**23.04.2025 Video\_Transcription**

[Adam Goff] (0:03 - 0:05)

Hey Cat, how are you?

[Attendee 1] (0:05 - 0:07)

I'm good, thanks Adam, how are you?

[Adam Goff] (0:07 - 0:12)

Good, thank you, good, I'm loving your question, great question by the way.

[Attendee 1] (0:13 - 0:17)

Yeah, you could take the whole session for that, but it's a bit remedial though.

[Adam Goff] (0:18 - 0:24)

No, it's good, it's what people need to hear, it's the absolute basics, so I'm looking forward to talking about that.

[Attendee 1] (0:24 - 0:28)

Good, thanks, and just to let you know, it's sunny in Scotland as well.

[Adam Goff] (0:28 - 0:29)

Shut up.

[Attendee 2] (0:29 - 0:31)

We're in Scotland, look at the sun.

[Attendee 8] (0:33 - 0:37)

We're in Dundee.

[Attendee 2] (0:39 - 0:46)

We should meet for a coffee. There's a conference on here, there's a conference, an expo conference.

[Attendee 8] (0:46 - 0:49)

Invercargast, we're on Invercargast Hotel.

[Attendee 2] (0:49 - 1:06)

Yeah, Perth Road, Invercargast West Western Hotel, yeah, it's free, so don't have to pay for it. How far away are you guys? About less than a mile.

Less than a mile now, sorry.

[Attendee 1] (1:07 - 1:12)

Yeah, they just live up the road from me, all right, what is it, 20 miles or something we're away from each other?

[Attendee 2] (1:12 - 1:14)

Yeah, about 20 or 30, I think it's 30 actually.

[Attendee 1] (1:15 - 1:20)

It's 30, yeah, but no, right now I'm just in Broughty Ferry, so maybe a mile and a half.

[Attendee 2] (1:22 - 1:25)

So Adam, Broughty Ferry's the posh part of Dundee.

[Attendee 8] (1:27 - 1:29)

I'm so clueless, I literally don't know.

[Attendee 2] (1:29 - 1:31)

You don't say Dundee, you say I'm in Broughty Ferry.

[Attendee 1] (1:36 - 1:54)

To be fair, I did live in Wyrmouth for 30 years, so this is all new to me, being on this side of the river. Grand, it's grand really. So Adam, Bali, do you live in Bali?

[Adam Goff] (1:55 - 2:11)

I've just been for the most amazing sunset, I cannot, I don't actually have my phone on me, but it was the most beautiful sunset I've seen this year, I was just like, oh my god. So yeah, so it's really nice now, rainy season's over and it's just beautiful.

[Attendee 2] (2:12 - 2:14)

So what was your sundowners then?

[Adam Goff] (2:15 - 2:53)

Actually none, because I didn't take my phone out, so I was with someone and I was like, oh let's get a drink. Oh actually, I don't have any money or phone on me, so we just sat on the beach and enjoyed the beautiful colours, it was absolutely stunning. So I made this new promise to myself, I'm going to try and catch as many sunsets as I possibly can, because we're all going to die and I want to see as many as I can before I do.

So that was kind of the realisation that I had. Yeah, so you only get one a day, my friend told me, one sunset a day. What are the sunsets like in Scotland?

[Attendee 1] (2:53 - 2:55)

Oh gorgeous.

[Adam Goff] (2:55 - 2:56)

Are they?

[Attendee 1] (2:56 - 3:21)

Oh yes, oh my god, our house, our family home is in the Carse, you know, so it looks into the kind of, well into the Carse, you know, so it's all hills behind. The Carse in English, is it a river? Yeah, so it's like, it's the kind of early part of the English.

It's estuary and, oh my god, the sunsets are spectacular.

[Adam Goff] (3:21 - 3:25)

Amazing, amazing. You got the Northern Lights last year as well, didn't you?

[Attendee 1] (3:25 - 3:27)

Yeah, a lot at the moment, yeah.

[Adam Goff] (3:28 - 3:28)

That's really cool.

[Attendee 1] (3:29 - 3:32)

Oh every night, oh my god, it's just incredible.

[Adam Goff] (3:33 - 4:12)

Wow, you should just enjoy it, better than Netflix. My Casey from Mastermind, she's just, she packed up, it was only a long game to go and live in Canada again and she's just packed up her house, rented it out, bought an RV, she's gone back to Canada, they bought a big RV thing. Anyway, she saw the Northern Lights from her, actually not her caravan, the house she's staying at, just from her house.

She's like, there you go, there's Northern Lights and it was really strong and I was like, wow, you know, some people, like in this part of the world, you know, it's like the trip of a lifetime to go to Norway to try and see these things and you guys get to see it in your back garden, so every cloud has a silver lining, hey?

[Attendee 1] (4:12 - 4:14)

Yeah, we're very lucky, yeah.

[Attendee 2] (4:14 - 4:20)

The business class lounge in Aberdeen airport is called the Northern Lights, so I go into them, I see the Northern Lights quite a lot.

[Adam Goff] (4:23 - 5:17)

Yeah, but that's funny, very good. All right, well listen, well it's good to see you. I'm sure some other people are going to join as we go.

I haven't done one of these in a while and I love it. This is like my favourite, literally my favourite thing to do, so I don't want to spend all of the hour talking about the weather, as much as I enjoy it. So is there a specific order?

Have you guys been put in an order or is it just come as you go or does anyone have a preference of who goes first? So hi John and Sean and Kate, by the way, and Danielle. I haven't said hello to you guys yet.

You're good? Yes, thank you. Living the dream, good man.

So who'd like to go first, Kat or Clark? Because then we've got Dan as well, I think, so are you guys not fussed? Not fussed.

Okay, cool. All right, well let's deal with the really difficult one first, the one that I have absolutely no experience in.

[Attendee 2] (5:17 - 5:18)

That must be mine then.

[Adam Goff] (5:19 - 5:27)

Yes, exactly right, yeah, which is the social. So your topic was finding like service providers, right?

[Attendee 2] (5:27 - 6:25)

It was, yeah. I basically, we've only got one, which is the main one here in Scotland is Mears, which down south you have Serco, is that right? Yeah.

But who are the others? I mean, do people contact councils? Because I've still got a couple of properties now that I've given to Mears, which is brilliant.

It's just have this and they'll give me a call in five years time and pay me every month, which is great. And they actually pay more than I was ever getting renting it out. So hey, so it's living off the steam basically, yeah.

