**PPN PEA Session 2 2025.03.06 01\_Transcription**

[Shiv Haria] (0:00 - 0:06)

Ladies and gents, it's two and a half minutes to showtime. Two and a half minutes to showtime.

[Speaker 21] (0:22 - 0:27)

This is your two-minute warning, team. Get your teas and coffees and get your seats.

[Shiv Haria] (0:27 - 0:29)

This is your two-minute warning.

[Speaker 21] (0:29 - 0:30)

We'll be starting shortly.

[Shiv Haria] (1:16 - 1:28)

Ladies and gents, please make your way to your seats, grab your coffees, use the loo and make your way to your seats. Ladies and gents, we'll be starting in one minute. It's one minute to showtime.

[Speaker 21] (1:53 - 1:55)

Ladies and gents, your final warning.

[Shiv Haria] (1:56 - 2:01)

Please take your seats. Please take your seats. We're going to be starting in 30 seconds.

[Speaker 17] (2:32 - 2:48)

Ladies and gentlemen, property entrepreneurs. Please clap your hands, give a huge round of applause and welcome to the stage, Mr. Shiv Haria!

[Shiv Haria] (2:50 - 6:50)

Hello, hello, hello! Guys, what did I tell you? That is summer out there.

That is not spring. Fantastic. We are here...

Just before we get started with the next section, just got a few announcements for you. The first one is that we have our supper clubs. If you go to page 35 in your workbooks right now, please, 35, there's a limited number of spaces available for the next supper club.

It's only 12 spaces, actually. And there's only one this year. So if you want to book on, there's going to be more than 12 people in this room.

So scan the QR code now, please, if you want to book on to that, because I'm sure those spaces will go. So again, page 35 in your workbooks. One-off PE Advanced Supper Club with Shiv Haria.

Whoa, look at that! Fantastic, right. Oh, yeah, PE Advanced only.

Exactly. The Property Entrepreneur Programme, they get them with the other people, but Property Entrepreneur Advanced, you get it with me. Fantastic.

Okay, guys, I told you about this last time, the PE Blueprint Brain Transplant. Gobbledygook there. The Blueprint Brain Transplant.

I said to you that there are over 100 blueprints that we've created on the Property Entrepreneur Programme, and what we want to do is we want to make sure that when the time is right, you can tap into those. The fact is... Come on.

The fact is that there's so many blueprints that you're not going to remember all of them, and what we're trying to do here is we're trying to make sure that as we go through the year, you can go back, listen to these blueprints, and get back onto the same page about what it is that you need to do. There's loads and loads of value out there, and here's the one for this month. It's the email blueprint.

It's episode 215. You can put that on your actions list right now. Episode 215, the email inbox blueprint.

That's the one that relates to this month. Now it's time for open mic. Remember that this is going to be an opportunity for you to share your journey with the rest of this community.

We're looking to grow this community. These are like-minded people, and what we want is accountability and sharing successes. What do we not want?

Pitches for business. That's not what we're here for. They're not plugs for business.

Accountability and celebrating successes. It's a maximum of 30 seconds. Please make your way now.

I'd like to invite you to make your way around to the side of the room if you're interested in this. This is an opportunity for you all to share where you are and hold yourselves accountable to where you're going. So round of applause for these guys.

And before we get going, I'd really like to invite our virtual team because we've got loads of people on virtual. There must be some people on here that want to have a go. I can see some names.

Oh, look, some faces coming up. Faces coming up. These people must be in it.

Let's see. I'm going to pick out some people. Have we got anyone that wants to contribute here?

Put your hand up. Otherwise, I will pick. Nobody.

Well, we'll go. Anita, have you got anything? There you go.

Let's see. Anita? Nothing?

Okay, Max, you've been said to have anything. You have to give us something that you are celebrating your success or you want to hold yourself accountable to. Superstar Max Noble.

A round of applause. Fantastic. Katie, do you want to come up?

Round of applause for Katie.

[Speaker 13] (6:51 - 7:16)

Hello, everyone. So, this month, we have just finished our refurb on an assisted sale that we did. So, all of the photos and stuff are on Josh's Facebook.

Agreed price with the seller at 500K. We're selling the property for 625. And interest included, the refurb was about 40K, plus some estate agent fees that we've got to pay, so we should make about 75K.

[Shiv Haria] (7:17 - 7:23)

Nice. Great. Guys, let's exit from this side if we can, please.

[Speaker 12] (7:24 - 7:40)

Hi, everyone. For those who don't know me, I'm Greg, and I run a podcast called Unlocked You, where I share inspiring stories from entrepreneurs like yourself. If you're interested and you would like to share your story and your journey, please come and let's have a chat.

Thank you so much.

[Shiv Haria] (7:41 - 7:46)

Thank you, Greg. Remember, guys, celebrating successes or accountability, please.

[Speaker 15] (7:47 - 8:10)

Hi, my name is Christine, and about five years ago, I bought a farm to change it into an eco-farm. It's a small farm. It's a huge garden.

So, I'm thinking, really, at the moment, I want to sell my properties. So, I found a tenant buyer. They have been with me for five years, and I'm doing all the contracts and everything, and I'm thinking of doing another two or three houses with my best tenants, of course.

[Shiv Haria] (8:11 - 8:14)

Superstar. Fantastic. Here we go, Valerie.

[Speaker 7] (8:18 - 8:56)

Asked me to share this with you. I've had an overriding problem for a year about having to raise 300,000 to pay back to an investor, and I've just solved that, and the release is huge. Secondly, I've just taken on my first rent-to-rent property, and that's about 40 viewings, 10 offers, and I'm over the moon about it.

Thirdly, and most importantly, I'm a new grandma, and I now have time to spend with them to keep me accountable. I'm still doing my 70K steps a week, but I've let the food slide. So, I want to be accountable with going back onto watching what I eat.

Least option. Oh, and I got the least option, but I told them that before.

[Shiv Haria] (8:57 - 8:59)

Amazing. Well done, Valerie. Fantastic.

[Speaker 6] (9:03 - 9:43)

Hi, everyone. It's Finn. So, last month, I stood up and said I was in a pretty bad situation.

I needed 150,000 pounds to pay off some investors. We did it quite early. I have to say I've found 100,000 of that so far.

I've got a call at 2 p.m. today, which I'm hopefully going to get another 100,000 from. So, I should overshoot myself by 50K, which is really great. And it's been pretty tough with all this stuff.

And last month, I came here, and I was actually my heaviest that I've ever been. I really wasn't happy with my weight. So, I went home from the workshop last month, researched about keto.

Never heard of keto before, really. And two days later, started doing it. Lost eight kilograms in three weeks.

[Speaker 10] (9:43 - 9:44)

Wow.

[Speaker 6] (9:45 - 9:54)

And I'm finishing off now with a seven-day fast which starts from Sunday, which is also going to be great. So, pretty great. Walking through the breakfast hall this morning was a bit tough.

[Shiv Haria] (9:55 - 9:56)

Wait till lunchtime.

[Speaker 6] (9:56 - 9:56)

Yes.

[Shiv Haria] (9:57 - 10:08)

Good job. Finn, Finn, Finn. Finn.

Finn needs a high five. Guys, Finn's going to raise 100 grand. He's going to have 50 grand left over.

Anyone who wants that 50 grand, just put your hand up. Go on, Steve.

[Speaker 5] (10:09 - 10:30)

Well done, Finn. I started daily journaling with gratitude this year. So, today's day 56.

January and February were quite straightforward. Last few days, there was a bit of a wobble, so I really need to focus on doing that. Next time we sit in this room in April, it's 100 days into 2025.

So, I want to stand here and say, I've done 100 days, so please give me a hand up.

[Shiv Haria] (10:31 - 10:34)

Amazing. 100 days coming right up.

[Speaker 8] (10:39 - 11:05)

Yes, David Bailey stood up here a couple of months ago saying my farm conversion project was going to be finished in July this year and it's been the biggest challenge probably in my career so far. Great news, we've sold two of the properties, which is fantastic, and that should see us through to finishing the final property, which is going to be my own home. So, I've just got to stay accountable to get that completed by July 2025.

Wish me luck.

