

Unit 1.1 – The Road That Lies Ahead

Hello everyone – and welcome.

I'm genuinely excited you're here. We've poured time, energy, and real heart into creating this programme. That passion can't be bought – and the fact that you've shown up tells me you're serious. So congratulations for making it to the starting line.

You've probably come across courses like Rent-to-Rent, Deal Packaging, BRRR or Serviced Accommodation. The truth is, those strategies often need big chunks of capital – or you end up guaranteeing rent whether properties are full or empty. You carry the risk.

And most of the time, you never even speak to the actual owners – you deal through middlemen. That means you're a tenant, not a business owner.

What we're building here is completely different.

You won't need to guarantee rents, and you won't need large start-up capital. You'll be providing a service – a problem-and-solution strategy – that positions you as an Asset Manager.

Take a second to let that sink in – you're becoming an Asset Manager.

The more assets under your management, the more predictable income you generate.

That's recurring cash flow, not one-off hustle.

Over my 25 years in business I've learned one simple truth:

If you want to build wealth, provide a product or service that solves the problems of wealthy people.

This mastermind will teach you that exact framework – a lettings and management strategy that becomes the backbone of your property business. It creates fixed recurring income, and gives you a foundation to grow: buy your

own home, build a rental portfolio, or step into development later on.

[PREVIEW – you'll explore these in depth in Module 1.2]

Now, this is where the journey begins.

This isn't just another course; it's a partnership.

We'll work together closely – hands-on, step-by-step – to build a business that genuinely changes your life.

I'll be straight with you: I can be firm when needed, but I'll always be fair.

[COACH TONE]

My job is to pull the best out of you; your job is to show up and give effort.

If you do that, we'll achieve results far beyond what you expect right now.

By the time you finish this mastermind, your first property under management should cover the full cost of this programme. Everything after that is profit – and the start of your freedom journey.

Remember, this is mentorship, not theory.

We'll work intimately to build your business. I'll hold you accountable and celebrate your wins.

Now, before we go deeper, I need to set the stage for what lies ahead.

I call this part "The Road That Lies Ahead."

Every one of us starts from a different point.

Maybe you're in a job you've outgrown, maybe between jobs, or maybe you already run something small but want to systemise and scale.

What matters is clarity – knowing exactly where you are and where you're heading.

From experience managing over thirty staff across three countries, I can tell you

why people stay or leave employment.

Usually, the environment is great but the pay is low – or the pay is good but the

environment is toxic.

Rarely do we get both. And even when we do, people still move on because ambition kicks in.

You've seen ex-employees from companies like Google or Meta leave to start something massive – John Hanke, who founded Niantic and created Pokémon

Go, came out of Google and built a billion-dollar firm.

So – why are you here?

Because deep down you know there's more.

Some of you already have experience, others are starting fresh, but we all share one goal:

to build a property business that gives consistent income, control, and freedom of time.

That's what this mastermind is designed to deliver.

You didn't just "buy a course"; you made a smart investment in yourself. With focus and implementation, this programme will pay you back many times over.

And the best part – you're not doing it alone.

You've got me and a community walking with you every step of the way.

Now, let's talk mindset.

First shift: stop trading time for money.

Many of you spend hours scrolling YouTube, watching random strategy videos

with no structure.

That's okay – that was the old chapter.

The new chapter starts with a destination: a business that pays you reliably, month after month, even when you're not chasing deals.

Your first objective is simple: secure one landlord.

One instruction.

That single win covers your investment here.

From there we scale step by step until your recurring revenue replaces your current salary.

Do you believe you can win one landlord? You should – because I'll help you get there as long as you put in the effort.

Service. Attitude. Gratitude.

These three words will build your reputation and your wealth.

The beauty of this model is freedom.

You can run it from home – no need for fancy offices or rent guarantees.

You get paid fast when tenants move in, and you keep getting paid monthly for

as long as you manage.

It's an account-based business – more accounts, more fixed income.

Later we'll dive into fee ladders and margins [PREVIEW – Module 1.2].

Keep this strategy close.