So the more I get of those, the better. And they are a bit of a pain to start with, but once you've handed them over, it's just great. And I'm embarrassed to say that of two of them they've got, no one's living in it and they've had them for months and months and months and they're paying me and no one's in there despite the housing crisis.

But hey, that's not a problem. Yeah, but that's the way it works.

[Attendee 9] (6:25 - 6:30)

So that's a really interesting topic and I'm sure lots of people want to hear about it. So the question is, how many houses have you got? Where are they?

[Attendee 2] (6:30 - 6:48)

Well, they're all in Scotland, all in metros in Scotland. And basically I'd even go further now because if I can buy something to a social housing provider, that's great. So I don't have to rush down there and worry about the plumbing, the heating or whatever.

So it's just easy. Yeah.

[Adam Goff] (6:49 - 7:03)

So well, before I share my insight, does anyone have any experience of finding service providers like this or have heard of any experience, John?

[Attendee 4] (7:04 - 8:05)

Not much. It's something I am working on. I've kind of kept it below the radar because it might not work for me.

So Clark, happy to have a chat. Me, as I am aware of, Serco's big round I am, where I'm in the North West. What I've also found is, although we're in a new financial year now and they effectively get a new budget.

So there are incentives for them to fill their allocation. But once that's full, that's full. So the entire North West for a Serco perspective for me is no good.

They are full and will be full for the next two, two and a half years. So if I want to use Serco, I'd have to find a different part of the country, for example. So be aware of that.

There are capped limits, which are that they're not their caps, they're set by the government caps. So and there's nothing they can do about that. You know, go away, come back later kind of thing in the nicest possible way.

So I am looking into it, Clark, but it's not a massive experience for me. But I perhaps got a couple of things you might want to be aware of. Sorry, Katriona, did you?

[Attendee 1] (8:06 - 9:48)

Yeah, sorry. Just when you're finished, John, it's fine. Are you done?

Clark, I may have told you about this. I certainly posted about it. Mayors have changed their contract recently.

Are you aware of that? They've had some changes to the wording a couple of months ago, which means now I think you got in really at a good time. But right now, whatever it is they've done to the contract has meant that there's only excuse me, there are only two lenders who will now lend on a property that's going to be rented through mayors to asylum seekers.

Now, when I spoke to mayors, the only tenancy offered were asylum seekers. And so I had an agreement with them. But then when I then just after the referral was done and I was seeking insurance and the mortgage, a refinance, I couldn't get it.

You know, I was just about just about two weeks before it was Ewan Dudding who raised this for me. You know, Ewan, he's a mortgage broker in Glasgow. And then basically it made it just the deal was no longer a deal.

I had to pull out and I put it on the market. And in the end, I got a really good rent for it on the local market. And I got tenants in and it's all grand.

But that was a real shocker. And but aside from that, I'm sure, Simon Zucci is looking for people to do. He's wanting to get into supported living.

And I don't know if that's something you're interested in, but he's certainly on a big drive to get people to get involved with him for that at the moment. But you'll know more about that than me, I suspect.

[Attendee 8] (9:52 - 10:00)

But you look rather concerned. No, I'm not concerned. Just this is bad news.

You know, I've just given us some good news.

[Attendee 2] (10:00 - 10:33)

You know, no, I'm OK because I did all this before and I've got the mortgage broker in the household insurance sorted out. So that's all been done a while ago. And that didn't make a change.

And I think I saw your post, but I used the company in Aberdeen and with the insurance, I had to say specific terms. And there's a couple of companies that do that. I can't remember who they are now, but I used a mortgage broker in Aberdeen and they sorted it all out for me.

So it was easy.

[Attendee 1] (10:36 - 10:48)

It's a recent thing, though. That's the point, really, just for the future. I mean, you're ground for that now because you're sort of, like I've seen for other people, doing it now.

Everything's different from what it was six months ago.

[Attendee 2] (10:48 - 11:14)

Yeah. But it's easy. And I do know, you know, there was no Simon Zucci.

And yeah, his social support, his social housing program. But that's really we're giving him money rather than giving him a house. But anyway, I'm on it.

Yeah. But it's but it's a nice, easy thing to do, which we've done. And the more of that I do, the better.

[Adam Goff] (11:17 - 11:37)

OK, cool. Well, that's that's good. I think, obviously, if they've changed the terms, then it is something to think about.

And maybe that would determine whether you remortgage or not and change mortgage brokers, because I find that with my mortgage, as long as I don't change product, they don't ask any questions, really, about the tenancies. And so once you've done it, it's usually you let sleeping dogs lie.

[Attendee 2] (11:38 - 11:57)

Yeah, it's just getting that first one. I always find it's very difficult getting the first mortgage for the new property. But very hard.

But it's just, you know, they don't really care. So I'm not saying they don't really care. In fact, we recently remortgaged our property and they said, what's it worth?

And I gave them a number and they came back, says, yes, they've approved that number.

[Adam Goff] (12:01 - 12:57)

Welcome to everyone who's just joined. It's nice to see you all, Carla and Nashie. Nashie, you need to change your Zoom name.

That's pathetic. This is like, don't even bother asking the question. And Richard and Phil haven't got up yet, so they're in their pants.

You know, I'll forgive you for not having your cameras on, but I'll give you a couple of minutes. Sort yourselves out, do your hair and get your cameras on. So we're talking about identifying social housing and assisted housing providers for Clark and Francine.

So if anyone's got any experience, please raise your hand on the Zoom. Kat just shared some really interesting information, actually, I think everyone found useful. I've seen a lot of people go through this journey, specifically like Matt Dolman on my mastermind, if you know Matt, I don't know if you know of Matt Dolman.

So he's been on a bit of a journey, really trying to like, really understand.

[Attendee 2] (12:57 - 13:00)

Is he the guy in Edinburgh? Sorry. Is he the guy in Edinburgh?

[Adam Goff] (13:00 - 13:01)

No, that's Chris Dornan.

[Attendee 2] (13:01 - 13:02)

Oh, gosh, sorry. OK.

[Adam Goff] (13:03 - 15:15)

He's also on my mastermind. But yeah, he, I mean, he would be a good guy to connect with, actually, because he's Scottish, he's going to know the area. And Chris has done loads of things.

And he's a really, really savvy guy and mentors a lot of people as well. So you could reach out to him or potentially I could connect you. So if that's of interest, just just let me know or drop me a message on Facebook or something like that.

