting how much effort I'm putting in. It is a numbers game and I did not realise and I'm now playing the game and therefore I'm time tracking it and I'm getting that done.

In terms of university challenge, yes. So I've done two courses this year. I've done Graham's course, the ultimate essay course.

I've done the superconference course with Simon Smith. I've been batting up and down the motorway to Derby. I've done lots of face-to-face meetups and I've put huge effort in.

So I'm happy with that. In terms of deal or no deal, so the main thing here is to listen to your peers and John Woodfin for example told me that essay is very, very difficult and equally doing the essay course with Graham, I'd already got to the fact of understanding that those managing are the ones that are making the money. So I decided to pivot and to stick to what I know and talk with authority because I am a small HMO portfolio owner and therefore in my own local area I talk with authority.

That has changed my mindset. That has made the difference. So I went back to one of my existing landlords and I said to him, can I get more work?

So I'm now managing two of his HMOs in Windsor for him and equally there is another landlord, so I lost this one on a rent to rent deal but there's another landlord that has this property. Now this landlord, I refurbished an HMO for him and I believe in manifestation and he came to me and he said the tenants are leaving early from this property, it's based on the river, he wants to put pets in the property. This landlord loves animals and this landlord runs a utility warehouse business for an animal charity.

So I've moved some of my properties to utility warehouse and he has suggested that we will trial looking at rent to renting his properties. So I should, although I haven't secured it, which is why I've put a cross, that's likely to happen. So I'm very comfortable with that.

Thank you. My personal objectives and targets. Now if you were in my mind, it's hard, it's a difficult place to be.

So I thought, okay, let's start with meditation with Matt. Matt, brilliant, we did his course, absolutely thoroughly enjoyed it. And then I was going to do some trial therapies for the year.

So we thought we'd start with hypnosis, but I didn't like the speaker's voice. And then I thought, right, let's try massage. We can't go far wrong with that.

However, have you seen the sort of little knicker thong they give you? I had an idea it was going to disappear. So when I laid down, it was big knickers, big knickers, big knickers.

I felt shame, total shame. That's what happens in my mind. Then we tried to do head.

I thought, right, let's think about head and feet, head and feet. That'll be fine. So we had a head massage.

I looked like I'd been through a wind tunnel. Then we decided feet reflexology. She talked at me the whole time and I thought, oh, this is not good.

And then I decided we had a triumph. I was in Chelsea at the Flower Show week, which was absolutely manic up and down the country. And my son was with us and we went in and Trini Woodall, who is also an extreme Trini Woodall, who has got a skincare massive company she's achieved in her late fifties.

She is three years younger than me. I'm very proud of that picture because the only fillers I've had is cakes and biscuits. I decided I wanted to lose 60 pounds in my 60s.

I'm 62. I am the menopausal mama of this group. And I have to just take a pause to say I was really scared to join this group of people because everybody achieves so much and mine is very modest.

But you have embraced me for the last three years that I've been on it. And I just wanted to say thank you for that. As an older entrepreneur, it's hard.

I've lost two stone. I've maintained that. I haven't gone any any more, but I've done really well.

I've also done. I've also consistently made ten thousand steps a day. My main focus of my day because I've never really done the exercise.

My children are all prolific at exercise and I'm not. I was the driver. I was the cook.

I was all of those things. So to make my ten thousand steps a day a priority is huge. And even in the four holidays of the year we've had, I did the Duomo Tower, which is 415 steps in 35 degree heat.

And I deserve that ice cream. The other holidays. So I have a tick.

The other holidays I've had have been memorable. So my daughter, who got engaged on the Amalfi Coast, invited me to join them just after their engagement. And it was wonderful.

I have been to Edinburgh and I've taken my father and my brother and my sister to Lancashire, which is a memorable holiday in itself. And that will come up later. And I've got Bali yet to come.

As regards dates, I would love a silver fox like Richard Gere. But I think I'm punching above my weight. Thank you.

Thank you. A true officer and a gentleman. And I have to say there's one other person who's not here today who has restored my faith in men as a true gentleman.

And I hope that Dan Norman had a single older brother. As regards the four dates for the year, that's not happened, basically because my friend sent me this picture, which was look at this fine specimen of a man that sent this to me. No way, Jose.

So it's a work in progress. To gain an extra bedroom, I live in a one bedroom flat, so I had to declutter and clear out the flat. And that was a very cathartic exercise.

And it gave me the space. And I went to bed, and I bought a purpose built six feet four bed, marvellous, and put it in the corner of the flat. And I was very happy.

And everything had gone into storage. Then the storage unit broke down. It did.

It's not so bad because actually, if you think about it, I would have sold on, it was nothing too precious, but I would have sold on the items and I just put it in a different mindset. The mindset was I got four grand, it was probably worth 15 grand, but it was all done in one fell swoop. You know, that's how you have to think about it, to be quite frank.

So it was a cross and a tick, 91% achieved. The real thing I failed at was dating. I'm able to chat a bit online with gentlemen, and I have conversations, it's fine.

But most of the men I'm around at the moment are pimply 20-year-old estate agents or grumpy old landlords. So not really the pool that I want. And then in terms of my biggest challenge, it is the first and the greatest victory is to believe in yourself.

So you've got to get up early, drink your water, eat a healthy diet, do your affirmations, Zen till 10, dopamine detox, V-talks, basically, to hear what Umesh has got to say. He will either be in Maidenhead, he will be in Mumbles or he'll be in Mumbai or even the Maldives, but he will chip in with his comments and I love him for it. Do your HMO work, phone your agents and your landlords, do lots of viewings, make offers, worry about the detail later, manifest, do a 10K walk, listen to the birds, mindfulness, pick up some litter, post-ads letter, karma credits.

In the evening, make landlord calls, do a webinar, go to networking events, read a book, go to bed, jolt yourself in the middle of the night for the twilight zone thoughts that will change your life. And go for a wee. That's all the water.

Get it up and do it all again. That's the game. And I'm mastering it.

And that's how you win the game. Karma credits. I'm just going to finish with this.

Let me finish, Adam. I'm happy to fill my jar. I am so happy.

The five days in Lancashire had a ripple effect. Look how happy my 93-year-old dad is. We had a trip down memory lane.

We haven't done this in 40 years. My brother, my sister and myself to remember my mom who came from Lancashire. And one thing he said to me was, after the trip, when I've been with him, he goes, I don't get any post apart from the postman.

No post. No post. No post.

Now he gets post. Because I write him three letters a week. And I have as much fun in picking the cards, because he had a new hip, as anyone else.

And it fulfills me. And it has a ripple effect. My brother, who has not come from Switzerland a lot to stay with my father, brought his whole family over this summer.

And that's me. And oh, I'm going to be a grandma.

[Adam Goff] (1:06:49 - 1:10:45)

Good job. Good job. Okay.

So we're done. The finals are finalised. The only thing now to do is to reflect, review your notes and cast your votes.

So you know the drill. Back of the workbook. You've got a QR code.

Put some music on. Take your time. Have a think.

It's a big decision. If you are watching from home, feel free to comment on who you think should win. When you've cast your vote, please put your phone down.

Good stuff. Okay. Very good.

Right. Everyone voted? What a final, hey?

Very, very interesting. Before we announce the winners, the votes are being counted, I have another award. So everybody knows that, Dec, you can do the slides.

Everybody knows that the ultimate thing that we're going for here on Property Entrepreneur is to take people through their whole entire entrepreneurial journey. So from starting a business, systemising it, scaling it, selling it, producing wealth, and accumulating enough wealth that we put it into passive, low-risk assets. We believe that everybody should have financial independence.

And it's our mission at Property Entrepreneur to make hundreds and thousands of people financially independent. And the way we teach this is to invest your wealth into these low-yielding, safe, secure assets. And we call that the financial fortress.

And for us, this is the top of the game. This is where we all want to get to. So that we have the security, the freedom to not have to work for people we don't like, for money we don't need, if we don't want to.

Because we never know what's around the corner. And having achieved financial independence myself, I can vouch for the fact that it is an absolute game-changer in the way you do business and the way you live your life. So, we've been teaching this for a number of years, and you're well aware that lots of the trainers on stage have completed their financial fortress, but there is someone in here who has also completed their financial fortress recently.

So I'd like to invite Dan onto the stage, please. Let's give Dan a big hand because he's going to come and present, for the very first time, the Financial Fortress Living Off the Steam Award. So we have this new award.

We would like to award it to one of our delegates who's been with us for four years, and has recently completed his financial fortress. He's living off the steam, ladies and gents. It's Mr Chris Moss.

Please come to the stage and congratulations, Chris. Want to give it to him? Want to mate?

No?

[Speaker 8] (1:10:52 - 1:10:55)

Well done.

[Adam Goff] (1:10:57 - 1:10:59)

Do you want to say some words about the journey?