[Shiv Haria] (11:06 - 11:12)

Fantastic, David. There you go. And, David, just before you walk off, what is it that you need in order to get that completed?

[Speaker 8] (11:13 - 11:16)

I just need to keep my head down. Okay. Keep my head, yeah.

[Shiv Haria] (11:16 - 11:19)

Right, so if you see David's head up, just back down again.

[Speaker 11] (11:20 - 11:21)

There you go. Well done, David.

[Shiv Haria] (11:22 - 11:23)

Go on.

[Speaker 11] (11:23 - 11:53)

Hi, guys. Gareth Morgan. One of my personal objectives this year was fit to 40 and the target was to reduce my body fat by 2%.

I did that. I did 1.9% in February and that was whilst a trip to Rome for the rugby as well and that wasn't quite as drastic as Finns, but I didn't really do anything out of the ordinary, which I'm quite pleased about and I haven't drank anything since New Year's Eve. I'm committed to one year no beer, but I'm getting there still, yeah.

I'm going to go for six months. Yeah, we'll see.

[Shiv Haria] (11:54 - 11:55)

It's taking one month at a time, are you?

[Speaker 11] (11:55 - 11:56)

One month at a time. Fantastic.

[Shiv Haria] (11:57 - 12:01)

How do you eat an elephant? One month at a time. Well done.

Come on, Richard.

[Speaker 10] (12:02 - 12:33)

Hi, guys. Since Christmas, it's all been a little bit challenging, quite serious, which involved biopsies and it's sort of... Last weekend, I got the all clear.

I'm all good to go. I'd also like to say thank you to the guys. You know who you are.

There's people in this room that have really helped me in that as well, so thanks, guys.

[Shiv Haria] (12:34 - 12:42)

Amazing. That's what this community is about, guys. Well done.

Come on, Ruben. Yo. Yo.

[Speaker 16] (12:44 - 12:47)

So, modern accountability, little pitch here. Not a pitch, not a pitch, not a pitch.

[Shiv Haria] (12:48 - 12:49)

Whoa, watch it. Hold on a second, guys.

[Speaker 16] (12:50 - 13:09)

Hold on, let me beat him up a second. So, last November and coming up to Christmas, I was talking about body fat and being focused on it. I was at 36%.

Just got my last measure, 27.1. Wow. So, my accountability spike that I'm going to put out and get hung by the tongue is sub-27 by the next month.

[Shiv Haria] (13:09 - 13:10)

Nice.

[Speaker 16] (13:10 - 13:10)

Thank you.

[Shiv Haria] (13:10 - 13:12)

Sub-27. Good job.

[Speaker 9] (13:18 - 13:21)

Some of you may know that the last few years, I've been focusing...

[Shiv Haria] (13:21 - 13:22)

Jackie, tell him your name first.

[Speaker 9] (13:22 - 13:22)

Say what?

[Shiv Haria] (13:22 - 13:23)

Tell him your name.

[Speaker 9] (13:23 - 13:25)

Oh, sorry, I'm Jackie. There we go.

[Shiv Haria] (13:25 - 13:25)

Hiya.

[Speaker 9] (13:26 - 13:57)

The last few years, I've been focusing quite a lot on weight loss because I did put quite a lot of weight on. And so, I'm almost at my target weight now, so I'm feeling really excited by that. I think I've found the key to keeping my weight down, which I know can be a struggle for women at a certain age when things start to change.

But I feel like I've really nailed that now, so I'm going to just carry on with that. My accountability is that by the time I come back the next month, I want you to go back onto the tennis court.

[Shiv Haria] (13:58 - 14:10)

Back onto the...? The tennis court. Oh, nice. Well done.

Here we go. And last but not least... Come on, Kate.

That sounded like bottles of wine that did, didn't it?

[Speaker 4] (14:13 - 14:37)

I have taken the Life by Design blueprint to heart, and I just want to share with everybody that as of April 2nd, we are exiting the UK. My husband and I are going back to Canada where we planned for a year. We're going to give ourselves a year to figure things out.

But I put together my long game a couple of years ago, and on it, the Year 5 was exiting the UK.

[Speaker 24] (14:38 - 14:38)

Wow.

[Speaker 4] (14:38 - 15:11)

And when I was reviewing it in December with my daughter sitting next to me, she saw the picture that I put there, and she's like, why is that there? Why can't we do that now? And the power of a child's question, of course.

So we sat down, and my husband and I looked at everything. As many of you know, we sold our portfolio in Canada a couple of years ago. And so why not?

My husband's last day of work is officially tomorrow, but today. So thank you, everybody. I'm not going to be in the room anymore, but I'll be eventually.

[Adam Goff] (15:11 - 15:12)

What are you going to be doing?

[Speaker 4] (15:12 - 15:24)

Oh, okay. So we're going to Western Canada. Buying a big truck.

Big truck. Big Alberta truck. Think Texas.

[Shiv Haria] (15:24 - 15:25)

Of course.

[Speaker 4] (15:26 - 15:58)

And a NASA travel trailer. So we're going to be traveling around, first, northern, northwestern Canada. I want my kids to experience the midnight sun where the sun doesn't go down, which I've done.

My husband hasn't done it either. And then we're going to do western Canada for about four or five months. And then we're not doing that through the winter because that's crazy in Canada.

Although some people do do it. I'm just not that brave. And so we've given ourselves a year to figure out what the next year will look like.

But you'll still see me around.

[Shiv Haria] (15:58 - 17:19)

And this is how you live a life by design, guys. Round of applause. Casey, come here.

Thank you. Everyone, make sure you hug Casey before she leaves today. Excellent.

Fantastic. Remember, guys, what we're trying to do here is we're trying to share the journey. And in order to share the journey, we need everyone to come up one by one and say, hey, this is who I am.

The more you come up, the more you'll get comfortable coming up. Fantastic. Okay, brilliant.

And now moving on to our master market session. What we want you to remember is what Dan said to you earlier. He said, it's uncertain times right now.

We just don't know what's happening. We're going left, then we're going right. And at the end of the day, if you don't know what's happening, we end up running around like headless chickens, whether it's building a HMO portfolio or sourcing properties for property investors from Simon's Witches Mastermind.

That's not where you want to go. Success equals having the right strategy and then also implementing it, speed of implementation. And what Dan talked about this morning was how he's in the process at the moment of creating a two million pound equity in his portfolio with 200,000 pounds worth of cash flow all within, is it 12 weeks, did you say?

We'll see. We'll see. But that's the plan.

Who wants to see how we can do that? Someone like that? Perfect.

So in that case, then, I want you to put your round of applause together again for our head of PE, Mr. Dan Hill.

[Daniel Hill] (17:27 - 29:32)

Thank you very much. Excellent. So, deals, deals, deals.

Do you want to talk about some deals? Excellent. So, master the market.

As we know, it is uncertain times. Volatility. Nobody knows where to look.

The last time we saw a landscape like this was COVID. And everyone I'm talking to has got deals they want to sell. They've got stuff that's being downvalued.

There's definitely opportunity. I think it could last three weeks, could last three years. We don't know at the minute.

But over the next couple of months, I think we'll get more clarity as the dust settles. But how do we do this? How do we make money from this right now?

And this really is a board-level strategy. So, this can be done at a small level. But what I'm sharing here is what we would do at board level.

So, it's a portfolio deal. But don't let that discount it for you because you could do this with any asset of any shape and size as long as you understand the three ways to play the game. What I'm going to share with you is where I've got to so far.

And then, at the super event, next month, I'll give you a bit more of an update. And at the super event, by then, I would have hopefully completed it. And then, I'll share with you how I actually did it once I've actually done it.

This is basically the strategy. As I said earlier, my aim is to start a new business. And within three years, get it to a point where it's making a million pound net cash flow.

So, a million pound coming in every year after all costs with a small team, like less than five people. And within the process, build 10 million pounds worth of net equity to add to my portfolio. So, this is the strategy that I'm using.

This is what I'm doing behind the scenes. And what I've coined it is a combination of two things. One is asset management.

So, asset management is not a new term. It's been around for a long time. And I'm going to explain to you how that works.