I've seen people do it different ways. I mean, Dan and I always talk about it when I was looking at the definitely just to confirm what you said about having your cake and eating it. It's like for some areas and some houses, you're actually able to get have less hassle and earn more money, which is unbelievable.

And it sounds like you're in that sweet spot. So it's not every it doesn't work for everybody in every area. So in terms of finding people, I've known different people do different things.

Obviously, you could go to an agent. So there's agents look at that zoom even give me the thumbs up. There's there's agents like there's a girl in the advanced community called Chelsea Sanford.

Now, Scotland's probably not her area, but, you know, they can find a provider for you. Chris, on advance, does it in Manchester. Normally people have an area.

But so that's one way. The other way is I'm pretty sure you can get your hands dirty and and even like talk to the council. There's like there's ways to reverse engineer.

And if anyone's got any experience with this, please chip in because people people like they ring like the different I mean, I guess it depends what type of provider you're looking for. But I know people have like ring councils find out the department they councils have a list of like providers they work with. And so that's one way that people do it.

I think it's just about knowing your territory. And if you've got that provider, is it mirrors that are doing it at the moment? It might just be the best.

But I think it's just I think it's probably asking people on the ground, including I mean, what does it work for the council is cannot really it's not my expertise. So I don't really know. So did someone just say something or was it was it just no.

Okay.

[Attendee 1] (15:16 - 16:12)

I have another diner. But, you know, Clark, your experience might be different. But I spent a long time having meetings with Dundee City Council.

And apparently there's something to do with because we don't have ASTs anymore. Our tenancy agreements are different wording. And apparently there's something in the wording that prevents councils from directly renting from private landlords at the moment.

I'm still on that. I've written to John Alexander Clark, you'll know him. He used to be the chair.

He used to be the head of Dundee City Council. And he's now taken over as chief executive of Hillcrest. So I wrote to him the other day when he announced his new post.

So if there's any update from that, I'll keep you in the loop. I'm not holding my breath, though. Sorry, I don't mean to be on a diner, but it's just the reality of it.

I've invested so much time in this in Scotland and I, you know, I've been really disappointed.

[Adam Goff] (16:13 - 17:01)

Well, for what it's worth, I think it's good. And I think, like, to be honest, it's always the things that we don't know that it's the things that we don't know and the things we thought were true that get us in business. So actually, I'd rather have all this information and I'd rather be armed with every single thing and then try and work out if it works.

I think Clark's nodding his head because that's the difference between experience and being a novice. So, Kat, I mean, you're doing all the right things. It's absolutely spot on.

But yeah, what I will do, Clark, is I'm going to ask in my mastermind, I can see Sean wants to contribute. I'm going to ask in my mastermind group how to go about finding providers. And Chris is in there.

So that's cool with you. I'll ask. I'll mention it and see if anyone's got any ideas.

I know Matt Dom has been on a journey. There's a few in there that have been on journeys with it and maybe they'll know a way. Sean, welcome.

[Attendee 6] (17:02 - 17:32)

Yeah, I've got a list of hundreds of supported living providers, but they only cover England, unfortunately. I've got a source that spends all day looking for more supported living providers and somebody else looking for properties for us. But yeah, if you want, I can ask him to spend a day looking for providers in Scotland.

He finds it quite easy to find providers.

[Attendee 8] (17:35 - 17:36)

Thank you, Sean.

[Adam Goff] (17:38 - 17:39)

Clark's just trying to unmute himself.

[Attendee 2] (17:39 - 17:50)

Sorry, Sean, do those properties have to be DDA compliant? I mean, do they have wheelchair access and stuff like that? That becomes really difficult if you're just a normal property.

[Attendee 6] (17:51 - 18:26)

Yeah, to be honest, we deal with providers that deal with all types of care, whether it's autism, mental health, domestic abuse, etc. So we basically pass over properties to providers and say, look, this is what we've got available now. Is any of these of interest to you?

Then they'd come back and say, yeah, or is it possible for you or us to do adaptations to it? So it's just like negotiating with the provider.

[Attendee 2] (18:29 - 18:49)

My kind of focus is, I like the idea of giving someone a property for 5, 10 or 15, 20 years and do nothing. That's my way forward rather than getting phone calls and going, oh, they need a plumber. So those are the things that I really want to focus on now.

[Adam Goff] (18:53 - 18:57)

Fantastic. Well, do you want Sean to ask his guy, just to be clear?

[Attendee 2] (18:58 - 19:21)

Yeah, that'd be good, because I think really now that I've got a few on there, it's just so easy. I want more. That's the way to go.

It's hassle free. It's got to be the way to go. Anyway, so that's what I'm keen on, long term, is those things, hand the property over.

And I know that you hear Dan handing over buildings for 20 years, and I think, I want to do that.

[Attendee 6] (19:22 - 19:26)

Is there any particular area in Scotland?

[Attendee 2] (19:26 - 19:35)

No, probably not Glasgow and Edinburgh. From Glasgow and above Glasgow and Edinburgh. Is that Dundee to Aberdeen?

How's that?

[Attendee 6] (19:36 - 19:39)

Dundee to Aberdeen. OK, leave that with us. Thanks, Sean.

[Attendee 1] (19:40 - 19:46)

You share that, Sean, because I think Clark's probably not the only one in the room who's interested in it.

[Adam Goff] (19:47 - 20:47)

Sorry, you can't have it. You're too late to the party. It's not your slot yet, Kat.

You only get one wish. You have got to decide how you use it. You can use it.

You've got to decide. You've got to pick. I'm sure this broke it.

My advice was my advice was use a broker, Clark, because are you ordering some beers, Clark? I would use a broker because the good thing about a broker is you can say, look, you know, potentially you can be like, look, I get this. I can get this from Mears or and then they can negotiate for you.

What Chelsea does really well in advance, like this member we've got in the community, they'll go to bat for you like an agent. And if they're good, you'll get more. You can get more money and they can negotiate with this.

They might be more sharp at negotiating with the providers than you, for example. So there's not always like bad to use a broker and pay them if it's a genuine win, win, win. Why not leverage them?

Kate, go for it.

[Attendee 7] (20:47 - 21:29)

Yeah, that's kind of the experience I had. I went through like an agent, a guy who had been on P.E. and he met up with them and it was a smaller charity and they did offer me above market rent a lot more, but they wanted the house HMO compliant, even though it wasn't going to be a HMO. So at that time I'd just finished doing it up, so I didn't really want to start ripping woodwork out and putting fire doors in, etc.