[Chris Moss] (1:11:01 - 1:11:15)

When I joined Property Entrepreneur, I had no insight into property at all, didn't own my own house, and being surrounded by you great people has not only inspired me, but also given me the execution to do it. So thank you everyone for everything. Thank you.

[Adam Goff] (1:11:15 - 1:13:12)

Congratulations, Chris. Well done. Let's give him a big hand.

Well done, Chris. Thank you, Dan. Okay.

So yes, and just as a reminder, we are holding the Financial Fortress at the end of the year. So before we announce the winners, just a little note about homework. So if you'd like to get your homework, your workbooks, I'm going to take you through all the homework for this month.

So are you ready? There is no homework, ladies and gents. It was a joke.

All right. School is out for summer. All right.

There is no homework. It is a joke. Do not panic.

Do not fret. But we would like you please to very quickly just rate us on today's workshop. So you gave us the feedback for the month.

Could you please get your phones out? Give us a rating for today. How did you find today?

A little bit different than normal. How did you find today? Do they have an SMS?

There is no SMS. So we'll skip over that. We'll skip over that. No problem.

No problems, only solutions. So I think it's time we announce the winners, don't you? Okay, cool.

Thank you. If you would please. Dan, would you like to join me to give out the awards?

Okay, ladies and gents. So in third place, Property Entrepreneur of the Year Advanced, third place goes to Mr. Matthew Dolman. Congratulations, Matt.

Come on. Well done.

[Matthew Dolman] (1:13:13 - 1:13:15)

Good job. Very good. Thank you.

[Adam Goff] (1:13:28 - 1:14:04)

Congratulations, Matt. Great presentation. Now, I have to say, the reason why Bianca was whispering into my ears is because this was incredibly close between second and first.

I don't know if this makes it better or worse, but this came down to, there was one vote in it. One vote in it, ladies and gents. In second place, the runner-up of Property Entrepreneur Advanced 2024 is Valerie Heighton.

[Speaker 8] (1:14:09 - 1:14:14)

Well done, Valerie.

[Adam Goff] (1:14:37 - 1:15:36)

Valerie, I think I speak for everyone, that was a fantastic presentation. For someone who hates public speaking to the point where it keeps you up at night, and your face when I announced you in the final, I feel like I say this a lot, but actually you're a natural, you're hilarious, and we should get you on stage more. Don't we agree?

She was fantastic. She was funny, she was charismatic, she went well over time and played it off, but she's fabulous. And you're seeing 10 minutes of her, but trust me, when you're in a mastermind with her, you get that all the time.

I love her straight talking, she's a great lady, so go and make friends with her. And Richard Gere, if you're listening, what are you waiting for? So, the gold ribbon, the creme de la creme, the top of the tree, the Property Entrepreneur Advanced winner of 2024 is...

Mr Chris Dornan, ladies and gentlemen!

[Speaker 8] (1:15:44 - 1:16:03)

Well done, well done. Thank you very much. Well done, mate.

No time for losers, as we are the champions.

[Adam Goff] (1:16:04 - 1:16:13)

Well done, well done. Stay there, stay there. Chris, fantastic presentation, would you like to share a few words?

[Chris Dornan] (1:16:13 - 1:16:46)

Blew it away, wasn't expecting that at all. Thank you very much everyone, that was absolutely amazing. Yeah, thank you, you guys.

This has been a funny old year. If I was, similar thing to Matt, if I was to say how my year was going six weeks ago, I would not have thought it was going anywhere near as good as it was when I did the year end, so it just shows the importance of doing the presentation and really reviewing what's going on in your year, because there's all these little wins that add up, and it's brilliant just going through it. So yeah, thank you for all your teachings, thank you for the process, and thanks for the votes, guys.

Chris, you're a gent.

[Adam Goff] (1:16:46 - 1:16:55)

You've had a massive breakthrough this year, a complete reframe. Success is not beast mode, 24-7, 365, is it?

[Chris Dornan] (1:16:55 - 1:17:05)

Definitely not. That's been my biggest line, just that you have to tap out of beast mode. Pull the cord, as you say.

Yeah, that's been a big, big realisation.

[Adam Goff] (1:17:06 - 1:18:37)

Congratulations, Chris. Well done. From everyone here, let's give Chris a massive round of applause.

Fantastic. Well done. Well, that's pretty much it from me.

Final call, just to remember, this is a game. Hopefully you've enjoyed playing our game this year. Have you enjoyed it?

Yes. Okay. Thank you.

We're putting our absolute best into this, and the thing I didn't even announce earlier is that Dan and I have already completely levelled up the content for next year. So if you thought the advanced content was good this year, the schedule, we've already built most of it already out in the cave, in a spreadsheet, so you've got even more to look forward to, and we promise you we're going to make it even better next year. Final call, this doesn't have to be the end.

This new community membership that we're offering for the first time, we really believe it's a genuine win-win. There's people in here already have told me it's a no-brainer. I'd love to have you as part of the community for months and years to come, so we can grow this beautiful thing we have, which is a load of really honest people who genuinely want everyone else to succeed and help each other.

And I mean that from the bottom of my heart. So take a bite before you go. Have a great September.

There are some mocktails and some cocktails outside, if you'd like to have a refreshing drink before you head on your way. And there's the photo at the back, if you or anyone else that you might want to get a photo with, myself and Dan included, okay? Ladies and gents, stick around for a bit, have a drink, say goodbye before you go.

I'll see you at the Supervent Bon Voyage, and thank you for a fantastic year. Well done, everybody. Thank you.

Thank you.

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[Speaker 7] (0:01 - 1:10)

Satisfaction Came in a chain reaction You hear? I couldn't get enough So I had to self-destruct The heat was on Rising to the top Everybody going strong That is when my spunk got hot I heard somebody say Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Mr. Adam Gold.

[Adam Goff] (1:12 - 3:48)

All right, ladies and gents, welcome back. Are we ready for the finals? I said, are we ready for the finals?

Absolutely. Let's go. Okay, good stuff.

We have our five finalists for Property Entrepreneur Advance. These are the creme de la creme, as voted for by you in the first round yesterday. These are the best people in those groups who will now fight it out to become the Property Entrepreneur of the Year for 2024.

So this is what it's all about. It's the combination of 12 months of work, 12 months of effort following our methodology to get to this point. So I'm super excited about what's to come and I wish you all the very best of luck.

Before we start, I just want to make a couple of announcements. We do still have a few places left on our program. So if you're sat in the room or if you're listening on social, we do still have, I think it's three places or three to four places left on the program.

So if you're sat in here and you do know someone that would benefit from coming and joining us on the first year of Property Entrepreneur, he is not too late. We start on the 10th of October. And I've got some other news.

Josh has, I think he's left the building. It's been all about Josh today, hasn't it? Oh my God, Josh, Josh this, Josh that, Josh this.

But Josh, excitingly, will be running another Financial Fortress program. And it's not going to be in the spring like last year. It's going to be from the 10th of December.

So we have announced the new dates. So if you're interested in setting up your wealth management strategy and structure being taken through our Financial Fortress blueprint over a six week time period, get those dates in your diary. There's no commitment right now.

It's not open for selling. It's just letting you know you're the first to hear about it. We have announced the dates.

They're in the diary. So if that's something you're interested in, we'll talk to you about that later in the autumn. And the price this year is £5,500 plus VAT.

So that's Financial Fortress. But this is the awards. Ladies and gents, our 2024 awards are now upon us.

Are we ready? I said, are we ready? Fantastic.

So you know the drill. It's 10 minutes each. Giving it your best shot.

Ladies and gents, these aren't professional speakers, but they're going to give it their best go. So please smile. Please make them feel at home.

And please give them a massive round of applause. First up, we have Mr. Chris Dornan. Let's give him a big hand, ladies and gents.

Best of luck, my man.

[Chris Dornan] (3:51 - 15:17)

All right. Hi, guys. So my name's Chris Dornan.

And I definitely did not expect to be on the stage here today. But this year for me was the year of peak performance. And the reason I chose this analogy, the fighter jet, is that the fighter jet to me represents a well-owned machine that has to be operating at a level of peak performance at all times.

And as entrepreneurs, that represents making good decisions. It means operating at our optimal best year round. It means taking care of ourselves, taking care of our team, and being a leader, and really keeping ourselves in the best physical and mental condition that we possibly can.

So that's what my year was to encompass, was really leveling up how I take care of myself and how I show up as a business partner and as a leader in my team. So from a personal objectives point of view, having been in beast mode for most of my life, building businesses and really just going hard, hard, hard all the time, while I think I've been a good dad, I hope I've been a good dad, I definitely have had times where I haven't spent as much time as I wanted to with my family and with my wife and my kids. And so this year was really about prioritizing them and making family first.

And the way I was going to do this was using the Life by Design Year Planner to put in events with my family as my big rocks and to really prioritize that over everything else so that I can facilitate all the other things we've got going on. The target for that was having 12 in 12 bucket list items. And I'm pleased to say eight months into the year, we've already hit 12 bucket list items.

