**Workshop 1 Session 2\_Transcription**

[Josh Keegan] (0:05 - 0:11)

Ladies and gentlemen, please welcome to the stage, international landowner, Mr Adam Gough.

[Adam Goff] (0:22 - 5:51)

Thank you, thank you, thank you. Okay, enjoy session one? Good stuff, it only gets better from here.

Wow, the smoke's really happening, isn't it? Less cigarettes for you in the corner next year, yeah? Okay, someone got it at least, thank you.

So, welcome back ladies and gents, welcome to session two of Where Is There? We're going to dive into this in just a second, but before we do, I'd like to make a quick announcement. So, at the super event, we announced that oversubscribe were launching their build a brand package.

This was a new package to help you level up your brand, create your brand. So, congratulations to the five people that secured that, it was only five spaces. Obviously, oversubscribe is not a huge company, it's a small company, so they've got limited capacity.

So, this is what it looked like, people that did their level up. So, we've got, I'm recognising some brands in there like Money Row Property, Property Filter. Is Guillaume in the room?

I haven't seen Guillaume today, actually. No, he's got another event, hasn't he? Yeah, yeah, yeah.

That's it, he's going on the naughty list, isn't he? So, no, but this was a chance to level up your brand or create a new brand. And I remember when I started Capital Living, the best investment I ever made was in a brand, because for that time, £5,000, I got a brand, and it speaks volumes.

A brand can say things that you can never hope to say. It can communicate non-verbally, it can set your positioning, and it's just a fantastic ROI in terms of business. So, this is why building a brand is so important and why oversubscribers have put this package together.

So, based on the people that did it, and Guillaume actually, he said that it's the best money he's ever spent on marketing. He thought the service was incredible. Fair play to Guillaume.

I mean, he's not here, so I can say whatever I want about him now. But he did admit that he was well impressed, but he did admit that he was a picky Frenchman and he wasn't impressed by much. Well, I know that's true, right?

I see his feedback scores every month, so I know that's absolutely true. But no, that's what Guillaume said about it. He's one of our community, you know, so it's obviously added a lot of value for him.

So, just to run you through this package, because there's going to be an opportunity for more people to do the same. So, oversubscribing, you can turn this around in three weeks, right? They can set you up, get it all going at a pretty motor pace.

What you get as part of this package is a branding pack worth £1,500, a brochure, also worth £1,500, and a stationary pack. So, you have the hoodies done, the pens, the lot of it, which is worth £1,000. So, all together, those people with the in the room, they're really good at maths.

That's £5,000 worth of goodies. Sorry, £4,000 worth of goodies. So, I've got all the steals in the room, keeping me honest.

So, that's £4,000. It's going to be £5,000. Just stay with me on this.

So, as a property entrepreneur bonus, you're going to get the content calendar, which is basically how oversubscribed run their social media campaigns, channels, sorry, for their clients. So, how you can basically just run that really hands-off, that's worth £500. So, the content calendar system worth £500, and the Know Your Space blueprint worth £500.

So, you can basically completely level up your branding really easily. And that is all worth £5,000. The PE price is a £1,700 saving.

So, it's £3,200, give or take. So, you can get an opportunity to get all that. So, if you've got this idea, or you've got a brand that you think is boring, outdated, needs updating, then this is a great opportunity to work with a trusted company, right?

They've got proven results, and you can have it nailed in under a month. So, that is the opportunity for you all. They do have limited capacity.

They do have five slots available. There is, in your workbooks, a QR code advertising this. And hopefully, Ops have put out the oversubscribed brochures on your table.

So, if you take a look at the brochure now. So, the brochure that's on the centre of your tables, this is an example of the branded brochure that you could have for your business. When we sell anything on Property Entrepreneur, we always put together a nice brochure.

People like to see a brochure. They like to read something, take something away with them, whether you're selling someone an investment, they're investing in you, your business, or just give us your address, and we'll send you a brochure in the mail. These things are very important.

These things are incredibly important. So, you could have this for your brand. As I'm sure you agree, it looks absolutely beautiful.

So, the details are in the brochure. If you want to secure one of the slots, there's a QR code in the brochure. So, you can scan that.

You can go to oversubscribe.com forward slash brand, and you can do that. And what Chris Moss has said is that he will open up slots in his diary for a free 30-minute brand consultation. So, if you're just thinking about it and you're not sure, you can just get value on a 30-minute call for Chris.

There's no charge. Chris is honestly one of the stand-up members of our community for people that don't know him. So, it's a great opportunity for him to look at what you're doing and just give you some honest feedback.

There's no hard sell with Chris. He's going to offer you value, and then obviously, it's up to you whether you take it further or not. But I'm sure you'll get tons of value from that in a 30-minute call.