So I decided not to go along with that at that time. But kind of in terms of like fees, what you pay, it was like a month and a half rent, what the agent expected as a fee, which I suppose is reasonable if it's a three to five year lease.

[Attendee 9] (21:30 - 21:31)

Yeah, thanks for sharing that.

[Attendee 7] (21:32 - 21:37)

But like I said, it wasn't suitable for me that time, but in the future, going forward, I'm hoping it will be.

[Adam Goff] (21:38 - 23:02)

Yeah, and because the guy was on P.E. I imagine he was transparent. If you've got an agent like someone who's good with good values, it's not a write off not to use them. My first go to is I'm not using an agent, I'll do it myself.

Actually, it's leverage. They can also negotiate the renewals for you clerks if you really want to be hands off, if you can still hear me. Actually, using an agent makes you even more hands off.

It makes you even more living off the steams. You don't even you don't even talk to them. You just like you negotiate the renewal.

I didn't want to hear it. It's actually quite good. It could be quite good.

Good. Good to see you got your camera on, Richard. Well done.

Congratulations. Thank you. Thank you, Phil.

We're just waiting on you, mate. Just you. You're the only one.

You're the only one anyway. And no pressure much. Right.

Good. Well, I think we'll move on from that and we'll go on to Kat's question. So Kat had a question.

I'll let you explain. Hey, Phil, here he is. Yes.

Now and now we're a team. All right. Now I feel like a part of the family.

Where's Donna can join us. Is that right? No.

That's a shame. OK, so Kat, just to just to frame it for everyone, you are at the journey. I'm really I was really happy to get this question.

And you're sort of looking for a practical tools to get started, like going from zero to like step one. And maybe you're a little bit lost, a little bit unsure. Is that right?

[Attendee 1] (23:02 - 24:23)

Just as I feel like we've had great instruction on how to recruit, which has been brilliant. But it's the it's it's the kind of nitty gritty practical stuff of, you know, I mean, and I realise that I have to look at my toggle and see what the low risk tasks are. I'm pretty clear with what the low kind of whatever you call it, tasks are that I would like somebody to do.

But the question really is about giving access to somebody. How much access do you give someone to your emails, to your bank accounts, to, you know, all these different things? Is it as I'm presuming that you kind of want to recruit somebody and they're on a, you know, a trial period that you kind of take them hand by hand through the different process to start with one thing.

But it's that whole thing about it. I think it's maybe the email things, the unpredictability of what's coming through with emails. And.

It just seems like a huge. It's a lot of knowledge to pass on to somebody, you know, I can't see how it's not a huge amount of work more to do it, I realise in the longer term it will save time and everything like that, but it's just how do you get started? Really?

Yeah, I think I'm feeling overwhelmed with that part of it.

[Adam Goff] (24:24 - 28:11)

Yeah, absolutely. And I think it's very normal to feel that I definitely felt the same way when I started, but your guts in the right place, like you start, you know, you start off with something small and then you build it up. Let's just use the let's just use like email as an example.

Right. So if you think if we can see my screen. Yeah.

So if I was hiring my first EA now, I didn't have any processes written down. I would pick some things they could do, for example, like insurance or things like that. But I'd also go for the noisiest thing.

And I think email is is is a really good place to start. You mentioned email. So we could just do email.

We could do insurance. We could do whatever. And I would just write like a map for it.

Right. So I would just be like, right, I'm going to I'm going to write the methodology. What do we do?

This is how you check email. You know, like you all this. Which example should we use?

We can use. I mean, we could we could use insurance and we could go through email, but you could be like, right, what's the goal? The goal is to get to be the renewal quote or something like that.

Like, you know, what's what methodology is? What do we do? Right.

We need to renew insurance, you know, one month before. They come up or like I want to get a get a quote for all of my I want to get I want to requite all of my insurances, something like maybe you've got something on your list like this. And then like what assets do we need?

OK, well, they need like the policy. They probably maybe need like some contact details, et cetera, like anything they actually need to like do the job. And then who's going to do it and how am I going to measure them against it?

Performance, people and performance, which would be like, right, OK, well, the goal is to be beat the quote or save me five percent, something like that. OK. And obviously the system's going to do it.

So I would literally be thinking every time I delegated a task, I would be thinking along these lines and then you're confident they have everything they need if you think along these lines. And then it's just the sort of and then you go into training mode where you're like, right, I'm going to demonstrate this on a loom. So I'm going to say, right, this is what we do.

You know, these are saved in drive. We've got these three properties and this is where the insurance is and we need to get the dates, we need to put them in, diarise them. And then one month before, we're going to, you know, put up the document and maybe also there's like details about the house, key facts or whatever.

And you could talk them through the process in a loom and this is how I'm going to measure your performance. I only expect a two percent rise on average across the year or across these three or whatever. And once you've done the loom and you've sort of got access to all these drive links, you've now got this process documented.

You can now give it to them to watch, see if they've got any questions. You can jump on a call with them or something simple like this. They're just going to be able to probably run with it, but they might with the explanation of a loom, you probably wouldn't even need to have a live training conversation, but you might have a follow up like an SCS on it.

So I want you to check in, you know, this would be so that the SCS would be almost like the setup is the loom. You say like once you've watched the loom, let's have a check in when you've got everything together, show me what you've got, you know, show me and then the sign off could be right when you've got quotes, send them to me and I'll approve them. So that's a very simple one.

When it comes to, so have you got any questions about that?

[Attendee 1] (28:12 - 28:17)

No, that makes sense. Thank you. That's great.

Yeah.

[Adam Goff] (28:17 - 30:16)

So what you want to do is have a list of proactive tasks you want to give her or him and then try and document them ahead of time. So you start to think I'm never going to have to do this again now. Like, okay, so I've got to do an insurance renewal today.

Right. I'm going to actually, it's going to take an hour more, but I'm going to write this one pager and I'm going to do a loom of like me doing it. And I'm going to find out what the documents are because I've got to do it anyway today.

It's on my to do list. So I might as well blueprint it as I do it. And then I know that actually I'm never going to have to do this again because next time it's going to, you know, John is my new VA in the Philippines and I can now do the, I'll do 20% of it as manager, but I won't do 80% of it.