A big realization was that it didn't have to be massive tasks. It didn't have to be massive activities, but it was just important things that created magical memories and doing something every month that we wouldn't ordinarily do. So we've hit that and we've got a few more planned in for the year.

So I have happily smashed that target and that's a big green tick. Next up, feeding into family first was creating a really enjoyable, lovely family home. And talk about sizing up the iceberg here a lot.

And this is one that I definitely didn't size up the iceberg properly. What we've done with this is everything you can see there, I've built myself. It's always been a goal of mine, similar to Dan, to build my own house.

And I embarked on a journey last year to really do that. The target was to have it completed this year. Now that was for the end of the year, wasn't for this session.

And I am pleased to say that we are on target. That is how the back of the house is looking now. We've added more than 50% onto the existing house and it's just created an amazing space for my three young, noisy girls to grow up and have some more space.

So that's been really good. So while it's not quite completed, it is livable. We're in there and it's just a few finishing touches to go to it.

So that's work in progress, but I'm good at it. Next up was agile athlete. I've always enjoyed sports.

I've always enjoyed training. And one of the things I've definitely let slip over the years is focusing on those things, taking time for myself and actually playing the sports I love, basketball, mountain biking, all these things. And a couple of years ago I did 75 hard and I achieved a metabolic age of 32, but getting myself to a weight level that actually I wasn't that happy with.

So I readjusted that goal quite early in the year for the top part, but I kept the body fat percentage as a target. I'm pleased to say that having a bit of a scary blue crest result in January lit a fire under me. I got a metabolic age of 53 and I'm 41.

So definitely wasn't where I wanted to be. And so it reinforced the year of peak performance. And so happily, a couple of weeks ago, my weigh-in came in metabolic age of 38, which I was quite pleased at.

I've only actually dropped four kilos, not massive, but I went from 84 to 80 kilos and 80 kilos is where I feel most comfortable. So I'm very happy with that. And there's the weight proof.

My friend is a strength and conditioning trainer for the SFA and he came around and did a calipers test on me and we got to 11.7% in body fat. So I hit that target. So very pleased with that.

Still got a way to go, but I'm happy with it. From a professional objective, I don't know if I'm allowed to swear on stage, but my target was get shit done. I really wanted to be firing on all cylinders and combining the Sunday sanity with a process I've used for a number of years in a daily power list, three to five key tasks every day that have to get done.

My target was a 90% success rate on my Sunday sanity, which I'm pleased to say, as of a couple of weeks ago, it was at 92%. What I would say is I haven't always hit that every week, but I've made sure I didn't let a week or two go by without going back and finishing the tasks that I didn't complete. So that's been great and I've got a tip on that.

Next was boxes with bows. We took on a new EA at the start of the year, and having had a couple previously, one big reflection was that I was delegating through application. So this year was all about taking the lead from one of Dan's podcasts, was creating boxes with bows.

So every task I delegated, I created a loom video and a written process to go with that to give her the best chance of success. We're eight months in. We have eight boxes with bows.

The target was one per month. We have eight and we're just creating them as we go now. So please give that and giving that a tip.

Next up was Rolls Royce rhythm. Having been in the construction space for most of my life, development and service accommodation, they're all very noisy, very reactive businesses. And so one of the things I wanted to do to remove reactiveness of my life was to try and plan two weeks in advance and make sure that I could have a rhythm to my week.

So I knew if it was a GSD week or if it was a site week or if it was a mastermind week, I knew what was coming. I haven't quite hit the target I wanted to with that. I'm about 80%, give or take, a couple of points.

It's hard to quite define it. But I have stuck to it predominantly throughout the year. But unfortunately, it's not a tip because I haven't hit 100% on that.

So leading into headline strategy, we have got a long-term five-year goal of Fortress 4.0. This is our ideal financial fortress. And the goal behind this is adding 40 new letting units to our company portfolio a year for the next four years. So to do that, one of the key objectives, objective one is through either acquiring or taking on back-to-back leases of blocks of apartments on one freehold that we can do title split, but specifically working from a demand-led approach that we've utilised well in our service accommodation business.

So the target for this was getting either 40 new letting units or 800 grand's worth of equity into the portfolio. Now, I'll come on to some of the challenges with that in a minute, but we haven't quite secured them, but we have had two blocks in discussion up until end of last week. And this one that you can see behind me here now, unfortunately isn't going to work.

So we're down to one. But what we have done is we've added two new properties and we have got four new build houses, pipeline for development. So we've got six new properties in the pipeline and we've added roughly 400 grand's worth of equity to that.

So fairly pleased with that, but unfortunately it's not a tick because we didn't hit the complete target. Next up was strategic partnerships. Touched on it there.

We've really focused on the demand-led approach to build our portfolio in the past, and we've done exactly the same here. So the target with this, because we're moving into the supported living space, was having one, minimum one registered provider that we knew what their needs were and we could focus on supplying what they needed and where they needed it. And it takes a lot of the guesswork out of what we do.

Very pleased to say we've got two registered providers secured and we've got one in negotiations at the minute. So hopefully get them over the line and we've got very clear criteria of what they need so we can go out and find it, which leads into perfecting the pipeline. This is really identifying the end user requirements, sourcing, getting letter drops and all filtering down into securing the property following the DICE model, which is the demand-led approach I mentioned a minute ago.

And very pleased to say that we have been getting an average of 30 letters a week out, and we've got deal sources feeding us deals, including Chelsea over here, so it's been really good getting that moving, and we've had some good results. I'm giving it an amber because we've got all the things in the pipeline working, but we haven't quite secured a deal, which I'll come on to in a minute. For my scorecard, I had nine tasks in total, hit seven, and I've got two that have been missed, but they're still work in progress and hopefully have been completed by the end of the year.

So biggest challenge this year has been a bit of an eye-opener in really understanding how to manage vendors' expectations of what these blocks are worth. The commercial valuation versus the retail on individual valuations is drastically different, and of course vendors want the maximum price they can get, so it's been quite hard negotiating them down. The other big challenge that I've had, and this has been my biggest one, is sticking with my best self agenda to really stop myself dipping into beast mode this year.

I chose for the first time to go for best self, and the challenge that I had from the Blue Crest result, I got quite a scary result from that, not just the metabolic aids, but it really highlighted the fact that you can't live in beast mode all the time. The guys talk about it, and Dan, I know you've experienced this, but when you're sprinting all the time, you just can't operate at your optimal best, so that was a big one for me. I think the results in the Blue Crest result, they led into what has now become quite severe clinical insomnia for the rest of the year, which definitely doesn't align with peak performance.

Thankfully it's managed at the minute, but that was my biggest challenge. Lessons learned. These aren't necessarily lessons, but more realisations or just reminders that life's a marathon, not a sprint.

We're setting massive goals, and it's okay if they don't quite get over the line in the timescales that we've hoped for, because it's about who we become on the journey. Umesh touched on it earlier. Who we become on the journey and what we learn on the journey is almost more important than the destination.

Although the destination is important, we've got to be able to enjoy that journey, and to do that, we have to look after the golden goose. All the business goals in the world are great, but if you don't have your health, it's not worth anything. For me, health, family first, that's what it's all about.

My significant successes this year, while we haven't got one of these over the line, is really understanding how we're negotiating with vendors, how we're structuring our offers, and really going out and finding these blocks, and that's been just a great journey. We've secured two registered providers, and that's been great. After a three-year battle with planning, we've finally got planning permission for our four houses, so that's really good.

Biggest ones for me, though, guys, has been the family time. I mentioned it earlier on. It's just getting that time with them.

This is the extension that I chose to build. That's how it looks at the minute from the back garden, and that's been really important in putting my family first, but while I've been able to do that, tapping out and focusing on best self, I've been able to have some really memorable experiences with them, tick off a lot of bucket lists, and just have a lot of fun with my girls. Challenge, adventure, and experience.

The challenge touched on before, keeping up with 20-year-olds on a basketball court is bloody hard when you hit 41, so pleased to say that I did hit that until I dislocated my finger by getting a little too competitive, but that's a tip because it went where I wanted to. Adventure. We haven't been snowboarding, but we've had loads of good adventures and snowboarding.

Hopefully, we'll be on the cards for next year, and then experience. We're going to Bali with a mastermind group in just over a week, so can't wait for that, and that has been my year. Thank you.

[Adam Goff] (15:17 - 15:54)

Chris, a big hand. Well done, Chris. Good job, man.

Excellent effort. Well done, and who built that extension? Chris built it himself.

That beautiful extension he built himself. Fantastic. One down, four to go.

I hope you're keeping track of your scores in the scorecard, marking down notes because you will be voting at the end for Prophecy Entrepreneur of the Year 2024. Okay, ladies and gents, without further ado, let's invite our next finalist to the stage. It's Mr. Matthew Dolman. Give him a big hand. Come on.