And the second, which I've been banging the drum about for a long time, I've been doing it for over five years now, is let to leasing, although I've maybe never called it that before. Moving stock from PRS individual tenants onto a five year lease. And what you find in the main is that basically significantly increases your profit.

And I'll show you an example of that. So, asset management is what I'm doing on these blocks. And there's five of them that I've bought in phase one or in this first lot.

Phase one is completing today, which is the first three. And then phase two is the other two that are following in eight weeks. And as I shared earlier and Shiv said, this is the target that I'm trying to achieve.

So, this is the sort of top of the mountain for me, what I'm building my strategy around to illustrate how potentially lucrative it is. Across the block, I want to make two million pound net equity. So, after all costs and all acquisition, two million pound net on the balance sheet.

From that, it'll make after all operating costs 200,000 pounds net cash flow. So, coming in every year after all costs before tax. No money in.

So, with the exception of some legals that I've put in, probably up to 100K of surveys, stuff like that, which in the scheme of things is not a huge amount of money. But no money in of my own capital. But then all money out and all investors and lenders repaid.

And try and do it within, the deal be completed within four months, which is basically the asset management piece, which at the highest level is a paper exercise. I'm going to take you through this now. So, how do you make, who would like to make two million pounds and 200 grand?

Of course, who wouldn't? With none of your own money. It sounds too good to be true.

It might be too good to be true. Let's see. I'll figure it out over the next eight weeks and I'll share it with you.

How do you do this? How does it actually work? Well, the first thing is to understand what asset management is.

And asset management is basically creating value from the management of an asset without significant investment or development. So, what do I mean by that? Well, if you buy an asset, it could be a business, you could put an option on a business, you could go in as a consultant on a business, and you use your expertise to manage an asset to make it be worth more money and then flip it, you make a fee on that.

You've managed the asset. How did I end up at asset management? Well, the main thing is, to be honest at the moment, one, I don't have the appetite to do big developments.

I've done developments for over 10 years, multi-million pound developments. At the minute, I just don't have the appetite. And two, I don't have the market for it.

Those of you that are in development, like Fairplay, I hope it all goes well and as long as you de-risk, you'll be okay. There's just so many uncertainties at the minute with going into doing big developments, I started looking for easier options. And this is where I found asset management.

And basically, asset management is where you can buy an asset, which is what I'm doing with these blocks of apartments, do basically a paper exercise to increase the value, and that's what I'm doing here, increasing the equity and increasing the cash flow. The asset management specifically on this one is, I'm buying these blocks of apartments, lots of them on the market at the minute because yields are 6%, finance is 6%. Old landlords are leaving the market.

Existing landlords can't refinance. There's loads of stock. There's very few buyers because it doesn't work.

If you worked on PRS, you would actually lose money, so that's a little niche where there's deals to be done. What I'm doing is I'm buying them cheap, basically because they're rented at, say, 425 per unit on average for an apartment, and then just going through a strategy, whether it's let to lease or it's Section 13 rent increases or it's refurb and re-let as they go out, it's not development, it's not big investment, but you're managing that income of the asset up, and then once you've got the rent roll up from below market value to market value, you've actually increased the cash flow based on the yield value, which I'll talk about in a minute. You've increased the equity, and you haven't, again, like Mankil House, I haven't even had to hoover it. I bought Mankil House for 960, managed it over a year to increase the rents and get it fully let.

I've just had it revalued at 2 million. I made a million pounds on that, and I've spent actually no money on it. Any money that's been spent has come out of the rent roll.

That's asset management. It's not what I've been doing for the 10 years before that, which was development. How do you create this sort of significant uplift?

Because obviously, yeah, you get a bit more cash flow, a bit more capital gain, but where's the actual step change? Where's the needle in a haystack, the secret formula that other people don't know? This is arbitrage, and what you're using with arbitrage is if you bought a market value and increased the rent, you would increase the value, you would increase the cash flow.

Great. The arbitrage is what I'm actually doing is I'm buying small apartments, ideally ones that no longer meet national space standards, and really getting them as small as possible. The reason for that is in many cases, outside of student and other investment classes, if you're buying on a residential value, if an apartment is 2,000 square foot and one bed, it's worth more than if it's 300 square foot and it's one bed because the residential value is based on how big it is and how nice it is.

If you can buy it on the residential value, really small and quite tired, you pay very little for it, 50 in my markets, 50, 60, 70 grand. Whereas if it was in Great Nick and it was double the size, it would be worth 600, 700, sorry, it would be worth 100,000, 120,000 if it was 600, 500, 500, 600 square feet. So you're buying it cheap because they're small residential units, so that's where you're getting it cheap.

But then what you're doing is asset managing it to increase the rent role and then not only getting a higher valuation on the resi or investment value because the rents are higher, but also because the yield is significantly higher, you can refinance on the residential value, on the commercial value, similar to a HMO. You'll appreciate a six-bed HMO is worth more than a six-bed house. It's the same with these apartment blocks.

You buy them as cheap little apartments, cheap little bedrooms like you would a house. You turn it into a HMO or in my case an investment block and you get a higher yield valuation. You do the final bit which is let to lease and actually not only have you increased the rent role and the yield valuation, but you've also doubled the profit.

Most deals I look at, if you put it on a lease rather than a let for single lets and apartments, you pretty much double the profit which is significant. If you can do that, then the yield-based valuation, basically adds about 30% back from the most recent RICS valuation I've done, adds 30% back into the profitability, reduces the cost by 30%. The arbitrage is you're getting, you're buying it as cheap little residential units, 60,000 pounds, asset managing it up to be with a higher rent and on a lease and what you're getting at an 8%, 9%, 10% yield is units that are worth not the 60 you paid for it, they're worth 80, 85, 90, up to 100,000 pound a unit.

Now obviously, I'll get more tangible figures on this one for you when the deal's done, but once I apply that strategy to this, this is what I'm hoping to achieve. I bought it at 3.7. The question from Umesh was, what do I mean from let to lease? What I mean is, if you're currently renting a house or an apartment or a HMO to individual AST tenants like lettings, you've got loads of overheads.

If you have a flat, most of the flats I've got that make 750 quid a month gross, they probably net 250, 300 because there's service charge, management fee, voids, maintenance, letting agents, et cetera. If you put it on a lease, it gets rid of all that. This one, this is what I'm trying to achieve.

Again, I'll just keep you posted as I get through it. I'm buying five blocks, which is 67 apartments. The refurb budget on the block is 180K.

Again, we're talking about a development. If I was going to build that, it would have cost me whatever, eight to 12 million pounds probably. I'm not doing a big development or investment.

I'm just doing a small refurb, which across five blocks, 180K is pretty minimal. I've then got leases agreed at 625 for each of the blocks, 65 per unit across all the blocks. There's a significant amount of work that goes into that.

It's not as easy as it sounds, but it is a paper exercise. I'm not doing the work, is the key thing. Then refinancing at six million plus.

We've already had decisions in principle at the revised valuation based on the leases that we've got drafted. Subject to that, that gives you two million pound equity. It gives you 200K net cash flow.

These blocks are not needling the haystacks one-off. You'll never find them. They're available in most Midlands and north of the Midlands areas.

I could jump on Rightmove now in most areas and find you blocks that could work for this. It's a niche strategy. It's a niche space in the market.

I don't know anybody else doing it. I'm doing it for the first time this year. It's called Proof of Concept.

If I get that one done, then that is the strategy I'll take to complete the portfolio and basically just do it several times over, five times over, to get it to that figure in three years. In theory, it sounds very realistic. In practice, I'll keep you posted over the next few weeks and months.

Any questions? Oh, blimey. Okay.

You're going to have to be really quick.

[Speaker 12] (29:34 - 29:47)

National standards, you're like 37 square metres, yes? You buying that, how do we manage to actually bypass this minimum square metres? Yes.

[Daniel Hill] (29:47 - 30:20)

The National Wind and Space Standards was adopted locally, like Article 4. Article 4. Nottingham didn't adopt it until later.

For established units, it's fine. They won't get rid of established units. They're just saying you can't create any more.

In theory, same as Article 4, it's now a scarce asset. With regards to finance, you have to be looking at it as an investment block. You wouldn't get by to that finance on that.