I'm no longer filling in the form. I'm no longer talking to the brokers. I'm no longer checking the key facts to correct against the property's details because I've given them that and they can do it.

And this is what building a business actually is. It's, I mean, even today, I'll still be doing things for, even in my property portfolio, actually rarely in my property portfolio, right. Cause it's pretty systemized, but PE every time I do anything, I do a map, I do a loom and I think to myself, I'm never going to do this again.

This is going on someone else's desk next. It's just, who's going to get it? It's like, unless it's like, and even writing the business plan, I was like, Hmm.

So I put it in like Bianca and, and Josh's and Yolanda's PDPs. I was like, right next year, you're writing your department's bit of the business plan. I'm not touching it.

So it's just like, this is the game. And in time you'll collect more of these and then you'll be able to do it. And this is your training manual.

Do you have a question? If I can do another one next year, I was going to do email. Go.

[Attendee 4] (30:17 - 31:16)

I did have a question. I'm trying to think what it, yeah. I think it's very easy to get overwhelmed with the tasks as you say, as you just touched on at the end there, Adam, you know, even if you're doing 85% of the tasks, whereas you were doing a hundred percent, that's still a step forward.

And then you do another step and you outsource that. And then suddenly you're doing 60% of the tasks. And then it might take a series of small tasks rather than try to outsource the whole thing.

Cause it could be five, six, seven steps to do the job. And actually, if you just look at the first part, do that, then do the second part. And then over time you will have outsourced it, but it'd be quicker and easier than rather than doing the whole thing all in one go.

I do that with some stuff. There's very few tasks at the moment that I'm not involved in at all, but I'm getting involved further down the chain where there's perhaps a little bit more value add that I can bring. So I found that really helpful.

Not having the expectation that I've got to outsource everything straight away in one go for a task. I just do it in small bits.

[Adam Goff] (31:18 - 34:26)

Absolutely. Like even if it's not completely leveraged, you don't need half the tasks. It's all good.

It's like a constant, it's a constant journey as you get better at it. So you mentioned the email and I would say that this is the big one cat to be honest. Like this is the sooner you can get out of this, the better.

And it's the easy, it's really easy to get out of as long as you've got a system. Now Dan and I were using the system for years and I said, have you, have you done a podcast on this? And he was like, no, because I'm the one who told him back in the day, why are you checking email?

When I first met him, I couldn't believe he had Gmail on his phone and I'd made the transition years before about not using Gmail like an instant messaging tool. And this was what I'm so passionate about because we're all, I know a lot of you are in, have got email on your phone and I know you probably checked email already today and it's the biggest waste of time ever. Is there enough, it's a bit like going and checking the post.

I told you guys this story, just nod if I have. It's like you wouldn't just back in the day, you wouldn't sit in the post room in the office just hoping for a good letter to come through that you actually can like answer. Do you know what I mean?

Like you wouldn't sort through every letter. It's like, that's what email's like. It's like you go in looking for distractions and hope that a good one comes in.

It's like, it's complete and utter nonsense. So Dan did do a podcast on this. So what I would do is I would listen to this.

We've already got the process because I don't know why it's not showing, but it's there and he's going to lay it out. But effectively what it is, is like, right, this is what we do. You daily, you know, it's literally as simple as daily check the inbox and sort through them until you get to inbox zero, right?

And then you give them a bit more detail, like, right. And then, I mean, effectively what we're going to do is we're going to have something like this, which is those you can, so replies. So like easy, but you're going to have, you're going to start filtering it like, right.

You've got junk, delete or ignore. Yeah. And you just give her, you give them an action for each thing.

Quick replies, like quick replies or confirmations, just action. Action is required. And then you've got like, you know, documents, et cetera, save and drive, save.

Then you've got like, you're probably going to have like, different categories now. So these are obviously all categories. So you're going to, these would be like different categories.

So different types of mail and how to deal with each one. Big one is what I call Adam to read. Now, Dan would have called it something a bit different in his pod, but there's like Adam to read.

Now this means it's non-urgent. Just, I need to be like, I need to be aware. So this would be cat to read for you.

[Attendee 10] (34:26 - 34:26)

Yeah.

[Adam Goff] (34:27 - 35:57)

So like, I don't know, Vodafone are putting their price up by 1%. Who gives a toss? All right.

But you do sort of need to know it, but it's not urgent. You could read it today or you could read it next month. You could read it in three months.

It doesn't matter. All right. It's non-urgent, but cat needs to know, you know, like, you know, Tracy can't look after the cat next week or whatever, like whatever it is, you know, like you just need to know.

It's not urgent. It's not going to affect your life now, but you need to be well. And then you have like cat to action.

So it'd be something like, this would be something that they can't action, maybe because they're new or maybe because they just can't do it, which is like, you know, for example, I don't know, write a business plan. Only you can do it. You know, the assistant can't do it.

Maybe we've emailed saying, have you written the business plan? And then your assistant's like, oh, you've got to write a business plan. Right.

This has got to go in your, this is something you've got to do. And then you've got urgent, you know, like, and this, this is so what you've got, this is obviously like emergencies and you establish what an emergency is, you know, like an emergency is e.g. my daughter, you know, is trying to get ahold of me. The house is on fire, in which case don't call me just call 999.

[Attendee 10] (35:58 - 35:58)

Yeah.

[Adam Goff] (35:58 - 40:02)

Like, I don't want to know. Just tell me later. Like, I'm busy.

I'm having prime time or whatever. You know, I'm on my mid month mentoring call. You define what emergency is.

So it's very, very clear. And then what you need to do is give them a medium for how to send, how to, how to send these things to you. So what they're doing is they're filtering everything.

So urgent WhatsApp is normally what is obviously what I do. So I'm like, look, you can, you can message me anything that's urgent. That's absolutely fine.

What I actually do is into action. I have, this goes into Asana. So sometimes it could go in a folder on Gmail, like cat to action.

These could be folders like cat to read could be a folder, cat to action could be a folder. Urgent could be a folder, really, if you wanted. But I, my assistants send it to my Asana.

They have to put it in a project. They have to give it a deadline of like, say, seven days so I don't miss it. There's like a set of rules around the methodology about what to do.

And then non-urgent again is, this is actually a WhatsApp group. So I have like, um, cat to read. I have Adam to read.

I'll show you on my WhatsApp. So I have like, so I have here, like, um, I'll show you. So Adam to read.

So I've got Adam to read. Right. So like, she'll put things in here that I just have to read.