[Matthew Dolman] (16:04 - 27:57)

Right. Okay. Here we go.

Hello, everybody, and welcome to my end-of-year strategy day presentation. First of all, I just want to say a big thank you to everyone in my group for the votes, and it's a great opportunity to be up here. So let me start with my year of.

So my year of was called Keep My Foot on the Gas, and that was in regards to doing with maintaining a consistent progress with the growth of my new business, and at the same time, systemising my rent-to-rent portfolio and also systemising my personal buy-to-let portfolio. Now, let me bring you on to this. Some of you might have seen something like this before, and this is how I felt.

It was a really exciting year because I had the opportunity of starting my own business, but as you all know, there are lots of ups and there are lots of downs, and when you're in the trenches, trying to see the progress is so difficult. So the squiggly red lines is how I felt probably for 95% of this year, but when I actually got the opportunity to sit down and go through everything now, I realised that I was actually green, and I progressed a lot more, and that was actually the block that I had because last year, I had burnout, and this year, I had a block, but at the same time, the block was also caused by something quite traumatic that happened to me at the beginning of the year, and I'm sharing that with you because it could happen to you. So I'm going to bring the energy down a little bit, but then I'm going to bring it up. It's okay.

So why I say this is because on the 5th of January this year, I was super excited because I was buying six flats in Sunderland with this sourcing agent who I'd been working with for two and a half years, and I knew this guy really well. I knew his family. I knew his business, and I'd bought multiple deals with him.

I'd seen the success of what he was offering to me. The 5th of January came. I got an email to say, the company has gone into self-liquidation, self-liquidation.

The guy had closed the whole entire business. The whole entire sourcing company was a complete scam, and he'd stolen over £100,000 of my money, which was invested into these six deals, and I share that because this could happen to you. Be so careful who you're working with out there.

These business partners that you do deals with, these JVs, literally know these people better than you know yourself, and I had two options. I could either bury it, and he was going to win, or I could hold my head high and then just go, right, I've still got some money in the bank. I've got a roof over my head.

Let's do this, and so I had a lot of support by the masterminders, by Adam, thank you, and other communities to get through this, but I say this to you guys, and this is a lesson, and the lesson is that you meet these people, and you have these experiences, and it's up to you what you do with them, but take them and move on, put them behind you, and get stronger. So that was the low bit. Let me bring you up to the up bit.

This is a picture of me with a dog that looks like a panda. I was in Selfridges last week, and this guy had a Pomeranian dog that he'd used food colouring on to make it look like a panda. Oh, my God, I had to speak to him immediately, and I don't know if anybody knows, but the number one swiped profile picture on dating apps is a guy with a dog.

This is on my main profile, and my phone is blowing up. Right, so let's get on to the important bits. Personal objectives.

Number one, maintain it, don't gain it. Yes, this is me wearing a Greggs jumper. First year of PE, I lost four kgs.

Second year of PE, I kept up the momentum, I lost another four kgs, and it felt great, and I've done loads of exercise, I'm in the best shape of my life, and I'm really happy, so that's a big green tick. Then we've got reign it in. Reign it in was that understanding about where my monthly spend was going, and basically, I allocate all my investments, my money, my savings, my dividends, everything, but I don't know where I spend my money.

So I got someone on Fiverr to create me a dashboard which shows all the different payments that I make each month. Plus, I actually followed what Blueprint told me. So I did the Blueprint, and I did my PCM, and my goodness, I found out that 80% of my money actually goes on food.

So I'm actually giving it a yellow because I've got to decrease it. Then we've got fly the nest, and my goodness, this was my room before at mum and dad's, I've been there for 12 months, but also I've been in this, in a suitcase, literally travelling around the country trying to figure out my business. I've said goodbye to that.

Last weekend, I moved into my new flat, got my celebrated with a new shirt, and now I've got a big green tick. So professional objectives, on the mic, 12 appearances on the stage. Yes, you've seen me every month, I know, but I have been trying to overcome my fear of public speaking, and I had to throw myself in the deep end, and this was actually the ideal opportunity to do it.

The thing is, though, I wanted to get on other stages, and I didn't push myself enough, maybe because of the fear, but the poems worked, but it was not enough. So it's still going to be an orange, but it means for more growth for next year. Then we've got know my numbers.

My personal property portfolio is managed on Excel, oh my God, and this year, with the growth of the new business, taking on new properties, I realised I had to up my game. So I got a bookkeeper, I got an accountant, I actually got a financial coach. So now this is zero, and I'm actually enjoying my numbers, so blaze slash steal, oh yes.

Then we come on to content machine. Chris Moss said two years ago to actually post every day to create a following, and I realised that I could post 20 times a day. But the thing is, is what is the point of posting if you've got no message?

And this is a big shout out to Umesh, I've seen him grow this year on his social media journey, and he's really inspiring by the stuff that he's been doing. So what has made me realise is that, even though I love doing fitness Fridays, oh my goodness, but there's no message. So I've got to go into the cave and figure out what that message is.

Then headline strategy. Proof of concept. Rent to rent.

So the rent to rent, a business I'm really passionate about, and because of the unfortunate war that we are having at the moment in Russia, energy prices have gone up. So my profits have gone down. We've got the Liz Trust debauchery, and because of that interest rates have gone up, my personal portfolio, profits have gone down.

So I had to think outside the box. I got on the road and I spent 10,000 miles in my car and in my suitcase this year, travelling around, going to lots of different events, and just understanding supported living. I visited care homes, I visited care providers, I went to schools with severe learning disabilities and realised I had a real connection with this industry.

And then I came to this super event and I saw Dan was copying me with that strategy, so I thought, right, this is the right thing to do. So that brings me into the supporting objectives. Train the brain.

I needed to become a specialist in supported living. I've got the passion for it. I do a lot of stuff for the homeless.

My mum works in a care centre, and so I wanted to involve myself as much as possible. And yes, I joined another mastermind. These guys called Alex and Max run a supported living network mastermind, and I have learnt to train my brain.

Big green tick. But then this is really interesting, which is now the niche, because I wanted to build a business that was around people with learning disabilities and mental health, and that was where I wanted to get it to. But there were also other people that need care, and those people that care could be the vulnerable, could be ex-offenders, they could be women from domestic violence, they could be the homeless.

And if I'd have niched myself too early, I wouldn't have got the two deals that I've done. So big shout out to Chelsea, who helped me get a deal here with the ex-offenders, and Mr Mark Barrow here, but did me a deal here with the homeless. So I just kept my mind open.

And so having my mind open meant that yes, I didn't actually achieve it, but it's given me more business opportunities. Finally, Mr Noel, oh yes, deal or no deal. And the thing I wanted to do was get a rent to rent deal across the line.

And what I soon realised was that managing kids that are 20, 25 years old, that are down spoons every weekend, drinking WKD Blue, are very different to home than the kids that are 20 year old that are living on the streets and need to be drinking alcohol to keep themselves warm. So I had this big plan of getting four deals over across the line this year, and then I suddenly realised, wow, okay, this is a much more serious strategy to be involved in, and takes a lot more time. So it is a cross, and I'm okay with that, because this year is going to be bigger, and if I get one across the line, it's going to be a big win.

Then we come to Scorecard. Scorecard. So yes, I've got 44%, 33%, and 22% here, and lots of people did focus on this, and I thought about changing this, because I actually haven't focused on this.

I've got some great wins, but the wins in the Scorecard this year are on the inside. I've been through a lot, and to keep my head above water has been a real challenge, and knowing that I have worked on myself, I've done an NLP course, I've spoken about mindfulness, if anybody remembers that, and it's something really passionate that's getting me through these days, and so knowing that I understand myself better will mean that when I work with my future clients, it's going to be even stronger. Biggest success, the user manual. Oh my goodness.

For anyone that is involved with rent-to-rent or service accommodation, they know that the admin is absolutely brain-numbing. So me and my business partner, we created a user manual from literally the day that you meet them all the way to the checkout. It's got everything that you need to walk you through it, and so we completed this, and potentially, if anyone's interested, we're going to sell it.

Then, also, I took on Coho, an amazing platform which allows my VA to manage all of my personal portfolio. He does all the maintenance, everything. Five hours a week, I now do no hours a week.

It's a big tick. And the biggest lesson, this comes back to what I started at the beginning. If it's too good to be true, it's probably because it is.

All of us here, and all investors, entrepreneurs, anybody in life spends hours, sweat, blood, and tears, sacrifices to make the money that we're making, and literally keeping our families safe with roofs over our head, and then suddenly, I can't click my fingers, but boom, like that, the money can be taken away from you. If the deal is too good to be true, question it, and never ask enough questions. Finally, the biggest challenge.

A message that seems to be very common between all of us here this week is the inner game, working on the heart and also working in the head, trying to figure out, am I doing the right thing here? Trust in the gut. And this is it.