You want to be using your basic commercial or hybrid lending. Next one. Maybe speed things up.

We'll get another mic over this side if possible.

[Speaker 18] (30:20 - 30:34)

Just on fire and fire regulation to multi-unit building, is your refurb costs seem a bit low to me? Is there any implication around fire and things like that?

[Daniel Hill] (30:35 - 30:57)

Yes. We bought the building subject to survey and compliance. Basically, the seller had to bring them all up to current fire regs, which includes fire risk assessment, all of the standard compliance.

To be honest, it wasn't that onerous. They ran the block well. There was a bit to do, and there is a couple of bits we'll pick up, but it's not significant.

It's not reboarding and soundproofing and stuff. Next one.

[Speaker 10] (31:00 - 31:07)

Richard. Sorry, I'm just a little bit confused on the lease. Is this like doing rent to lease or supportive divvy leasing?

[Daniel Hill] (31:08 - 31:49)

We've got lots of different operators. One operator is emergency accommodation. They're going to lease the building off us and then provide it to the council as emergency accommodation.

We could go straight to the council, but I'm not going to do this at scale, and I just don't want to do the noisy bit. I just want to own the asset. I'm not greedy.

I just want the small margin for owning the asset. Everybody else who's got the leases is making their cash flow margin from doing the running around. We've got a niche part of asylum seekers.

We've got emergency accommodation. We've got homelessness, who we've actually worked with previously, and we've got another one, which I can't actually remember what it is. They're actually running the blocks.

I'm not running the blocks. I'm just putting them on leases. Yes?

[Speaker 5] (31:50 - 31:56)

You've answered one of them. Thanks, Rich. You've used the term investment block a couple of times.

What do you actually mean by that?

[Daniel Hill] (31:56 - 32:54)

The fact that it's more akin to a HMO where they're looking at the investment value of it rather than residential where they're looking at the bricks and mortar value. An investment block would be a block that you own in its entirety, including the freehold, that's valued up. It's what I've been building for 10 years.

They're not residential blocks. They're investment blocks. Just for virtue, are you buying these cash and or which lenders are you using?

For this deal, I've put a million pound cash in, and I've used Castle Trust as a bridging lender. Then what I'm going to do is come off with various lenders. There are certain lenders that will lend on these blocks that I'm not going to use one lender to come off.

I'll split my risk and have maybe... One of our internal rules that we're drafting at the minute is a maximum of two blocks per operator who's on a lease, a maximum of two blocks per lender so that when one of them falls over, we might catch a cold, but it doesn't wipe us out. Cool?

Matt?

[Speaker 22] (32:56 - 33:04)

What's your exit on this if you don't have a provider? Stacking up as normal standard buy-to-let tenants or LHA tenants?

[Daniel Hill] (33:04 - 33:06)

If we don't have a provider?

[Speaker 22] (33:06 - 33:06)

Yeah.

[Daniel Hill] (33:07 - 33:26)

On this one, the worst-case scenario would be I could do section 13s to bring it up to the market rate. Market rate is like 650. Depends which units they are.

Bring it up to the market rate, and then I could refinance, but I'd have to leave half a million pound in. That's the worst, worst case is I don't get the leases agreed. Just once finished, Richie?

[Speaker 20] (33:28 - 33:36)

Did you buy them vacant or were there existing tenants, and is that going to fit in your four-month timeline for getting all those tenants out and giving the vacant possession to the...

[Daniel Hill] (33:36 - 34:13)

It's a fantastic question. One of the reasons you'll get deals is because a lot of these landlords as well just have no interest in evicting the tenants, so we agreed to buy it tenanted, and we agreed to buy the whole portfolio. Part of the strategy is we've got to now relocate those tenants over into other blocks or do it piecemeal with emergency accommodation with the operators taking individual units.

That's what I said earlier. The bit between is not easy. I haven't cracked it yet, but there's lots of different scenarios you've got to go through to make it work.

Right, one quick one, and then I'm going to... Shiv's going to actually drag me off stage. We've got a mic.

Sorry. Sure.

[Speaker 23] (34:15 - 34:22)

Hello? Hello. Would these convert into a REIT if you do enough of them?

[Daniel Hill] (34:23 - 35:12)

Would they? I think if you do enough of anything, it would go into a REIT. REITs don't seem to be in popular...

You could do a roll-up and sell it to a fund, absolutely. I don't think you'd get the best valuation on these leases. If you were going to do a big REIT roll-up, I would do more like the SSH stuff where you're getting 20-year leases with Macmillan and people like that.

You would get a really strong... As the portfolio gets bigger, the yield gets lower, so the valuation goes through the roof. This stuff you could roll into a REIT.

I've not looked into it, but you'd probably need a decent amount. I think if you were going to roll into a REIT, there'd be better strategies to do. This is a great strategy for financial fortress, asset level, equity, cash flow, have your cake and eat it.

I'll update you next month, see how I've got on. Let's welcome Shiv back to the stage. Thank you.

[Shiv Haria] (35:18 - 39:41)

Guys, I say this all the time, and I have done this myself. Just copy what Dan does, and you will not go wrong. The reason I say that...

Before, I was hesitant to do this. The reason I was hesitant to do that is because I was like, well, he hasn't figured it out yet. What I do know now is that he will figure it out.

Whatever he's doing, he'll figure it out. All you've got to do is just copy him. That's it.

I'll give you an example of this. In 2017, Dan told us about micro-apartments. I was like, oh, yeah, not for me.

I'm still busy doing buy-to-lets and stuff. Not sure about micro-apartments. Not for me.

He made tons of money on micro-apartments. Then in 2019, he told us about the B3... Was it B3 to C4 conversion that you were doing?

Yeah, so he was doing that. I was like, oh, yeah, I'm just too busy. I'm too busy building a business.

I don't have time to do that or whatever. I was like, oh. He made loads of money on that.

I was like, oh, I missed out again. Then in 2021, he told us about these housing association leases. I was like, I'm not going to miss this.

I'm going to jump straight onto this. I say I, I mean my team. I got them to jump straight onto it and go through the process and all that kind of stuff.

We are on leases with Mears, who are probably, they don't pay anywhere near as much as other people pay. We've got a 50% increase in our cash flow. A 50% increase in our cash flow.

Just on mine and my wife's personal portfolios, that's 50,000 pounds extra cash flow per year. Like crazy amount. Before, we used to have a shortfall.

When we draw the money in from this personal name bank account into our joint bank account, sometimes we'd have a shortfall. We'd have to top it up with our savings and that. We never have a shortfall.

We just have loads of money sitting in our account. We're like, why do we have so much money? It's because we'd have to pay for voids.

We'd have to pay for maintenance. We don't have any of these other costs that you normally do. The message here is Dan's doing it.

Jump onto it. It's up to you how early of an adopter you are, but trust me when I say Dan's going to figure it out. You don't have to do anything more complicated.

Just copy what he does. Just not in Nottingham. Cool.

We're going to work smarter, not harder. Now what we're going to talk about is how to do that with the My House blueprint. We all know from this morning session and for the last couple of months that high-performance management, the first part of it is having super, super clarity about exactly what we need to do, when we need to do it, and who needs to be doing it.

We know that, unfortunately, most entrepreneurs, they stick around. They don't really know what they're supposed to be doing. They're kind of just doing things just in time.

Oh, it's someone's birthday. I better send them a birthday gift. Oh, we need to do the tax return.

We better do that. Oh, the VAT returns due, or whatever it might be. We're doing it like that, and that causes a lot of overwhelm.

It causes everyone to be rushed, and the whole team can't settle into a good cadence because what they're doing is reacting to your erratic behaviour. Of course, what that causes is urgency, and that causes panic. We can never get into a good routine.

On the other hand, what property entrepreneurs do is we plan things in. We develop a routine and a regime for our businesses, and we create this Rolls-Royce rhythm. The way that we do that is through the My House blueprint.

This is a way of getting all our recurring tasks into one place, so we know exactly who's going to do them, what they need to do, who's going to do them, and when they're going to do them. Here's an example of our My House. All of the team members in my team who...