So what's on here? Like, okay. Right.

Someone's salary's changing. I probably shouldn't show you that. Um, but like, okay.

So someone wants to, so someone from property filter wants to see a document. Like low, really low value stuff. Like I'll just let you know, Johan's commented on like this, this task.

Is that irrelevant? Most of the time I don't even have to comment. I don't have to do anything.

She occasionally asked me something in it. If it's the rule is it has to be very, very basic. Like, can I give this person access?

I didn't even answer from Monday. You know, I should probably answer. It's a bit rude of me.

Right. It's like, so I've got this, this, I've got the non-urgent filter. It doesn't matter if one or a hundred things go in there.

I know it is a group called urgent, urgent or deadline because it was quite a deadline. It's urgent. So, um, I don't know why.

Ah, I'll tell you why there's nothing in here because this goes to my private phone, my personal number, which I check and I have on me at all times. So this is the only thing that pings is my private number. And so if there is something urgent, it doesn't matter if it's like 11 PM in Bali and I'm out or whatever, or I'm on the beach.

Doesn't matter. I'll probably have my phone with me apart from earlier tonight's sunset and I'll answer it. And so it gets to me.

So they are like filters that mean I only get disturbed at the very, very important, urgent stuff that's been predefined. Everything else is in my own time. I check the to action thing on an intermittent basis.

Asana I check every day. To read I check whenever I can be bothered and everything else is low value and I don't see it anyway. So if you could create something like that, and obviously this is recorded and you've got Dan's blueprint, you can very quickly on day one, get out of your email because they now have categories and they can ask you, is this email from we, you know, we buy any car, is that junk?

And you're like, yes, that's junk. Like, please put it in the, please put it in the, in the, uh, in the methodology or the assets. Cause you might, you might have a training, you know, you might have a training guide.

Right. Um, you know, yes, please make a note and you'll never answer that question again. You know, we buy any car will now never, ever come into your sphere of influence again.

Right. And like that's freedom. So, um, have you got any questions about this?

[Attendee 1] (40:05 - 41:43)

No, that, that makes a lot of sense. Thanks. And, um, I guess it's like every big task, just breaking it down, but I just, it didn't even occur to me.

Um, I, I was just overwhelmed with the whole thing, but that makes a lot of sense. Thanks. Um, yeah, it's just, it's just time.

Isn't it really to do all these things, you know, cause I'm, you know, I'm only, this is only my third year in business. I'm kind of like, you know, um, every time I come up, there's another tidal wave of stuff to do, you know? Um, so it's really where anyway, that's by the by it's just working out how much time to invest in what I'm doing.

A lot of it's low value stuff. Um, and it's getting that balance of doing these sorts of things so that someone else can do the low value stuff and also deciphering what is, you know, for me, for what, for you, what low value stuff is, is stuff that I'm still learning about. Do you know what I mean?

It becomes low value, the more you know, and more experienced you get. But for the moment, I think I really need to, you know, understand. And also the other thing is about it as well as to understand how long it takes to do tasks, you know, like the insurance and these other things.

Like sometimes I think, you know, if I said to somebody, you know, about the insurance, for example, you know, the amount of time I'm waiting for brokers to come back and chasing people and blah, blah, blah, blah, all that sort of stuff. I think I sort of need to understand that so that I can, um, be patient, I guess, with a, with a VA, if they're up against brick walls, are you, I see you looking funny about that.

[Adam Goff] (41:44 - 49:07)

No, I think that's the landlord in you, like the doer. I don't think you, I think you're a patient person. I don't think being a manager is what we're going to start teaching in the next couple of workshops.

And you'll get some frameworks for how to, to be patient. And I haven't got any concern about that. I don't think it's a mistake to think that you have to know how to do something before you can delegate it.

I think that's a mistake that people make. If you have that belief, then you are limiting your growth much better that you never learn how to do it. Much better that you never learn, but you learn how to manage someone doing it.

And you learn to lead from the back and support them so that they can, they can check in with you. Once you've established a really good rapport with someone in a working situation, they can tell you how it's going and you can believe them and you can support them. They will go to war for you as long as you support them.

So you can be supportive in a different way. You don't have to be like, I know how you feel. You don't need to, you don't have to have earned your stripes to be able to lead.

It can help, but it, but it can also perhaps be a hindrance as well. So would you like me to share this document with you? Yes, please.

Good. Okay, cool. Well, I'll, I'll, I will share it.

I'll put it in the Facebook group. Does anyone else want? Yeah.

Okay, cool. Let me just make a note of that. I was gonna, I was gonna say something else.

I think I just want to see if there's anything else I wanted to finish up on. Yes. You made a really good point about you're overwhelmed and how there's not enough hours in the day.

So for what it's worth, I remember that feeling and it's, and everyone will have that same feeling. And sometimes I still get it. How do you get yourself out from under?

Who here feels like sometimes they're just work never stops and it's like almost like suppressing them. You know, they just can't get out. They can't get their head above the parapet.

Has anyone ever felt like that? Carla's nodding. Okay, great.

Pretty much everyone. And Dan Nash is so busy working. He's, he's, he hasn't got even time to listen to this call.

So he's definitely feeling like that. This is kind of the, I am listening. Yeah.

So it's, I would say that the funny thing about this is that you can definitely get things down. Like you can get a business down to a couple of hours a week. If you never grow in it, if you're not changing it, if it's very the same, like the reality is this is a constant journey and a constant tug at tug of war.

You're going to have your whole life, right? Unless you like, unless you get to living off the steam, no noisy business, nothing, unless you go down to that level, which sort of where I was for a couple of years, then it's always going to be new stuff evolving and this push pull, and you're not systemized in this area because it's new and you grow and you're just solving bigger and bigger problems, which means you get basically getting paid more and more money as you go through the levels. So whereas Dan might still be busy, he's now solving million dollar problems, not, you know, a hundred thousand dollar problems or a hundred thousand pound problems. And you might only be solving a hundred pound problems, but you've got to solve those to solve the thousand pound problems, which allows you to solve the 10,000 mile problems.

This is like the journey of business. How do you, so what is the process that we use to get up levels? Honestly, it's, I would say it's a daily practice of prime time, first thing in the morning where you only work on your business, not in your business.