Trust in the magic that you have inside yourselves, because we are all such powerful entrepreneurs that we can actually achieve anything. And this little quote I read and now use regularly is to stop underestimating myself and stop overestimating everybody else, and thinking everybody else is doing so much more than me, but swap the yours for yours, okay? This is a message that everybody says to each other every day, and what we're doing here is amazing stuff, and as we learn on the blueprint, it is building our life by design.

So thank you very much, everybody. That is me. Thanks.

[Adam Goff] (28:00 - 28:23)

Well done, Matt. Great job. Excellent presentation.

Very well done. Okay, you enjoy that? Good stuff.

Okay, let me finish taking your notes, so you remember, come voting time. Okay, two down, three to go. Ladies and gents, next up, let's give Rupin Patel a big round of applause and welcome him to the stage.

[Rupin Patel] (28:42 - 39:15)

One, two, there you go. So, yeah, massive kudos to the people on my presentation Zoom yesterday, so I dedicate this one to you, and thank you all for voting us. So my end of year presentation, as follows, lots to crack on with, so I will punch straight into it, but also feel a bit under pressure, like four of Adam's masterminders against one of Josh's, I feel like, of the Cowboys versus the Indian.

So here we go. So my year was Almay. Last year was Cementa.

Cementa meant planting. This year was Almay's Latin for nurturing, because one of the biggest things I learnt last year, two things, two adages, cliches, lessons learnt was you water the grass, sorry, the grass is green is where you water it the most, and the other thing was you can do anything, but you can't do everything, and they were two massive learnings for me. So this is a breakdown of me trying to, and actually achieving to water in the right places.

But first of all, I just want to meet the family ball. This is my big reason why. So you've got myself, you've got Tracy, and you've got the two older kids, and then the future with little Reggie and Marnie, that's our four, that's the family ball.

We've also got the mum at home, which is beautiful, I've always been with mum. So to have them all together, it's a pleasure to really get out and work for these guys. The team, Tracy, she's my business partner in kitchens and with the properties, and if there's one person I'd want running out the trenches with me in business and in life, that's that girl, and so I'm really proud of her.

The two older ones are doing great at college and university, and the two young ones, oh my god, right, I'm 53, I'm an older dad, and to have two little pups like that, I feel 25 every day. So to have that in your life, you know, if I was to finish this presentation and that was my happiness, I'm done, I'm happy, right, they're the reason we do this. The long game for me, you know, this is, last year was the first time I really put this long game into place.

We're still architecturing some of the things for next year, but I'm getting the buy-in from the kids, from Tracy, from the family and the friends, what's it going to look like in 26? But this year was all about the family, it was house to home, development myself, unleashing my potential, and storming in sales, and that's a big milestone, some 18th, 21st, and some big birthdays coming up. But what I wanted to say is, you can't see it at the bottom there, but it's a Jim Rowan thing, the quote that says, you know, enjoy where you are, be happy where you are whilst you're building your dreams, and that was a big one for me, so breaking that down, so where I was with my wealth, I'm at 4% now, just to let you know, at the start of the year, it was like minus 10 on cash flow, it was all over the shop, so we've had a real big swing there, health, 63, don't smoke cigarettes, right, because that shit mucks you up, so I do it over two years, I was 67 years old on my metabolic, I'm only 53 years young, and it's 63, so it's coming down, so really, I'll break that down in a moment, but here's the big one for me, at the start of the year, 67%, like the happiness side of it, now it's 83%, but why, what's really helped me, it's coming up to nearly the fat end, 11,000 minutes of meditations over the last three years, it's not about the minutes though, it's the practice I had on myself, and what I found about me, and where my happiness was, and that life of comparison, that life of, oh, you could do better, or that life of, you should be doing better, the regrets that you've had, all goes out the window, just be happy with where you are right now, and what you've got, not what you haven't got, really bloody important, so really happy with that, so a little bit of breakdown for my execution scorecard, three out of two, I'm a professional, three out of two, I didn't do the Amber Green, I just didn't like it, did I do it, I think I did it, that's what I done, and got seven for the company, for both the company, supporting the company and the kitchen company, overall, 69%, it's a good 69, who doesn't enjoy a good 69% in life, so yeah, I was happy with that, I was really, really happy with that, and to have a breakdown of that, so my personal objectives was, I'm still fat, but I feel good, I feel good, my body fat has come down slightly by two or three percent, I'm happy, but no smoking for a couple of years, I go six months sober, it's all a game, isn't it, because I do like a beer, I go six months sober every year for the last two years, I loved it, actually, I can't drink anymore, I'm a really cheap date, and so, but here's the thing though, I feel good, I feel fit, I feel stronger, I'm down at the gym, I'm still working four times, working out four times a week, get up, give back, 5,000 metre swim, never run in my life, I did a 5K run without stopping, right, right, climbed a mountain with some brilliant people, cycled 100 kilometres and walked about 250 kilometres, it's happening, it's working, just keep at it.

The other bit was a pass about a big one for me, so this is about our two older kids, for two months, two hours a month, we have a Zoom call, and we teach them about our businesses, where we're at with the businesses, what's a property portfolio, what's happening in the kitchen business, so that's good, so they understand what we're doing, but the other side of it is like, if anything ever happened to me or Tracy, anything, we lost our posters, our posters, they know what they need to do with the two younger kids and how to stay together, so that was really important, so we passed the baton of our knowledge and they know about our powers of attorney and our wills, we're not scaring them, just getting them prepared, they're old enough to understand, and they appreciate it.

And then the other one that I think has done really well, we're not moving house and we're doing a lot of work, similar to what Dan's done, but just my house is a lot bloody smaller, and, you know, just like, even like, from, we've created another bedroom, but down to, we bought a pool table to make it a house, so we all have fun playing pool in, you know, in our little dining room. On the professional ones, this has been a game, I've really got into getting, I think I was in the top quartile of getting the game changers done and my Sunday sanity, so that's really worked well actually, it's been such a northern star that really do, I really do promote that. Cash focus, you know, like I said, we're from minus ten to plus four, it's like having that focus and hitting that income target that we've achieved, and the one we probably didn't do as good is where I did a lot of profile expansion last year, I wanted to polish it a lot more, Leeds did come in, however, we didn't hit the project funding target, so missed that one, but I was happy with what we achieved. Art of the home, this is a kitchen business, this has been one of our success stories, and again, a massive thank you to some of our top customers in this room already, so bravo. So that was, we wanted a sales and capital target, we hit the sales target, in fact we've got 113% growth in our second year.

Cash flow target, ring fence capital is low, but purely because we reinvested the money, so we're happy where that is. Customer base, we wanted 20 regular customers, we're up to 28 now, so that's really exciting. And finally, the lead expectation and growth is in line with our sales, so that's gone about over, probably 106% growth on Leeds.

And this is all from our low hanging fruit, this is all from our network, so we really do, we've got some massive opportunities in years 3, 4 and 5 to really expand the business. I'm going to say massive, massive well done to Tracy, she and the team really run it, and yeah, I just like the big cheerleader, the cuddly cheerleader. So, and then on the property side of it, three targets, my HMO, it's going to be done, we're going to be finished by the end of this month and it's already tenanted.

Then the one we're not doing or didn't do, and it's purely because it's still in legals, is our development, which is another excitement. It's amazing how slow things can be as well, especially with developments. And the big one here was really sorting out the portfolio.

Two key learnings is when Dan says fix your mortgages when there's that little dip, I did two of them, and also get the rents up before labour come in and that's what we've done. So that's really helped the actual portfolio. Time-wise, I said I want to do 40% on the property business, 60% on the kitchen business, that's how it sort of levelled out.

45% on the kitchen business, but I was more, actually I was more hands-on with the management side and coaching and helping Tracy with that sort of part of the business. However, guilty pleasure, I like getting on the tools, right? So with the property business, it's like coming away from that.

So some big learnings on the time distribution. Big challenge for me this year, as I've said, it was get up, give back, it was an amazing feat with so many people, all this room and what we achieved, £135,000, brilliant charities, you know, doing the challenges was amazing and yeah, that was probably one of my biggest challenges I've had this year. I didn't go camping with the kids, I said I was going to buy a little engine for the dinghy and take them down Yalding River, but that didn't happen, so we did take them away in April.

Didn't do the skydive, I ticked it because we booked it in, got to the plane, had the thing on and they cancelled it because the weather was windy and I didn't really want to die on that day, so I said okay. And then finally we booked in my only break, my little bit of reward and my experiences and we're going to go on a little meditation retreat and it's simple as that, you know, that's me, thank you. It's very inspiring and I'm happy.

Thank you.

[Adam Goff] (39:18 - 39:32)

Well done Rupin, good job my friend, well done, excellent presentation. Okay, very good. Next up, he's won one award already today, can you take another one?

Let's get his jacket on, let's give him a big hand ladies and gents, Mr Steve Hammond.