We don't have lights right now, Chris. All of the team members in my team who have recurring tasks all have a My House that looks like this. You can take a picture of this, but you actually will have to build this out during this workshop.

The whole point of this, from my perspective, as someone who looks at their work, is on a Monday, I don't need to figure out, like, did you do that item? Did you do that item? Have you done that thing?

Have you done that thing? I just look at this, and if it's green, it means they've done it. If it's red, it means they haven't done it.

The only thing I need to do is pull them up on the reds. If it's red, I go, why is that red? If they've got a good enough excuse for it, I say, fair enough, that makes sense.

If it's orange, it means it was done after the deadline, and the yellows is what needs to be done. Just to start again, we have yellows. These are the things that need to be done and when they need to be done, and then when they get done, you convert them into a green, so it's like, great, we've done those things, and if they're done after the deadline, they're orange, and if they're not done at all, they're red.

You can see it makes management super, super simple. What we're going to do in this workshop is we're going to build out your My Houses as well for yourselves or some of your team members, and we're going to really show you how to get in and do this for yourself. In order to do that, I want to welcome to the stage the head trainer for a property entrepreneur, Mr. Adam Gough. Come on, guys!

[Adam Goff] (39:47 - 59:54)

Good afternoon, are we good to say yes? Yes! Me and Shiv on stage, it's like a dangerous mix, isn't it?

It's like a cocktail mix. Who knows what's going to happen? Vodka Red Bulls, like skiing this weekend, it's going to go crazy.

Right. Anyway, it's really nice to see you all. It's very dark in here, isn't it now?

Very dark, very sombre, but it's all good. So, what have I been up to? Where was I last month?

Busy, busy, busy, busy, but loving this. So, obviously, Shiv's talked about Golden Ticket, Dan's talked about Golden Ticket, but this was a lot of work. Coming up with this was a tremendous amount of work, and it has been a tremendous success.

I think we've done about three times as many referrals this year already than we did the whole of last year, and I already know that when Dan was talking about it, some people were scanning the QR code and passing it on to friends. This will not last forever. We can only give away so many at this price, right?

So, thank you for your support, and this has just been a good example of kind of the Alex Hormozy method of just give away the value. Like, if you've got good customers that you know are going to be great, give it away, and then the next thing you upsell them to, obviously, the programme for us, they're going to be so much more receptive to it because you've given so much away almost for free. So, we're just trying to follow that because we love Hormozy.

We love what he's about, and this is putting that in practice. We've been busy with our winter hit list. I saw how well lots of you are doing with the winter hit list.

I saw how many people have done 66. Who's done over 30%? Show of hands.

Okay, cool. Yeah, about three-quarters of the room. So, that other quarter that didn't put their hand up, what the fuck are you doing?

All right. What are you doing? Come on.

It's time to pick it up. You need a gatekeeper like Bianca. Well, she's taken, so sorry, but Bianca's been running our winter hit list, and she's been absolutely killing it, leading the team, and frankly, doing a fantastic job at it, and we are over.

Pardon? She has left the room, but I'll be very careful about what you say about Bianca in that sense. I just don't want to mess with her, so.

Oh, dear. Oh, dear. That was funny.

That was good from you, Grant, for the first time. 61%. Yeah, we are killing it.

Exactly. Everyone is doing well, except for Josh. What the hell, Josh?

Do you know what I mean? Anyway, I really like to embarrass him, because I don't really like him that much anyway. Offshore.

Have I been working on an oar rig? No, that wasn't where I was last month, but I have moved offshore, right? Like Casey, like some other people in this room, I have moved offshore.

I moved offshore in 2023, and that was lucky, wasn't it? A crest of the wave, getting ahead of the game, but it's not all sunshine and roses, okay? I can stand up here and tell you how amazing Bali is and how I'm going to sell all my Bitcoin and pay 0.1% tax. That is true. That is how much I'm going to pay when I sell it, and there's lots of benefits to being in Indonesia, but when I moved tax territories, I also understood, like anything new, that I was going to make some mistakes, because you don't know what you don't know, whether it's a new strategy in property, a new business, you're getting into a new relationship, anything new, you're going into the shark tank, and I obviously accepted that I was going to make some mistakes, but I made some pretty big assumptions that have now come to bite me in the arse, so I've spent the last couple of months trying to reorganise my tax affairs, because I probably am going to have an investigation from the Indonesian government, because I just got really badly advised. It's not the end of the world.

It's fine. There's no big deal. I'm probably going to have to pay a bit more tax.

It's cool, but what I want to do is give you a balanced view. It's not just, oh, well, Adam's nailed it. He always nails it.

Well, most of the time, yes, but also this is a bit of a clanger, so the idea of me going through my old... Oh, it's just so boring. I'm getting bored even talking about it.

I just stopped myself even talking about it. Going through all the old tax returns the last couple of years, it's like, oh, my God. My eyes are glazing over.

So, yeah, it's been pretty boring, to be honest with you. ChatGPT knows a lot more about Indonesian tax than my Indonesian tax accountant. ChatGPT is killing it for me.

Upgraded. I'm like, I'm going to pay. This is just...

My tax accountant said, could you send me the screenshot, please? So I sent them the link. I was like, this is ridiculous.

Anyway, thank God for ChatGPT. Right. That's what I've been up to, so keeping myself busy.

My house. Let's get on to the meat and drink of today because Rolls-Royce rhythm doesn't happen without this system. Now, as Shiv said, most entrepreneurs live in a constant state of stress.

They're juggling going from pillar to post. Everything's late. Everything's rushed.

Everything's urgent. Everything's a panic. It's panic stations.

We've got to do this now. Anyone know what that feels like? Right, three of you.

The rest are liars. Okay, this is like Dynamo City. When I started working with Dan, this is how PE run, and he loves it.

He loves the thrill of the chase. He loves getting up at 3.30 in the morning and doing the slide deck for the event that morning. That's what we used to do, but he absolutely loves it.

We'd be at breakfast, and he's like, so the pitch later. What are we going to price everything at? I'm like, are you joking?

It's actually today. Dynamo is literally, I think you're a bit addicted to this. This is kind of how you like to be, but this is not how we bring our best selves to our business, is it?

We want to be that tempo, that still energy where things are running on rails, things are easy, and actually you turn chaos into order, and then your delivery goes up. Everything goes up, including your quality of life, believe it or not. The way I like to think about this is the difference between urgent work and important work.

For those people that are running new businesses or you haven't got things nailed yet, everything's urgent, isn't it? Everything's an emergency. Everything's a stress, like I just said, and you don't do your best work.

Well, actually, tell a lie. I think some people actually do really thrive under pressure. Some people love it.

They're like addicts. They're like junkies, but most of us, me included, I don't do my best work when I've got a really strict deadline. In fact, I like to do, if the deadline's tomorrow, I have to do it today because if the deadline's tomorrow and I do it tomorrow, I get a little bit anxious.

Does everyone feel the same way? It's like I can't bring my best self to it. I'm too stressed about the deadline.

It's not enjoyable. I don't enjoy that experience. What I want to be is relaxed.

I feel like I've got plenty of time, plenty of space, and then the whole thing becomes way more enjoyable for me, for the team. The customer feels it. Who doesn't want to drive a Rolls Royce?

Everyone here wants to drive a Rolls Royce. As I said, I've already shared the difference between me and Dan, but this was the big thing that Dan took away, I think, when we started working together. He used to say to me, Adam, you're such a diva.

You need everything so early. I'd be like, well, can you send me the slide deck a week before the event? He's like, God, he's so high maintenance.

It was like, but then Dan started to see the light, and then for a couple of years, he had this objective, be early, because he was so lastminute.com, and he just had to completely rewire his brain to be early. This is now something which we obviously engender in Property Entrepreneur, and it's basically our headline strategy, which I'll talk to you about in a sec. We need to get to this place, and this is a much more enjoyable place to be.

Let's talk about My House. I'm going to run you through the sort of what, why, and how. I'll take you through the template super quick, and then we're going to do a primetime workshop session to actually build something out.

Who's already got, because some people have never heard this session before. Some people will have heard it previously. Who's already got a My House, just so I can get an idea?