So, Chris is in the room. Chris, where are you? Okay, he's there.

So, go and speak to Chris. All right, he's going to be doing the midweek mentoring next week for those people on the programme. So, that's a pretty good deal.

And hopefully, any questions about that, actually? Any questions? Okay, fantastic.

Umesh, are you wearing your hoodie now? No, you're wearing it last night, weren't you? It was from this, right?

Oh, you had that before?

[Speaker 5] (5:52 - 5:52)

It was free, yeah.

[Adam Goff] (5:53 - 6:02)

Free, yeah. Hang on, hang on. We'll get a mic, actually.

Who sat on the mic? Steve? Yeah, thanks.

It'd be good to share your experience.

[Speaker 5] (6:04 - 6:26)

Yeah, so Chris has done my rebranding, which won't go live until the website and everything else in January. So, it's just giving me this chance now to do the branded brochure over the strategy season, because I didn't want to do it in sales campaign. So, I took the offer up, because I needed to just execute on the offer.

And now, I'll do it over the winter period.

[Adam Goff] (6:26 - 6:31)

Nice. And just for context, what's your product or service that you're selling in the brochure?

[Speaker 5] (6:31 - 6:35)

So, it's a HMO Portfolio Build Service in Leicester.

[Adam Goff] (6:35 - 6:38)

Nice. You're going to give that to investors?

[Speaker 5] (6:38 - 6:38)

Correct.

[Adam Goff] (6:39 - 7:34)

Nice, fantastic. Okay, so you've got the brochure on your desk. You can stick it on your action list.

Speak to Chris. Go to oversubscribe.com forward slash brand. Everything you need is there.

So, before we go on to our session two, bounce back, boom, can't wait. I have another huge announcement. Massive news about one of us, one of our community.

So, can I get a little drum roll, please, as I get this little drum roll going, all right? Okay, this person is a longstanding member of the advanced community. Okay, they had huge results.

They're an award winner, Hall of Famer. They were the guest host on the program last year. They did such a good job.

Come on. They did such a good job. We decided to bring them back, ladies and gentlemen, it gives me absolute pleasure to announce the new host of Property Entrepreneur Programme 2024 is Miss Rachel Davies.

Let's give her a massive hand and welcome her to the stage.

[Rachel Davis] (7:52 - 7:55)

I actually just nearly fell over over there.

[Speaker 8] (7:55 - 7:55)

Good start.

[Rachel Davis] (7:56 - 18:51)

Yeah. Oh gosh, thank you. I just want to just take a minute, take a look at all your beautiful faces.

And then I just want to say thank you to Dan, Adam, and Josh for just giving me this incredible opportunity. Thank you so much. I'm so grateful.

And right, right. For those of you who don't know me, my name is Rachel and I'm a HMO operator in the Southeast and a buy to let investor. And I've been a buy to let investor for the last 15 to 20 years.

I've been in the game for a while, but for the last five years, I've spent that time building a HMO business with my husband, Paul. You heard me mention him earlier. And we've also spent the last five years building a sound financial fortress that we can retire on.

So that's what we've been doing while I've been on PE and absolutely loved it. So that's a little bit about me. But what I've been brought today to talk to you about is the community.

So the other thing I want to mention before I forget, because I nearly did, is that I'm a mother of two. So I've got two gorgeous daughters who is what my life is all about. And I absolutely love being a mum and I love being a female entrepreneur.

I think it's hugely important for women to be able to have the freedom and flexibility to live life the way they want to. So that's just the last little bit about me. And then it's lovely to see lots of females in the room.

That warms my heart. It really does. Yes.

Go girls. Go girls. But today I'm here to talk to you about the community.

So there's some new members here today who haven't experienced this community before. And of course, I've been a part of Property Entrepreneur for a while. And there's lots of people in this room who have as well.

So make sure you speak to them today, if you need. But what I wanted to say was that this is a really inspirational community. I've loved my time with everyone in this place.

And I want you to know that this community will support you. They will encourage you. They will empower you to be the best version of yourself that you could ever want to be.

It honestly really does happen. So hands up if you want to be part of an inspirational community. Do you?

Yay. Good. Because you're in the right place.

I chose this photo because this is it. This is what the community is all about. We're all in it together.

So if you feel alone or you feel like you're struggling, don't. Talk to somebody. It's really, really important.

And we do great things together. This is just the Latin fan. Where are you, Dan Norman?

There you go. We do great things together, don't we, Dan? Yeah.

We raise lots of money for charity. And it's just everyone, this network is full of just wonderful people. You're all wonderful.

Yeah. And I'm really good friends with a lot of you. And that's what happens.