[Steve Hammond] (39:42 - 51:42)

Afternoon everyone, I guess you weren't expecting to see me up here again. So, thank you to my group for nominating me and let's get stuck in. So, this year, I'm sorry, actually last year I struggled a lot with clarity on a number of things in my life, both personal and business and in particular I was struggling whether I actually wanted to be the builder or not, because being a developer and a builder, they're both full time jobs and it slows you down on one or the other because you're always focusing on one and then moving on to the other and etc. And being the builder is actually my USP as well as my Achilles heel and so at the beginning of this year, I decided embrace it, just get on with being the builder as well as the developer and as soon as I did, massive opportunities came my way. So, the aim of this year for me was to become the builder that develops, sorry, yes, sorry, the builder that develops becomes the developer that builds and that was the aim of my year.

So, let me tell you how we got on with that. So, let me go through my personal objectives, looking after the goose, I don't look after myself very well, I don't sleep enough, I go out drinking, sometimes smoking and if I do go out and exercise, I'll just run for half an hour and not even stretch and so I don't look after myself. So, one of the things was seven hours sleep and I looked at my app and I did this at 2am, I did the whole presentation at 2am on Wednesday night and which obviously is great for my sleep and I'd actually done seven hours, two minutes which is great and I'd also set myself the task of doing 50 sit-ups and 50 press-ups every day.

Now, I do that reasonably regularly but not every day, so what I'm actually going to give that is a number and one of the other things and I'll tell you a little bit more about that in a sec, was it's been a really hard year financially for me as well, I've been really stretched, so I wasn't enjoying it and so one of my objectives was to bring back the fun, have eight holidays and a conscious effort to have fun at work. Now, I've actually had six holidays so far and I've got four more planned for the next couple of months, so I'm doing well on that and I've made a conscious effort to have fun at work as well, which has really improved things just for me and the men as well.

And then the other thing was know my number. Well, without finishing a couple of the developments that I've been on, I wasn't able to know my number and I finished the last one a couple of weeks ago, I haven't had a chance to figure it all out yet but I will do and I will sort out my financial fortress after that. My professional objectives were all about finishing off the developments that I was on, taking a bit of a pause, getting my building business straight and also growing a new business as well.

So, I sold both the barn and the lodge, which is amazing and so that's complete for sure and my other thing was to work 40% on it and 60% in it. I was doing really well with that up until about June but unfortunately since June, for a number of reasons again, but I just carried on, beast mode, working every hour I'm awake so I haven't really achieved that and Umesh pointed out to me last night that I've actually put a red tick. It's meant to be a red cross but a red tick will do and then the other one is monetising my network, developers network.

I wanted to make more of it and do more with it and actually I've got some great plans for the next 12 months and so I'm going to give that a tick and the idea was to have a new business idea in place by Q4. I've got that and I'm going to be starting that in the new year. So, headline strategy for my business, my development business is new home company 2.0 because I was going to do it bigger and better this year and right up until two or three days ago I was doing it bigger and better and it was going really well. So, obviously first objective was to sell the barn and finish the lodge and have clarity on my war chest. Sold it and I will have clarity on the war chest like I said but the second one and the most important one was to find the unicorn deal. A two million pound project funded by other people.

Now, I actually managed to find three of those which I'm actually chuffed to bits and literally in the past few days that's all fallen apart. So, instead of a unicorn, it's just a horse name, I've still got a lot of developments on but not of the size or scale that I was on. So, I'm a little bit disappointed with that and the worst thing is I've done all the planning, I've sorted out all the budgets and we're planning to get underway in Q1 but this is development.

As Dan said, it's a roller coaster, it's up and down, up and down and that's what happens unfortunately. So, a red tick for both. So, the other thing was then once I finished my existing developments, I was going to really put some focus back on my building company because I've been whipping the hell out of it.

We've been moving forward, moving forward, moving forward and I needed to reset a little bit and help it to achieve its potential. So, world class team was one of the targets for this next period and I will get on to that. So, I believe I'm well underway with that.

We've been talking about how I share benefits, how people can become part of the business, how we have a clear organisational structure and job roles etc. But, my business partner that was, was going to focus on national level systems and processes because I'll never be a world class systems and process person and measure what matters. So, that was about to go out the window but I've had a call off somebody over the past couple of days who wants to come and join me and I'm meeting him tonight to discuss it and maybe they might be back on so I'll give them a number for now.

My other business is Developers Network and it was all about monetising it this year. So, at the beginning of the year, I wanted to renegotiate my deal and do more from it but actually I manifested making it mine so I own it now which is brilliant and I wanted to ensure we had 12 months of speakers and increase our social media and have an average attendance of 60 people or more per month. Well, we've had all of that but more importantly now we're rebranding, we're coming up with new social media ideas and hopefully by the end of October we'll have a new brand out and making it happen is about a new business that I'm going to be launching in the new year off the back of Developers Network which is around mastermind and helping developers in my region do better.

So, I'm going to give that green too. So, this is my execution scorecard. You can see personal 100%, professional 66%, company 77% and total for the year 80%.

It doesn't feel to me like 80% because if I'm honest I'm still a little bit disappointed about losing the opportunities that I've lost in the past few days but I also think looking forward I think I will be better placed. Rather than having business partners I think I've got to do this on my own and so have project partners rather than business partners. So, my biggest challenge is actually my biggest success.

So, I bought the lodge in November 2022 on a bridge. I only had 50 grand in the bank, I had to go and find 400 in 28 days and literally about a week or two later Liz Trust threw away the economy. So, that was great and I was okay because I thought I was selling the barn at the time so I thought I can clear that too but unfortunately because of Liz Trust my buyer pulled out as well.

So, I was literally stuck with £1.5 million worth of property there, £1.2 million worth of property there and it was killing me financially and it was a buyer's market and I wasn't able to sell. At the same time I had an absolute nightmare with planning. We had to fight certain parts of it and I even got started without planning.

I wouldn't recommend that either. Utilities, the water was 600 metres away so it was an absolute nightmare to get that done as well. Build costs got a little bit out of control because I was constantly focused on funding and finance but funding and finance was the thing that really battered me last year and I'll explain all.

So, prior to buying the lodge I set myself a golden rule that I have to be able to buy a site outright. I ignored that with the lodge and as I said I had to find £400,000 literally in three weeks, four weeks and set up the company, set up bank accounts etc. Difficult is one way to describe it and then literally Dan got up about a week or two later and said don't buy on a bridge, don't buy in auction and don't develop at the luxury end of the market.

Thanks Dan. I will have that Rolls Royce. Then I thought well actually I found a buyer and the buyer was going to buy the site off me and pay me a nice big profit and he was going to get me to build it for him as well and I thought brilliant and then he messed me about and pulled out in March.

Then I found a person who was going to lend me some money and he was going to lend me some money at 8% and I thought brilliant and he messed me about until June. By this time I was getting really frustrated so I took a month off and I thought to myself I have got to think about how I am going to make this work and I come up with the idea of doing a finance and funding special at Developers Network and out of that I had about seven offers for investment which was absolutely awesome. Thank you.

But I literally left it to the wire because three weeks before the bridge ended and I hadn't put any back up in place I managed to get it over the line so I was quite pleased with that and guess what happened that week? Somebody put an offering on the barn and I thought wonderful I actually don't need to get any development funding and it was supposed to be done within a month because they were a cash buyer. Seven months later it still hadn't gone through so I was building the barn, sorry the lodge and I was having to find 50 grand here, 40 grand there, 30 grand here, constantly, constantly chasing money but these are the CGI's and these are the actual finished pictures.

I've got some better ones being done but we literally finished it and they moved in the next day so they've got some good nice furniture so I'm going to use their furniture in the pictures as well. But the build, I'm pleased with how it looks, I'm pleased with how it's gone and I'm really happy with the end result and it's completed and the money's in the bank which is awesome now and now I'm starting to use that to look at other projects and stuff. Here's some figures, not the best financial figures in the world but I bought it for 450, I built it for 500 and sold for 1.15. It would have been extremely profitable if I'd have sold the barn because I wouldn't have needed funding but at the end of the day I had to pay 150 grand for the funding which wiped out a lot of the profit but I made a lot of profit on the barn so I've averaged a 2 over that. But the one thing that I'd like to share as my lesson learned is your mindset determines your perspective which controls your effort and your outcome.

Essentially I spent so much time thinking about getting off the bridge, so much time about trying to find funding, so much time thinking oh man this is so hard, this is so difficult, how am I going to get through this period, how am I going to get through that period and I was on the left, I was seeing it as a problem, how am I going to get over that but actually then I just had a mindset shift and I really put myself over to the right, the baldy on the right and I saw it as an opportunity and the faster I climb it, the sooner I get there, the sooner I get my prize money and that's when things started going right for me again and that was around the beginning of this year and so your mindset is so crucial, you can make anything, I think it was Umesh who said earlier, you can make anything happen but if you're of a problem mindset it's really hard, if you focus on the opportunity or the challenge you'll make it amazing. Thank you.