Great. Almost, mostly perfect, but not everything will be My House. There'll be things you haven't done.

There'll be things you're putting off doing, or you'll need to redo it. A little refresher. Some people have heard it for the first time.

Then we're going to get in, and then we're going to do it. Basically, for those people that have never heard, and they don't know what the hell I'm talking about when I'm talking about My House, it is effectively a spreadsheet that lists the key actions that have to happen in a business, and who is responsible for them, and when they have to happen. When I showed this to Yolanda, who's my head of marketing, she literally said it was like going back into the Stone Age.

She was like, are you joking? You run your business on this? This is like old school.

I said, it might be old school, but let me tell you something. It works. It's static.

It's not fancy. It's literally, the name of the game is to keep it super simple. This one is a little bit more complicated, but basically, it's different projects, whether it's the WhatsApp groups, whether it's mentoring calls, whether it's doing NPS.

Like Shivs, we can see if the key actions have happened in a week, in a month, and who's dropped the ball, and who hasn't. When other people have got lots of interdependencies in a project, this allows you all to work together without having to be in the same room and talking all the time, and everyone can just get on and do their own thing. This is it.

It's really for recurring tasks only. Things that happen routine regularly. This is the thing.

If you don't have a My House, or you want to build out your My House in a second, pick something you do every single month, every single quarter, every single year that you don't want to have to think about anymore. Once it goes into a My House and there's deadlines, and then you put it into your team's calendars, you'll never miss it again. This is how we get projects to run like clockwork.

It's obviously also a task scheduling tool, because you can see the project like a Gantt chart, what needs to happen and when, so you can schedule things in. Like I said, me and my team, we move things from the My House into diaries, so then goes in the calendar as well. All of a sudden now, it's actually going into your diary, so you create space for the things you need to do, and it gives you that deadline management you need.

Forget having like 50 Asana tasks. It's much easier, trust me from experience, it is much easier to just have one document where you've got all the deadlines. The hardest thing in business management is keeping it simple, and crazy Gantt charts and Asana and monday.com and la, la, la, and accountabilities, and it all gets very complicated very quickly, and even one of my mentees, my mastermind members last night said they just gave up on Asana. He was just like, you know, I'm just going to delete it, there's too much going on. It can get very overwhelming. The beauty of My House is it is so simple.

It can't, it can't, you know, it shouldn't grow arms and legs like those dynamic softwares that we use. So you'll see all the deadlines, and everyone can see the deadlines, everybody can see it, it's completely visible. This is, this is how you stop your team having to chase each other, because the idea is that if everyone keeps their house in order, then everyone can work independently and autonomously without being held up by the other person.

And that's the beauty of this. And until you do this, you won't really know how your business runs, because you'll just be leaving it to your team to figure it out. Well, that's the recipe for disaster.

So why do we do it? Well, anyone who wants to step away from their business and have the confidence that things are actually going to run on time, like clockwork, needs this system. So I assume that's everybody in the room.

Does anyone not want to do that? Because you're going to have an early lunch. Okay, cool.

Ultimately, this is what Rolls-Royce rhythm is. Because when you have this level of clarity, literally step by step, I'll take you through it in a second, you can't go wrong. Like, that's the level of engineering that's inside of Rolls-Royce, and what you get, high performance, you know, comfort, and reliability.

This is what we need from our businesses. It sets very clear expectations for everybody. There is no ambiguity.

There is no assumption. There is no miscommunication. It's explicitly clear what day you have to do something, and it's written in black and white.

And it's very, very easy once you've done it. We're all building businesses, and we all understand the business cycle, right? We all know that we go from form to storm to norm and perform.

This is the most predictable journey in the world with any business. And sometimes we get thrown from norm back into storm, and we go from perform, and this is the journey, but we're constantly trying to get to that perform level. If you want to get from form or storm into norm and perform, you need my house.

The thing that you're missing if it's still stormy in your business is my house. And when I was looking at the strategy for property entrepreneurship, I was like, I've come in, I've shaken things up, we've mixed things around. Me and Bianca have been tearing down trees, changing things, launching new programs.

It's been very stormy. And I was like, we need to get into norm ASAP because this storm is killing me. We can't be in storm forever.

And so we decided that my house was the main focus. And our headline strategy was, is be early. The headline strategy for PE 2025 is be early.

And how are we going to be early? The tangible target that I set is everybody completes 100% of my house. And actually two of the teams, the two main teams, marketing and ops events, are actually one month ahead of my house.

So we want to push things out. So we're not planning events, you know, right now, we're planning events for April. But in a year's time, we'll be planning events for May.

We'll be that far ahead that we can bring even better work and deliver an even better product because we've got even more space to deliver it. What a great place to be. What an amazing place.

Who would like to be like two months ahead of where they need to be operationally? And most of us can do it with recurring stuff. Like a lot of us, imagine having your marketing campaign done two months before you need to do it.

Like, it's just a whole, it's a complete game changer. And you know, this is our main focus for the year. So, last bit then, how we do it is you basically, this is what we're going to do with the spreadsheet now.

Pick something really simple for those people that haven't done it. Revise something you've already got that you know you need to revision. Or pick something a bit complicated if you're feeling a bit fruity.

And just list out what needs to happen, like in the template, step by step. Ideally in order, obviously you might be at, you can do it in the template, it's super easy. Deadlines, you might have hard deadlines.

Like, for example, the example I'm going to give you, you might have a submission to someone that's got to be done. For us, our hard deadline is obviously the event. Or you might have internal deadlines to get things going.

You set it up, you go for it, and then you expect two to three months of refinement, onboarding, the spring phase. You know, the sort of trial and test, the getting it a little bit wrong, the tweaking. You realise that was unrealistic.

You know, it's not actually fair to ask Pat to do that in a day. It's going to take three days, and you know, Grant needs a week because he's got to do his hair and whatever. You know, like, I don't know why I always pick you, you're just there, it's so easy.

You know, but like, you learn by doing, alright? And then the third part is that you realise this is never done. So, like, these are foundations to your business and some of them will run and they won't change, but more than likely you'll be tweaking them every single year.

Things will change, you'll have more steps, there'll be more accountabilities and it will just become more and more refined like that Rolls-Royce engine that just becomes better and better every year, right? Because you've got these foundations to build on. So, who needs a my house in your company?

Who should have a name and responsibilities? Frankly, anyone who's doing anything operationally. Anyone who's got any operational involvement, anyone who's got to do anything that repeats, anything that's recurring, you can build a my house for.

So, don't be shy. As I said, for property entrepreneur we're going to make sure that every single team and person has a my house by the 31st of March or it's been revised and we're pretty much there except marketing do not have one. We just don't have any my houses for marketing so we're busy building those.

Everybody needs one, including marketing, alright? So, this is for everybody who's running in your business. Let me take you through the spreadsheet.

Have some of you downloaded the spreadsheet already? Can we swap over there? Have some of you downloaded the spreadsheet already?

From the vault, well done. So, this looks like, this is an example of a finished one. There's a couple of things I'm going to say about this.

This is our one and here on the left you've got week one, week two, week three, week four, because we run our events in monthly cycles. Much more likely you will just have days of the month, like first Monday of the month for example or days of the month. People can get a little bit confused by this bit because that's just how we use it but you and what I've done in this other example in the second tab is put how you might just actually have the day of the month.

When Marielle does mine for me she'll do March and Mondays the third, Tuesdays the fourth, like that and she'll create a new one every month so it actually links to the day in the month. Does everyone understand what I'm saying? So, you can either do it repetitively like every fifth week we need this or whatever or every quarter or you can do it actually to the month.

Now what I did literally while Dan was doing was telling everyone how to make two million quid is I just literally I just built one. So, I picked something that I know we need to do so every month we submit a YPN article. So, I was like right okay so all I did was I worked back I was like I know that the submission has to be on the 26th of the month.

The artwork has to go to YPN. How do I know that? Because every bloody month on the 25th Yolanda's on at me to like what are we doing about the advert and where's it going to go and on the 25th of every month I have like a brain hernia because I thought everything was good.

Turns out we've got a whole advert to write in about 12 hours. So, it really annoys me so I was like right we've got to do it in my house for this. So, I know it's the 26th so I worked back and I was like right well let's just start off.