You have heard, probably heard this a thousand times, but I'm going to try and say it in a way that really lands, which is like when you have to, you have to, as an entrepreneur, run two businesses at the same time, you have to run your current business and you have to be building the business of the future. You have to do them at the same time, which is the hardest thing to do in the world, which is why most entrepreneurs never get out from one of their businesses because they can only deal with the noise. They just, they just can't, they just rabbit in the headlights the whole of their life until they die or give up.

With a trick like prime time, if you've got the discipline, when you are freshest, when you've just had your coffee, when you've just been for walking the dogs and you have the discipline to sit down and write a map like I just did in five minutes and you train that muscle so that it doesn't get put off to the back of the pile like everybody else in the bottom of the to-do list, when it becomes the top of the to-do list, when it becomes the non-negotiable in your diary and every day you write processes like this so you never have to do them again, over time you will elevate yourself into higher levels and you will get time back and you will no longer feel so overwhelmed and you'll have moments where you're in absolute peace and bliss and you'll wonder how you did it.

But it's these very, very small steps over time and if you don't have that practice, winter's great if you can really focus on winter and building systems but the reality is that every day the reason, one of the reasons I love living in Bali is because I would start, I'll start work between seven and ten and for the first four hours all I'm doing is solving hard problems which is on my business and writing and basically blueprinting anything that's not blueprinted and I'm adding a lot of value to the business that way and it's because I have that practice of in the morning I don't check email, I don't check whatsapp, I don't book meetings in my morning, I preserve my morning, in Bali I preserve it because I'm here naturally but in the UK you couldn't book, you can't book a meeting with me before two o'clock, I don't want to talk to you, I'm busy, I'm busy building, I'm working on my business in the morning and I'm managing it in the afternoon so you even if you even if you only work three hours a day you've got to allocate your day like that and that is and when we give you the homework and all this sort of stuff we're expecting you to do it in the morning, we're expecting to bring your best self and if you can just get in that practice I promise you things will start to change you know you can write a process in the morning in prime time and train them on it at 11 and by the end of the day you haven't got to do that anymore so it's just like it's no harder it's just learning a new it's basically developing a new muscle that you haven't developed yet in the same way as if you went for if you're not a runner and you went for a run around the block you'd probably have a mini heart attack tonight because you'd be you know when you get that horrible first run dry throat you're like how do people you know but then after like two weeks you're like you're like oh wow I can jog around the park and actually I'm not dying every time and then after two months you're thinking about signing up to a half marathon it's just having that discipline to actually go running it's having the discipline to sit down work on your business not in it for the first 90 minutes of every day do the homework and build a business and that is honestly the answer so hopefully I've that's landed um yeah that's great

[Attendee 1] (49:07 - 49:11)

thanks very much really appreciate that that's really helpful yeah oh you're so you're so welcome

[Adam Goff] (49:11 - 49:29)

and I saw a lot of people nodding so thank you I appreciate that that was my little uh my little speech about prime time right we've got 15 minutes so Dan Nash you have got a question which I thought was a good one for everybody actually um around having the discipline for the for doing the property entrepreneur homework is that correct

[Attendee 3] (49:29 - 49:43)

Dan are you with us Dan or have you gone I am I'm just moving moving offices mate so that

[Adam Goff] (49:43 - 49:49)

the whole staff don't hear my whole conversation they just hear me talk about prime time no no

[Attendee 3] (49:49 - 51:48)

you're on my earpiece time oh good yes so I just felt like I've kind of lost my way a bit really I mean it's it's probably down to situation where as I'm spinning quite a few plates in um obviously day-to-day business side hustle and self-improvement journey so it's a kind of any tips you can get I felt like obviously homework at the start was a good pupil and and did it all and stuff come to workshop seven loving the workshop um but basically the book stays on like on a kitchen side as soon as I walk in the house on a Tuesday um a Tuesday evening but what what I will say to caveat that is elements of it are coming into my process of work so kind of so for example I don't know if you saw my post on Facebook but on on Monday someone handed the notice in um week a week Monday um so you so I'm currently recruiting for a new hire using the scorecard or a form of so that which I've never done before so that's coming in um obviously I've got the PA the PA in place through kind of listening to you guys and taking advice already that was before Christmas that's which she does my emails which is amazing by the way so I can I can caveat that that's amazing um it's freeing up so much time uh trying to think of the other bits really so there's a lot of the the the end of year new year new year's eve kind of party type thing I did that on stock take I bought the pizzas so there's a bit of that um so so elements are coming in it's just I didn't get a chance to do my business plan but it is on the to-do list to do like a presentation to the senior leadership team on a bit of a year strategy document so so I'm I'm hovering there I'm just not quite executing well I'll probably get your advice

[Adam Goff] (51:48 - 55:06)

really or no thank you man thank you for sharing um so I'm going to let you in on a dirty little secret does everyone want to let me let's let me on a little secret like a really dirty little careful about your Balinese life mate well no that's that's this is being recorded so I can't I can't divulge um so I've got four wives now so the um the dirty little secret is that nobody nobody executes at 100% the PE methodology not Dan not I nobody all right we don't we even even I say even at our level like I'm some sort of G or whatever but it's like even when you've been doing this and using this methodology for 8 10 12 years you you don't you just you just don't you you know you like I would say we've got it really down but to say that we're 100% is is rubbish I would say the most we get to is probably 70% generally um I'm going to share a scorecard with you the next workshop and some of us are at like in the high 90s are like very up there with the that scorecard which is really good but what I guess what I mean is that um in year one I would expect you to execute I'm not saying like your homework I'm saying when I talk about executing the methodology like getting it absolutely right between 0 and 30% could be good right because you're just hearing it for the first time for god's sake this becomes a way of life and it's for it to become a way of life you've got to learn about it for years and practice it for years it's not it's not something it's not a flash in the pan so in the first year you guys can feel a little bit overwhelmed and um such like like brain overload and like you're asking someone to to kind of change their running style while they're running the race because you know you're running the race you're you're you're running several businesses everyone has got something going on so you're only able to allocate maybe an hour two three hours a day to prime time the rest of it is just you're putting out fires and making sure your staff don't leave your husband doesn't leave you and your kids are fed like you've got you've got things going on so there's only so much you can allocate so I guess the dirty little secret is you're actually probably doing better than most and no one is perfect so if we understand that the only goal then is to get slightly better every time we go around the track okay like like that's the only objective it's like it's a constant journey it's not a destination but like I was saying to to cat it's like I don't think you're ever done with business development so if you accept that and you accept imperfections all you're going to do is just try and do a little bit better every time and and implement more of our blueprints every time and not all of them will be relevant now but they'll be relevant next year depends what problem you're the goal is to solve the the biggest problem now is in your headline strategy so whatever that was whatever you've picked because you've got to choose to filter all the other stuff right down because you can't solve all the problems at once that's not our methodology so that's a good challenge