[Adam Goff] (51:47 - 52:09)

Thank you Steve, well done, very insightful. Okay ladies and gents, are we ready for our last finalist? Are we ready for our last finalist?

Okay fantastic, ladies and gents, representing the world class women of the community, it's our final finalist of the day, let's give a massive round of applause please to Valerie Heyser, ladies and gents.

[Valerie Heighton] (52:20 - 1:06:42)

Right, hello and welcome to my end of year presentation and my end of year presentation is all about living life in colour. My year of was the year of mastermind, which is I've started so I'll finish, to focus on a specialist new subject and strategy and to overcome my overthinking, to master my own mind and that's quite the big one. I'm part of a great group of people, the masterminders and here they are, they're marvellous and they've helped me all year and I want to thank all of you exactly for that.

However, at our first meeting we were given a poster and the poster basically lets you know you're going to die soon and me more quickly than others perhaps because I'm one of the oldest. So moving swiftly on from that, we take no more delayed gratification and we need to get on with what we have to do. So life by design, my children, they are setting the example with lots of new beginnings and a good work-life balance.

So we've got two engagements and a wonderful world of adventure coming up. One of the engagements in London, one on the Amalfi Coast and my son has been rowing the Zambezi for water aid. He is a geography school teacher and when he said he was leaving his position because at 33 he wanted to travel the world, he said they'd hold his position when he came back.

And not only will that enhance his job. So, my professional objectives and targets. I've been in a league of my own, I run my own small HMO portfolio myself and there is only me.

I wanted to recruit for the HMO business but I didn't have enough money. So my son stepped in, he is a recruitment manager at Citibank and in looking for rent-to-rent properties you have to deal with a lot of no's and he does that in his job and it didn't faze him. So his momentum and his ability to help me has really pushed me.

And then in terms of selling an HMO, we put it on the market but then we had the general election. So we decided to take it off the market for the summer, we've put it back on and it's only been on since Monday at the right price. It's priced to sell and if it doesn't sell then I do have an alternative strategy.

So as far as I'm concerned that's a tick. The next one is the countdown. So to secure 50K of investment, that's quite hard when you're 62 and it is just you that's your company and you're starting a new strategy.

I've secured 100 and I am over the moon. And that is huge for me and I'm in a position now poised to scale the business. And then in terms of earning an extra 2K per month, we are taught to get money from nothing.

So what did I do? I've put my rents up across my portfolio, I've talked to one of my existing landlords who's given me part-time work and he's now given me more secure work in managing his two HMOs and I've reduced my training spend, sticking with PE and dropping off some of the others. So that is a tick.

In terms of being the apprentice, I was very happy to say that one of the other partners within this room, Richard Brace, offered to help me with his essay by leveraging his credibility with his properties in London. And I looked into that but I find that trying to find a deal in London where the rents are exorbitant, where the landlords expect for more money and the sourcers who look at source deals which I've spent most of the year doing, they will sit on their laptops and send you a deal that just does not work. So I've spent a lot of time looking at deals but equally I've gained valuable knowledge and confidence because I now know a deal that will stack rather than it won't stack.

So I'm comfortable with that. In terms of my supporting objectives, only connect. So networking, I've been doing many, many networking meetings.

In fact, most Tuesday and Wednesday evenings I'm on webinar calls and listening to someone making calls to landlords and that has been really helpful for me. And then going to local networking meetings and then literally spreadsheeting how much effort I'm putting in. It is a numbers game and I did not realise and I'm now playing the game and therefore I'm time tracking it and I'm getting that done.

In terms of university challenge, yes. So I've done two courses this year. I've done Graham's course, the ultimate essay course.

I've done the superconference course with Simon Smith. I've been batting up and down the motorway to Derby. I've done lots of face-to-face meetups and I've put huge effort in.

So I'm happy with that. In terms of deal or no deal, so the main thing here is to listen to your peers and John Woodfin for example told me that essay is very, very difficult and equally doing the essay course with Graham, I'd already got to the fact of understanding that those managing are the ones that are making the money. So I decided to pivot and to stick to what I know and talk with authority because I am a small HMO portfolio owner and therefore in my own local area I talk with authority.

That has changed my mindset. That has made the difference. So I went back to one of my existing landlords and I said to him, can I get more work?

So I'm now managing two of his HMOs in Windsor for him and equally there is another landlord, so I lost this one on a rent to rent deal but there's another landlord that has this property. Now this landlord, I refurbished an HMO for him and I believe in manifestation and he came to me and he said the tenants are leaving early from this property, it's based on the river, he wants to put pets in the property. This landlord loves animals and this landlord runs a utility warehouse business for an animal charity.

So I've moved some of my properties to utility warehouse and he has suggested that we will trial looking at rent to renting his properties. So I should, although I haven't secured it, which is why I've put a cross, that's likely to happen. So I'm very comfortable with that.

Thank you. My personal objectives and targets. Now if you were in my mind, it's hard, it's a difficult place to be.

So I thought, okay, let's start with meditation with Matt. Matt, brilliant, we did his course, absolutely thoroughly enjoyed it. And then I was going to do some trial therapies for the year.

So we thought we'd start with hypnosis, but I didn't like the speaker's voice. And then I thought, right, let's try massage. We can't go far wrong with that.

However, have you seen the sort of little knicker thong they give you? I had an idea it was going to disappear. So when I laid down, it was big knickers, big knickers, big knickers.

I felt shame, total shame. That's what happens in my mind. Then we tried to do head.

I thought, right, let's think about head and feet, head and feet. That'll be fine. So we had a head massage.

I looked like I'd been through a wind tunnel. Then we decided feet reflexology. She talked at me the whole time and I thought, oh, this is not good.

And then I decided we had a triumph. I was in Chelsea at the Flower Show week, which was absolutely manic up and down the country. And my son was with us and we went in and Trini Woodall, who is also an extreme Trini Woodall, who has got a skincare massive company she's achieved in her late fifties.

She is three years younger than me. I'm very proud of that picture because the only fillers I've had is cakes and biscuits. I decided I wanted to lose 60 pounds in my 60s.

I'm 62. I am the menopausal mama of this group. And I have to just take a pause to say I was really scared to join this group of people because everybody achieves so much and mine is very modest.

But you have embraced me for the last three years that I've been on it. And I just wanted to say thank you for that. As an older entrepreneur, it's hard.

I've lost two stone. I've maintained that. I haven't gone any any more, but I've done really well.

I've also done. I've also consistently made ten thousand steps a day. My main focus of my day because I've never really done the exercise.

My children are all prolific at exercise and I'm not. I was the driver. I was the cook.

I was all of those things. So to make my ten thousand steps a day a priority is huge. And even in the four holidays of the year we've had, I did the Duomo Tower, which is 415 steps in 35 degree heat.

And I deserve that ice cream. The other holidays. So I have a tick.

The other holidays I've had have been memorable. So my daughter, who got engaged on the Amalfi Coast, invited me to join them just after their engagement. And it was wonderful.

I have been to Edinburgh and I've taken my father and my brother and my sister to Lancashire, which is a memorable holiday in itself. And that will come up later. And I've got Bali yet to come.

As regards dates, I would love a silver fox like Richard Gere. But I think I'm punching above my weight. Thank you.

Thank you. A true officer and a gentleman. And I have to say there's one other person who's not here today who has restored my faith in men as a true gentleman.

And I hope that Dan Norman had a single older brother. As regards the four dates for the year, that's not happened, basically because my friend sent me this picture, which was look at this fine specimen of a man that sent this to me. No way, Jose.

So it's a work in progress. To gain an extra bedroom, I live in a one bedroom flat, so I had to declutter and clear out the flat. And that was a very cathartic exercise.

And it gave me the space. And I went to bed, and I bought a purpose built six feet four bed, marvellous, and put it in the corner of the flat. And I was very happy.

And everything had gone into storage. Then the storage unit broke down. It did.

It's not so bad because actually, if you think about it, I would have sold on, it was nothing too precious, but I would have sold on the items and I just put it in a different mindset. The mindset was I got four grand, it was probably worth 15 grand, but it was all done in one fell swoop. You know, that's how you have to think about it, to be quite frank.

So it was a cross and a tick, 91% achieved. The real thing I failed at was dating. I'm able to chat a bit online with gentlemen, and I have conversations, it's fine.

But most of the men I'm around at the moment are pimply 20-year-old estate agents or grumpy old landlords. So not really the pool that I want. And then in terms of my biggest challenge, it is the first and the greatest victory is to believe in yourself.

So you've got to get up early, drink your water, eat a healthy diet, do your affirmations, Zen till 10, dopamine detox, V-talks, basically, to hear what Umesh has got to say. He will either be in Maidenhead, he will be in Mumbles or he'll be in Mumbai or even the Maldives, but he will chip in with his comments and I love him for it. Do your HMO work, phone your agents and your landlords, do lots of viewings, make offers, worry about the detail later, manifest, do a 10K walk, listen to the birds, mindfulness, pick up some litter, post-ads letter, karma credits.