Over time, you build great friendships with these people. Last year, I stepped out of PE because I had a personal issue that I needed to deal with. I stepped out of PE, but the community still continued to support me.

Even though I wasn't part of ADVANCE last year, I set up with some other colleagues, I set up a female mentorship group, an accountability group that I spent time with. And I also got invited back a few times. And so the community still continued to support me, even though I wasn't directly in it.

And I absolutely loved it. And the thing to remember is that we, this community, it doesn't happen by accident. Yeah.

The people who come into this community are attracted to this community because they see business and life the way that we see it, as a gift, as a privilege, and as a win-win for everybody. And you've heard Dan and Adam mention, and Josh mentioned these things already. It really is the gift that keeps on giving.

And it is no accident. So we all try to live by these three mantras. And I think you've heard them mentioned already.

But the first one is that we say, bless you. And what I mean by that is, as entrepreneurs and business people, and just human beings, we go about our days with the most basic, sorry, I've got to get used to this clicker. We go about our days with the most basic of manners.

You know, we are kind to each other. We look out for each other. We hold the door open for each other.

You know, we pick up somebody, if someone drops something on the floor, we pick it up for them. We're just kind to each other. And that makes a massive, massive difference.

And this is pretty much everything that Dan's brought about in Karma Credits. We become, and we are, nice, helpful, supportive, kind, and polite people. So, you know, this mantra, it ripples through our community.

And we become, and we live it, and we love it. And we just spend our days being nice human beings. And just to give you an example, for me, I always try to ask everyone how they are.

Yeah, so when I meet somebody, I ask them how they are. I do it with a big smile. And I make sure they feel like I've paid them some attention.

And I try and do that as much as I possibly can. You know, whether it's man in the street, or whether it's someone, you know, yesterday, I had, I was at the car, I went shopping, because I had to stand on stage, and I bought my new outfit. I had a panic about the clothes I was going to wear, because I wanted to wear a dress.

And it turns out, where do you put the microphone with the dress? Nightmare. So I went to town, and while I was going into town, it was really early in the morning, and there was this woman cleaning the steps of the car path.

And I turned to her, and I said, Hi, how are you? And she gave, she looked back at me with this big, beaming smile, and she told me how her day was. And then I told, and then she asked me how my day, how I was, and I wished her well.

And I could tell from the smile on her face that nobody ever asked her that, because she was just blown away by it. And that's the kind of people we are, yeah? Remember that, that's the, that encapsulates this mantra.

And the second one is that I promise you, this is a zero ego safe space, yeah? Try saying that on stage, it's quite hard. You know, I know social media is the highlights of life, yeah, it is.

You know, we need social media for our businesses, to promote ourselves, to connect with our families. You know, we need it, but it's not real life, is it? It's not what life's about.

And what we want here, or what we ask, is that we, this is about living your life by design, not your life by comparison. So when we're in this room together, it's a community where we complement each other, we don't compete with each other, and that's really, really important. The essence of life by design is that you live, you run your, you run your own race at your own pace, yeah?

And encourage others to do the same. And your life by design might be completely different to the person who sat next to you, but that's absolutely fine, because that's absolutely what it's like. So we don't beat our chests, not very good at that myself, to be fair.

We don't show off, we don't think we're better than anyone else in the room. We just live our life by design, not by comparison. And then finally, the third mantra is that we share and we support each other.

You know, it really is, the more you give in this community, the more you will get back, I promise you. So people come for the content, but they stay for the community, and that is so true for me. I absolutely love this community, and the reason is, I've said it before, I'll say it again, we're all in this together, we genuinely are.

So it's a safe environment for you to bring your real life issues to the table. You can share your challenges, be real, be honest, be vulnerable, you know, tell us what's really going on in your, you know, what you're really struggling with. This isn't the sure real of social media.

We want you to share your challenges, and we also want you, equally, oh, bless you. We also want you to celebrate your successes. So when you, when things are going well, we want to hear about it, we absolutely do.

You know, everyone else in the real world, if you're having challenges, fitting all of this in, and just what's happening in your life, that's all understandable, because everyone's experiencing these, you know, these difficult things, but they're just choosing not to talk about it. But this community, don't choose not to talk about it, bring it to the community, let us help you. Yeah, so is so important.

And then that leads me on to support. We want, we want you to support each other, go out of your way to help the person next to you, to help the other people in the room. It will feel good, take a genuine interest in what they've got to say to you, find out about their businesses.

You, recently, you might have solved a problem that is somebody else's absolute nightmare right now, and you can help them. So think of it like that. You might know someone that you can connect somebody with, so you can give them one of your contacts, and that could make an almighty difference.