[Attendee 3] (55:06 - 55:35)

so that makes me feel a bit better actually it feels less of a less of a failure when you're looking at that that's what I'm trying to score in yeah and I appreciate that that's what and bring it back to that headline strategy is important actually I'm really I've got my personal I've even got my personal objectives on my laptop on my laptop screen on the home screen yeah it's kind of the but they're the business one I hadn't kind of looked at to compare against actually so if I go back and review that what takes me on the journey to that gets me closer to that one really

[Adam Goff] (55:36 - 58:16)

just you're gonna have to filter lots of other problems and pick the problems that you decided were the most important and solve them of course in terms of and Danielle thank you for your hand I'll come to you in a second so I will I've seen it the probably the other the other thing as well it does link to my prime time kind of feedback is like you know success and failure very predictable if you're not getting your homework done like I was trying to look at the homework for example for this month so I've got it up already so like you know everything we put on here we think about every single time and it changes every year and like you know like if if you if you're not like if you're not thinking about the task triangle on a daily weekly basis now going forward you're never gonna raise your hourly rate every Sunday sanity every day I plan my day I'm thinking can I delegate this like do I actually have to do this or can I delegate it it's a constant practice right so like you know these sorts of things should be relatively easy to do for example obviously if you're not hiring then you might not do this but if you are hiring an assistant then you would do this and you may you are hiring so you know this this is kind of easy obviously again this is all of this is designed to give you more time so this practice of like this practice that I've put here about toggle this is something that I do every single Sunday sanity it's like every week I look at my toggle and I go right how much time was business development how much time was management like it's it's not something I'm just saying you to do this is the game you know the game is like give as much as possible to my assistant or my senior team and thank Adam for changing your life forever like it's it's not something you know you should need motivation to do winter hit list obviously you're going to have things you need to finish AGM sounds like you're doing something is it the perfect AGM do you have a business plan no is it better than nothing absolutely it is it's much better than nothing set up your winter hit list group for next year we should have that already and you should be telling them right we did the winter hit list or we didn't do the winter hit list but next year we're going to do the winter hit list and every time you've got a problem or something that he's fixing put it in this box and we'll fix it in winter and obviously sounds like you're doing this and then these things just should be part of your daily life so actually when you look at it it's not that bad is it it's like it's all things that you're sort of doing should do need to do um so yeah so hopefully that helps

[Attendee 3] (58:17 - 58:23)

yeah no definitely obviously it makes you feel a bit better on it but if you're a busy man and

[Adam Goff] (58:23 - 58:42)

you're spending a lot of plates and I'd love to see under the bonnet a bit because I've got a feeling you've got a lot going on and obviously probably very successful as well for you the practice is going to be the prime time you know you've got noisy stuff happening that practice of prime time is the thing that's going to take you to the next level so um it's always the case

[Attendee 5] (58:42 - 1:00:00)

Danielle did you want to share something hi good afternoon everyone um yeah probably it relates to you as well as Catriona actually if there's if there's stuff that's been on your to-do list for weeks and weeks and you're not in a position to hand it over to a VA just stick it on a list that's out of sight and forget about it it doesn't need to be there and that can really help with overwhelm just get rid of stuff on that list which is there week after week put it somewhere else out of sight until you can hand it over to a PA and then the other thing is don't don't be afraid to start something new when you haven't done the thing that you should have done last month if that makes sense like the PE homework if you're a bit behind don't feel like you have to follow the process completely does that sort of make sense like you're not aiming for perfection so you don't have to have all of the building blocks in completely at the base you might have the odd hole but you can come back to that at some point as long as you as long as you're doing something it's like progress isn't it rather than perfection all the time um be better version of yourself tomorrow than you were today rather than just perfect all the time let go let go of that idea

[Adam Goff] (1:00:00 - 1:01:53)

you have to be perfect i i think that's really sound advice so um there's a book called getting things done by david allen you don't have to read it but he talks about the sort of um nice to have sort of the come back to you later list so you've got this big to-do list of things you think are really important you put it in a list and you just forget about it you write it down and you like put it in your asana or you put it in your email you put it in your notebook and you go you know what i'm just gonna it's i'm just gonna like leave it and if it's important it will come back in your sphere but there's probably like 30 things you just don't need to bloody do um and there's another podcast i recommend it's called hot spotting if you are ever getting really overwhelmed and you're like it's just too much then this i don't know what's going on with my doesn't seem to be working episode 99 when you're having like a mental breakdown moment this is a great one so listen to this before you have a mental breakdown although it might be the thing you need to do when you have a bit of a mental breakdown um is is just the ability this is basically the ability to filter when you're really up against it and you are so stressed you just you just solve one problem at a time you literally have to just go no no and a monk said to me once like he said um the quickest way to get through a long to-do list is just to solve one problem at a time he probably said it in a more profound way but i remember thinking wow that was really deep but it's like it doesn't sound quick to do the one thing at a time but actually that's what you need to do and that's what that podcast is about um yeah just one thing solved well is trying to spin templates badly and that's building businesses that's building a business and putting blocks down so i like i really like what you said there so good well i think unfortunately we've run out of time cat did you want to add something go well i just want to say i'm also

[Attendee 1] (1:01:54 - 1:01:58)

struggling with the homework but you know i i can get one of them done now thank you adam

[Adam Goff] (1:01:59 - 1:02:54)

forever oh that's one yes there you go that's ticked that's ticked boom drop the mic ladies and gents it's been such a pleasure chatting to you all i really enjoy these sessions like my favorite thing to do is to help people at this level so yeah i hope that's helped i'll share the document for what it's worth in the facebook group i'll put the link to the hot spotting in there as well and uh yeah do your homework get your prime time locked in the diary don't negotiate on the business development time that's the only thing that's going to get you forward you're not going to get any for playing whack-a-mole ever um so but i appreciate that we all have urgent stuff to deal with so i know it's not always easy so good well from bali i wish you the best have a lovely afternoon my absolute pleasure i'll see you in a few weeks all of you

[Attendee 8] (1:02:57 - 1:03:00)

cheers everyone cheers bye