In the evening, make landlord calls, do a webinar, go to networking events, read a book, go to bed, jolt yourself in the middle of the night for the twilight zone thoughts that will change your life. And go for a wee. That's all the water.

Get it up and do it all again. That's the game. And I'm mastering it.

And that's how you win the game. Karma credits. I'm just going to finish with this.

Let me finish, Adam. I'm happy to fill my jar. I am so happy.

The five days in Lancashire had a ripple effect. Look how happy my 93-year-old dad is. We had a trip down memory lane.

We haven't done this in 40 years. My brother, my sister and myself to remember my mom who came from Lancashire. And one thing he said to me was, after the trip, when I've been with him, he goes, I don't get any post apart from the postman.

No post. No post. No post.

Now he gets post. Because I write him three letters a week. And I have as much fun in picking the cards, because he had a new hip, as anyone else.

And it fulfills me. And it has a ripple effect. My brother, who has not come from Switzerland a lot to stay with my father, brought his whole family over this summer.

And that's me. And oh, I'm going to be a grandma.

[Adam Goff] (1:06:49 - 1:10:45)

Good job. Good job. Okay.

So we're done. The finals are finalised. The only thing now to do is to reflect, review your notes and cast your votes.

So you know the drill. Back of the workbook. You've got a QR code.

Put some music on. Take your time. Have a think.

It's a big decision. If you are watching from home, feel free to comment on who you think should win. When you've cast your vote, please put your phone down.

Good stuff. Okay. Very good.

Right. Everyone voted? What a final, hey?

Very, very interesting. Before we announce the winners, the votes are being counted, I have another award. So everybody knows that, Dec, you can do the slides.

Everybody knows that the ultimate thing that we're going for here on Property Entrepreneur is to take people through their whole entire entrepreneurial journey. So from starting a business, systemising it, scaling it, selling it, producing wealth, and accumulating enough wealth that we put it into passive, low-risk assets. We believe that everybody should have financial independence.

And it's our mission at Property Entrepreneur to make hundreds and thousands of people financially independent. And the way we teach this is to invest your wealth into these low-yielding, safe, secure assets. And we call that the financial fortress.

And for us, this is the top of the game. This is where we all want to get to. So that we have the security, the freedom to not have to work for people we don't like, for money we don't need, if we don't want to.

Because we never know what's around the corner. And having achieved financial independence myself, I can vouch for the fact that it is an absolute game-changer in the way you do business and the way you live your life. So, we've been teaching this for a number of years, and you're well aware that lots of the trainers on stage have completed their financial fortress, but there is someone in here who has also completed their financial fortress recently.

So I'd like to invite Dan onto the stage, please. Let's give Dan a big hand because he's going to come and present, for the very first time, the Financial Fortress Living Off the Steam Award. So we have this new award.

We would like to award it to one of our delegates who's been with us for four years, and has recently completed his financial fortress. He's living off the steam, ladies and gents. It's Mr Chris Moss.

Please come to the stage and congratulations, Chris. Want to give it to him? Want to mate?

No?

[Speaker 8] (1:10:52 - 1:10:55)

Well done.

[Adam Goff] (1:10:57 - 1:10:59)

Do you want to say some words about the journey?

[Chris Moss] (1:11:01 - 1:11:15)

When I joined Property Entrepreneur, I had no insight into property at all, didn't own my own house, and being surrounded by you great people has not only inspired me, but also given me the execution to do it. So thank you everyone for everything. Thank you.

[Adam Goff] (1:11:15 - 1:13:12)

Congratulations, Chris. Well done. Let's give him a big hand.

Well done, Chris. Thank you, Dan. Okay.

So yes, and just as a reminder, we are holding the Financial Fortress at the end of the year. So before we announce the winners, just a little note about homework. So if you'd like to get your homework, your workbooks, I'm going to take you through all the homework for this month.

So are you ready? There is no homework, ladies and gents. It was a joke.

All right. School is out for summer. All right.

There is no homework. It is a joke. Do not panic.

Do not fret. But we would like you please to very quickly just rate us on today's workshop. So you gave us the feedback for the month.

Could you please get your phones out? Give us a rating for today. How did you find today?

A little bit different than normal. How did you find today? Do they have an SMS?

There is no SMS. So we'll skip over that. We'll skip over that. No problem.

No problems, only solutions. So I think it's time we announce the winners, don't you? Okay, cool.

Thank you. If you would please. Dan, would you like to join me to give out the awards?

Okay, ladies and gents. So in third place, Property Entrepreneur of the Year Advanced, third place goes to Mr. Matthew Dolman. Congratulations, Matt.

Come on. Well done.

[Matthew Dolman] (1:13:13 - 1:13:15)

Good job. Very good. Thank you.

[Adam Goff] (1:13:28 - 1:14:04)

Congratulations, Matt. Great presentation. Now, I have to say, the reason why Bianca was whispering into my ears is because this was incredibly close between second and first.

I don't know if this makes it better or worse, but this came down to, there was one vote in it. One vote in it, ladies and gents. In second place, the runner-up of Property Entrepreneur Advanced 2024 is Valerie Heighton.

[Speaker 8] (1:14:09 - 1:14:14)

Well done, Valerie.

[Adam Goff] (1:14:37 - 1:15:36)

Valerie, I think I speak for everyone, that was a fantastic presentation. For someone who hates public speaking to the point where it keeps you up at night, and your face when I announced you in the final, I feel like I say this a lot, but actually you're a natural, you're hilarious, and we should get you on stage more. Don't we agree?

She was fantastic. She was funny, she was charismatic, she went well over time and played it off, but she's fabulous. And you're seeing 10 minutes of her, but trust me, when you're in a mastermind with her, you get that all the time.

I love her straight talking, she's a great lady, so go and make friends with her. And Richard Gere, if you're listening, what are you waiting for? So, the gold ribbon, the creme de la creme, the top of the tree, the Property Entrepreneur Advanced winner of 2024 is...

Mr Chris Dornan, ladies and gentlemen!

[Speaker 8] (1:15:44 - 1:16:03)

Well done, well done. Thank you very much. Well done, mate.

No time for losers, as we are the champions.

[Adam Goff] (1:16:04 - 1:16:13)

Well done, well done. Stay there, stay there. Chris, fantastic presentation, would you like to share a few words?

[Chris Dornan] (1:16:13 - 1:16:46)

Blew it away, wasn't expecting that at all. Thank you very much everyone, that was absolutely amazing. Yeah, thank you, you guys.

This has been a funny old year. If I was, similar thing to Matt, if I was to say how my year was going six weeks ago, I would not have thought it was going anywhere near as good as it was when I did the year end, so it just shows the importance of doing the presentation and really reviewing what's going on in your year, because there's all these little wins that add up, and it's brilliant just going through it. So yeah, thank you for all your teachings, thank you for the process, and thanks for the votes, guys.

Chris, you're a gent.

[Adam Goff] (1:16:46 - 1:16:55)

You've had a massive breakthrough this year, a complete reframe. Success is not beast mode, 24-7, 365, is it?

[Chris Dornan] (1:16:55 - 1:17:05)

Definitely not. That's been my biggest line, just that you have to tap out of beast mode. Pull the cord, as you say.

Yeah, that's been a big, big realisation.

[Adam Goff] (1:17:06 - 1:18:37)

Congratulations, Chris. Well done. From everyone here, let's give Chris a massive round of applause.

Fantastic. Well done. Well, that's pretty much it from me.

Final call, just to remember, this is a game. Hopefully you've enjoyed playing our game this year. Have you enjoyed it?

Yes. Okay. Thank you.

We're putting our absolute best into this, and the thing I didn't even announce earlier is that Dan and I have already completely levelled up the content for next year. So if you thought the advanced content was good this year, the schedule, we've already built most of it already out in the cave, in a spreadsheet, so you've got even more to look forward to, and we promise you we're going to make it even better next year. Final call, this doesn't have to be the end.

This new community membership that we're offering for the first time, we really believe it's a genuine win-win. There's people in here already have told me it's a no-brainer. I'd love to have you as part of the community for months and years to come, so we can grow this beautiful thing we have, which is a load of really honest people who genuinely want everyone else to succeed and help each other.

And I mean that from the bottom of my heart. So take a bite before you go. Have a great September.

There are some mocktails and some cocktails outside, if you'd like to have a refreshing drink before you head on your way. And there's the photo at the back, if you or anyone else that you might want to get a photo with, myself and Dan included, okay? Ladies and gents, stick around for a bit, have a drink, say goodbye before you go.

I'll see you at the Supervent Bon Voyage, and thank you for a fantastic year. Well done, everybody. Thank you.

Thank you.