Well first of all you know what I want is Yolanda to say to me we've got an advert due this is what we're thinking of putting in. Send it to me. I get two days to think about it because I like time.

I don't like to work under pressure. I need 48 hours to mull it over. I'll sign it off or I'll give it some feedback and then Yolanda will submit it to the designer.

The designer then has Monday and Tuesday to submit the design to Yolanda. Yolanda submits the design to me. I give Yolanda feedback.

She goes back to the designer. The designer sends the final version you know that's been all done slash over our designer doesn't mind working weekends most of the time. By the end of Monday it's done.

We've got a day's leeway and she can submit it to YPM. That is like that has just reduced my headache that I have every single time. It's gone now because now it's like like Shiv said SCS says what's missing?

What have you missed in my house? That goes in diaries. It goes in Yolanda's diary on the 11th that she needs to submit it to me.

Marielle, my assistant will put it in my diary on Thursday. She'll say how long do you need? I'll be like I need 30 minutes to do this.

I need 60 minutes to do this. It'll go in my diary every second week on Thursday for 45 minutes. It just goes in my default diary.

I'll always have the space to review it and so it goes on. The designer knows it's coming on the Tuesday. She knows she's going to get it on Friday.

She knows she needs time on Monday to review it and send it over. Do you understand how it works? It's just peace, harmony, love, joy.

This is what we want for our businesses. Are there any questions about this template? How we use it?

Anyone stuck? We've got David. We've got Steve.

Let's get some questions going and then we'll go to one to one. David's got one and then I guess go David.

[Speaker 8] (59:54 - 1:00:02)

Quite a brief description of what to do there. Does that link back to a one page or something that would give you further information if you're new to the task?

[Adam Goff] (1:00:02 - 1:00:04)

I steal, wanting more detail.

[Speaker 8] (1:00:04 - 1:00:05)

Of course.

[Adam Goff] (1:00:06 - 1:00:53)

This is a Blaze only conference. Sorry David. Yes, so you're absolutely right.

Now what we do is we actually link and Bianca's in the process of doing this and Mariel, my executive assistant, does this with all my assistants is a lot of the time in my house it'll have a link to a loom video or a link to the ops manual that then has a loom video. If you want to get really cool, it's like it's right there for you and that's how we link ops manuals and looms to my house. So yes, that would be the next stage.

To keep it minimal on the mind. You want to keep this should just be like the action that has to happen because this will grow and yeah, it needs to be super simple. Is that okay?

Good question. Good question.

[Speaker 5] (1:00:53 - 1:00:55)

Yeah, another steal here. Another steal here.

[Adam Goff] (1:00:55 - 1:00:56)

Another steal. Oh God.

[Speaker 5] (1:00:57 - 1:01:09)

I think you've partly answered this. I'll use my podcast process as an example. Sure.

It's got 23 steps. It happens weekly. Can't put 23 steps into this, can we?

Why not? It'd be a huge document.

[Adam Goff] (1:01:11 - 1:01:19)

No, of course you can. Yeah, so they should all be in here. If there's an accountability in this step, it should all go in there.

[Speaker 5] (1:01:19 - 1:01:23)

So where you've got like you've got one on there, you've got suggest design.

[Adam Goff] (1:01:23 - 1:01:49)

Oh yeah, yeah. Oh no, don't worry Steve. I've got a trick for that.

Don't you worry about it. This is not my first radio, my friend. All you got to do if you've got two accountabilities on the same day, I think that's what you're asking me.

Oh, look what I just did. Tea. I know.

Well, I can't use PCs because I'm a legend and I use a Mac. There you go. Boom.

Do you know what I mean? Bianca probably answers one better than me. And you can wrap these up, can't you?

AM, PM.

[Speaker 14] (1:01:49 - 1:02:01)

If you've got, I would suggest if you've got 10 steps, I would go, you can then merge that as one. You don't know how to do this, Adam.

[Adam Goff] (1:02:01 - 1:02:04)

No, I don't. It's way above my pay grade.

[Speaker 14] (1:02:05 - 1:02:13)

You would merge the Tuesday into one column, but then you've got several on the right. It just looks a bit tidier. I can show how it looks.

[Speaker 5] (1:02:13 - 1:02:18)

Yeah, I think I know what you mean. I think you mean, yeah. So you just extend this column.

[Speaker 14] (1:02:18 - 1:02:23)

Yes. Got you. And then you just merge it on the left and then you can add several steps.

Yeah.

[Adam Goff] (1:02:24 - 1:02:27)

That kind of demonstrates it a little bit, doesn't it? You can have AM, PM.

[Shiv Haria] (1:02:28 - 1:02:43)

You can also amalgamate some of the bits, you know, like if you've got, here's three steps that the designer needs to do at the same time. You can say, you know, complete artwork. It doesn't need to be like, do that bit to complete the artwork, do that bit to complete the artwork.

That's just their job, isn't it? So complete artwork, boom. Yeah.

[Adam Goff] (1:02:43 - 1:02:46)

And then the detail can come in the ops manual, so you might be able to.

[Speaker 5] (1:02:46 - 1:02:48)

Yeah, all right. Yeah, the ops manual.

[Adam Goff] (1:02:48 - 1:02:48)

Yeah.

[Speaker 5] (1:02:48 - 1:02:49)

Yeah, okay.

[Adam Goff] (1:02:49 - 1:02:50)

Does that?

[Speaker 5] (1:02:50 - 1:02:51)

Yeah, this is like the dashboard, isn't it, really?

[Adam Goff] (1:02:52 - 1:03:05)

It's exactly what it is. It's an accountability and deadline dashboard. Yeah.

And it just allows high performers to get on and do their job without, you know, nothing worse than coming to do a bit of work and it's not ready. Yeah. You know, Josh hasn't uploaded the deck.

[Speaker 5] (1:03:07 - 1:03:07)

Again.

[Adam Goff] (1:03:07 - 1:03:13)

Yeah, again. Yeah. Mr. Harper. Go on, Steve, go along.

[Speaker 19] (1:03:16 - 1:03:16)

Cheers.

[Adam Goff] (1:03:16 - 1:03:17)

Oh, Tom, didn't even know.

[Speaker 19] (1:03:17 - 1:03:28)

So, is it one my house per person? So, would one person own this document? I know you've got, like, different actions, but would one person own it and then make sure the other people do their actions?

[Adam Goff] (1:03:28 - 1:29:46)

It depends. If it's the manager, so, like, yeah, so Bianca owns, this is not appropriate. No, not appropriate.

Have one. Yeah, have a hula hoop and put it away. Inappropriate, Grant.

Um, so, Bianca will have, it's not the cinema, mate, you know what I mean? Like, have you got some popcorn? I love you.

You know, I'm joking, but I'm actually being serious. so, Bianca, like, we have a my house for the trainers, you know, for the trainers, and she's got to, like, go and kick her ass because not everyone does this and this and this. So, she owns, she's the manager, she owns the, she's the accountability, right?

So, everyone has to own their own house, but there's someone chasing. And in Shiv's case, when he does his meetings, he's the one being in charge of accountability. So, everyone owns their own line, but someone is, the manager is in charge of making sure it happens.

Obviously, if you've got a group of high performers, people should just get their stuff done. I think we're going to, I really want everyone to get their, your goal now is to get one, something done. Pick anything, like that YPN advert, just anything that's annoying you.

Like, anything. Just pick it, build it. If you've got one, refine it.

That's, that's causing you noise. After this, it's hands up for help. Hopefully, that's really helped.

I'm looking forward to helping you. Let's go. Yeah, I'll leave this up.

Yes. Yes. Done, yeah.

Finish it off. All right, team, we'll bring it to a bit of a close-up. I just wanted to show you a lot of people, whose head hurts?

Yeah, good, yeah. Well, have an ibuprofen and stop complaining all the time. All right.

You've missed me, haven't you? There is this, all of the value is in the build. This is hard because once you do it, it'll add tremendous value to your team and your business because the hardest thing is to keep it simple, which means you've got to take something that's quite complex and make it really simple.