Treat it like your trade secret. Share results, not the method.

That's how you protect your advantage.

Now, let's look at what we're building together.

Step One – Build.

You'll learn how to win instructions with confidence: scripts, outreach frameworks, credibility packs, checklists – everything drawn from 25 years of real business, both in London and overseas.

Step Two – Systemise.

We'll create processes for every stage: onboarding, fees, marketing, tenant vetting, compliance, rent collection, maintenance.

Systems free your time and make quality repeatable [PREVIEW – expanded in 1.2].

Step Three – Scale.

With properties under management and systems in place, you'll focus on expansion – growing to the point where you reach true financial freedom and, if

you choose, building a business that's saleable in 7 to 10 years.

Now, let's be real.

This isn't easy. There will be days you won't feel like doing the work.

That's resistance – and it's part of growth.

When you face it, push through it.

Do the hard things and life gets easier; do the easy things and life stays hard.

Let me give you a quick example.

A landlord from Singapore owned a two-bed in Canary Wharf. Corporate agents

treated her like a number.

When she came to me, I managed the property personally, found new Japanese

tenants, and delivered full management.

That single instruction brought in about £8,000 in fees – enough to cover this programme's cost and create ongoing income.

That's how fast things can shift when you operate with skill and structure.

This is exactly how estate agencies grow.

Black Katz – the company where I started in 1997 – focuses solely on lettings and management.

Thousands of properties, recurring income, high valuation.

Compare that to a glossy sales-only agency: when sales dry up, income stops.

During Covid, many of them struggled because they had no recurring base.

Management equals resilience. That's the backbone of our business [PREVIEW – we'll go deeper in 1.2].

So what makes this programme different?

Most property courses either hype shiny tactics or drown you in compliance. We balance both.

You'll gain guerrilla business know-how – real tactics from the Streets of London – and the technical compliance that keeps you safe.

You'll master business fundamentals: targeting landlords, forecasting income, managing margins, thinking profit-first.

You'll develop a resilient mindset and be held accountable.

Because without mindset, accountability, and systems, any business will eventually stall.

Remember these words:

"Revenue is vanity, profit is sanity, and cash flow is reality."

And as Jim Rohn said, "Discipline is the bridge between goals and accomplishment."

Now, a bit about me – for context, not ego.

I started my first agency, Saffron Property, in Camden when I was 26.

We grew internationally – offices in Singapore and Kuala Lumpur – and built a network of overseas investor-landlords.

In 2017 I sold the business, including the management portfolio, to Chestertons UK.

Since then, I've launched multiple ventures: Sharia Homes Private Equity, Bespoke Abodes London, Rock Ventures & Advisory, and I continue flipping homes across London.

Everything I teach has been tested and proven in real markets – not theory from textbooks.

Why the name Guerrilla?

Because guerrilla business is about sharp strategy – using leverage, speed, and creativity rather than brute force.

I started from East London market stalls, studied fashion, worked on Oxford Street, and eventually moved into property.

Those early lessons – humility, hustle, connection – still guide everything I do today.

Stay humble.

Stay grateful.

And never forget your roots.

Let me quickly cover housekeeping so we're all aligned.

We'll have two weekly group coaching calls – one mid-week, one weekend.

Replays will be uploaded to your training portal.

Slack will be our main workspace – use public channels for questions so

everyone benefits.

There are no stupid questions – only unasked ones.

If you disappear from calls and Slack, expect a gentle nudge. Accountability is key.

We win as a group – or not at all.

Now to recap:

The aim of this Mastermind is to build a real, profitable lettings and management business that can replace your main income and eventually run without your daily involvement.

You'll gain new skills, new confidence, and a new identity as a business owner.

Yes, it'll be challenging – there'll be discomfort and resistance – but growth lives on the other side of that.

No excuses.

Show up, follow the process, and put in the work.

If you do, you will succeed.

[PAUSE – softer tone]

You've already taken the hardest step – you started.

Now let's move forward together.

This is the beginning of your journey, and the road that lies ahead leads to freedom, ownership, and control of your destiny.

Alright – let's get to it.