The reason your brain hurts is because it is a little bit hard, but there's iterations of this and you'll get there. Some people are asking, should it be done by project or should it be done by person? Some people have asked that question, correct?

So I've just loaded up my assistants, my house, where we do it by person. So at that granular level, that VA level, Richard's team, it's like, right, the PA, excuse the upload, it's just, obviously, they're normally tick boxes, but you can't, hopefully, you can see this, but like Monday, it's just inbox and on the first Monday of the month, they check my credit score and then it's let me know and then it's inbox and then it's check my social inbox and then it's inbox, you know, and it goes, every person has their own line. It's up to you.

You can either do it by project, like YPN article, or you can do it by person. It's up to you to figure out what's most suitable, what's going to be easiest, to keep it simple. That's your job.

That's the business development piece. Are there any questions on that? All right, good.

Well, then we will, if we could swap the slides over, that would be fantastic. Good. Ladies and gents, like, this will change the game.

This is your homework. This is the system you need in winter, so that in spring and summer, you're not getting dragged back into the noise. So good luck building it.

Let me know if you need any help in the Facebook group, and let's invite Shiv back up on stage. A round of applause for Shiv, please.

[Shiv Haria] (1:29:56 - 1:30:01)

All right, guys, we now finally understand what My House is and how to use it. Yes?

[Speaker 10] (1:30:02 - 1:30:02)

Yes.

[Shiv Haria] (1:30:02 - 1:31:18)

There's a lot of questions here as well as we went round. You know, can we do it like this? Can we do it like this?

And Adam covered some of those. Do we do it by department? Do we do it by workflow?

Do we do it by team member? And as I always say with all the stuff on Property Entrepreneur, this is the way that somebody's doing it. It's useful information.

We've got to take that information and implement it into what works best for us. And of course, what works best for us might be different because our businesses are different. Some businesses are letting agents and some businesses are consultancy companies, but also because of the way that our brains work and the way that my brain works.

I don't know if you saw the way that My House works. My My House works is along the top, I have the dates, and then on the side, on the bottom left-hand side, I have all the tasks, and then I can have a look at what's going on, which is different to the way that Adam showed his. So just make sure it works for you.

But the point is that by doing this My House, you're going to be able to capture things like posting weekly wins. I don't want to forget to post weekly wins. I don't want to forget or I don't want my EA to forget to do that.

I don't want my EA to also forget to book in QGM meetings and things like that. I don't want her to forget to compile the dashboards that we need because if she forgets to compile the dashboards, then I won't have the dashboards for when I'm trying to make my decisions, basically. So the whole point of it is to make sure that we have Rolls-Royce rhythm in the business, and this is how you create Rolls-Royce rhythm.

Does that make sense?

[Speaker 24] (1:31:18 - 1:31:18)

Yep.

[Shiv Haria] (1:31:19 - 1:37:03)

Perfect. So a couple of nuggets just to end with there. So one is that, like I say with everything, the first time you do it, it's really, really super difficult because you're like, what tasks do they need to do?

And you're going to try and write down all the tasks. The best way to do this is to start and give it to a team and say, oh, you know, what tasks do you think they need to do when they're involved here? And just write those down and then iterate it.

Every time that they need, there's another task that comes up. Oh, we didn't do that. Perfect.

Add it to my house. Add it to my house. And as the course of the month or the course of the quarter goes through, you can then create the actual my house with all the stuff added to it.

The second one I have for you is remember that this is only for recurring tasks and this is therefore only for proactive tasks. This is not for reactive tasks. So let me give you an example.

This is for, I don't know, every month I want to check that my rent has been paid. Perfect. That's going to be on the third of every month I'm going to check that rent's been paid.

What this is not for is when the grass is too long in my front garden, cut it. Because that's not a particular date of the month. That's a reactive.

I'm waiting for the grass to grow too long. Does that make sense? Perfect.

And the third one, and this is for those of you who are at that level, Julian and I were just talking about it, you don't necessarily want to go in and, you know, check whether your team member has done these tasks. So what happens is you have this My House and they go through and they tick, tick, tick. And sometimes they accidentally tick one that they haven't done.

And what I do is I get my EA to pick three of them every single month and just spot check them. Go, did I do it? Now, here's the value of spot checking.

We're not trying to catch people out, but we're trying to play the game. What that means is the one and only time I catch you out, you will never, ever do that again. Does that make sense?

Because the whole point of this is I don't want you to just tick things for the sake of ticking things. Steve, you were talking about if I had like a massive My House with loads of stuff, your person would just go through and go tick, tick, tick. Yeah, I've done it all.

I'm not even reading it. They're just ticking it. We don't want that to happen.

We want it to be succinct enough that they go, cool, have I finalised the design? Yes, I have. And it helps them keep on track and keep that rhythm in place.

But the point is that we need someone perhaps to go in and spot check them to make sure that these things are happening. Perfect. Did we enjoy that?

Yes. Excellent. Let's get back to our Game Changers leaderboard.

We're going to see how we're doing on our Game Changers. Here we go. So here we go.

Right here, we've got a bunch of people that are in the green. We've got some yellows and some reds. People are not competing.

Remember that all of this counts towards your PEA accreditation which I'll talk to you about in a second. This is the Game Changers planning session. Somebody asked me earlier like I find it difficult to break these down.

If you want to know how to break these down attend this session. It's on Monday the 31st of March at 10 a.m. It's going to be with Rachel this next on the 31st of March. And what you need to do is go to page 21 in your workbooks now.

Go to page 21 now please. Scan the QR code. Book this in.

Get it into your diaries. Page 21 in your workbooks. Scan it in.

Book it in. Remember, this is like Sunday Sanity. What did I say at the beginning of this day?

Sunday Sanity and Game Changers. These two things will change your life if you take them seriously. If you do them.

When you put down your 10 things that you're going to do as your monthly Game Changers, if you just put 10 arbitrary random things then it's not going to work. You've got to sit there and look through and I talk about this on the Game Changers virtual always. You look at your next month ahead of you and you say what do I need to do?

What are the milestones? You look at the last month behind you and say what do I still have to do? Oh, I said I was going to do my PDPs last month.

I didn't do them so I need to carry those forward. Then you go oh, I know that at the end of March is the milestone of the AGM so I need to make sure I've got my marketing strategy right now and then of course you want to add in any personal bits that you've got as well. Personal and professional that's what I do in my business because I'm sure like a lot of you tend to merge together.

Like I said points win prizes. Points win prizes and the whole point of this is this is not just a task that we're asking you to do. All of these tasks add up together to your PEA accreditation and the reason why we're trying to get you to get you the PEA accreditation is because it makes it easier.

It's a game then for you to be able to gamify how to be successful. Here's where we are going at the moment with PEA accreditation. All these people on screen in front of me you can see are all 100% green.

They're all going to on track to get the accreditation. The people here on screen who are in yellow you can still get the accreditation but the people that are in yellow you need to pick up the pace because if you miss one more thing for example you'll be out. If your name isn't on this list at the moment and this isn't going to go in the Facebook group if your name isn't on the list you're now out.

You've missed too many of these things and you're not well unless you go and bribe Bianca you can't go back in. Private dining now so you've already got text messages. There's going to be four private dining tables.

There's going to be superstars with Shiv. Superstars. We've got the all-stars with Adam.

We've got the tech geeks with Sen and the tech freaks with Graham. Graham where are you? Hands up.

Graham's over there. Sen. There we go.

Tech freaks and tech geeks. Tech freaks and tech geeks. What we want to discuss at lunch is your biggest winter hit list success or your biggest winter hit list challenge.

The challenges are always really good because it's someone in that group might have solved that challenge already and they can say why don't you just do it like this actually. That's it. Before you go remember we can get a lap round as well.

Nice sun shines here. Spring's here. We can get that in and now we'll break for lunch.

Do we enjoy that?

[Speaker 8] (1:37:03 - 1:37:03)

Yeah.

[Shiv Haria] (1:37:03 - 1:37:09)

Perfect. We'll be back at 2.30 and get a round of applause for all the speakers. Amazing.

See you soon.

[Speaker 24] (1:37:10 - 1:37:12)

Make me feel good.