But if you don't even do that, just sit and listen. I was talking earlier to someone about how important it is to have a sounding board. It's just good to listen to others, and let sound out your ideas to somebody else who might not be in your business.

That's a really, really useful thing to do. So take a genuine interest in support, and the more you give, the more you get. So, right, and just one final thing, I can't get the slide to work, sorry, is on the award winners.

Now, I'm not here to talk to you about how amazing your life's going to be, and you might end up on the stage this time next year. What I wanted to say was a lot of the people who end up on the stage at the end of the year, it's because they embody all of the traits that I've just talked to you about. Yeah, they really live the mantras that we've been talking about.

You'll see them in the community, going out of their way to support people. They are highly active in the groups. They share their, you know, Adam mentioned earlier, you know, put your share, or Josh, put your, you know, lessons learned in the community.

They, you know, they'll do all of these things. They'll share, they'll encourage others, and they'll be, you know, open to talking to you and helping you. And it's that type of person that ends up on the stage at the end of the year.

So, you know, for those of you, you amazing winners, you all look beautiful, by the way, well done. But, you know, that's what this community is all about, just sharing the journey. So, that's it, property entrepreneurs.

For those who are new, so hands up in the air if you're just on the program for the first time. Welcome. Yeah, welcome.

A big warm welcome from me. And I'm Rachel Davis. And I'm your new host for the property entrepreneur program.

And I can't wait to, to, to, to meet you all in due course. But for now, it's time. Oh, go on then.

Sorry, I'll answer a question.

[Speaker 7] (18:53 - 19:03)

Not questions, just to say well said. And it's the best presentation that I've had in the last four years to hear that. Brilliant.

And welcome, Rachel.

[Speaker 8] (19:03 - 19:04)

Oh, thank you.

[Rachel Davis] (19:10 - 19:31)

Oh, way too kind. So, this is a really good, I'm feeling very confident that these mantras, you've got them nailed. You've got them nailed.

So, I think it's about time that I stop hogging the limelight. And it's now time to bring on the stage, your head mentor, Mr. Adam Goff, people.

[Adam Goff] (19:41 - 28:13)

I'm going to go home. Hug me or slap me. This way, this way, this way.

Didn't she do great? Let's give Rachel a big hand. Killing it.

Absolutely killing it. Fantastic. Like, she might look small, but she's a heavy hitter.

All right. That lady has come from nothing. All right.

If you've heard her interviews, she had no experience in business. She was thrown in at the deep end. She told me when we were on the blueprints, she didn't want to be there.

She was made to be there. And then she's come on this full journey and she's embraced it. She's embraced property entrepreneur.

And it just goes to show what's possible in only a few short years. So, absolute powerhouse. Listen to what she says.

She's got pearls of wisdom. And she absolutely deserves to be the host. So, I'm so glad.

Let's give her one more round of applause. I'm so chuffed for her. Amazing success story.

So, we're going to go on to session two. So, I know this is a big reason why a lot of you are here. Apologies.

The slides are out of sync deck. If you could sort those out for me, that would be great. So, bounce back, boom.

Bounce back, boom. So, most people are worried. You know, if you read the headlines, you are in the world of social media.

It's scaremongering. People are using statistics and they're trying to enact fear on all of us. Because fear is such a powerful emotion.

It's like the most powerful emotion. It sells newspapers and it sells courses. Okay?

That's what it does. And we need to be totally aware of that. And we need to be absolutely sure that in these times when everyone else is running for the hills, that there are people who are actually smashing it.

So, if you sat there now and you're thinking, you know, this never works for me. I'm always a bit unlucky. I always get the wrong time.

And you're going to be suffering like the rest of the UK. If, however, you listen to this next session and you take action, you will stay ahead of your competitors. You will start to get some distance between you and everyone else.

And you will be able to have your best year ever. Okay? So, that's how important this session is.

It really is fundamental when it comes to strategy, which is what Autumn is all about. In my experience, you need two things to succeed. One is you need to know what you're doing.

You need someone to show you. You need a blueprint to follow. You need to stand on the shoulder of a giant.

Okay? Observe the masses and do the opposite. When you find someone who knows what they're doing, then you have the courage to do what everyone else isn't.

And that's what it's all about. It's observing the masses, running for the hills, being scared and talking about how it's like the most volatile, worst time ever to do X, Y, and Z. And then you do the complete opposite.

When there are blood in the streets... When there are blood in the streets, buy property. Yeah?

That's what it's all about. Okay? So, that's what it's all about.

That's a very famous saying. Warren Buffett said that. I thought everyone was going to say that back.

Turns out no one knows it. All right? But this is how we live our lives.

All right? This is how we live our lives. Okay?

And the second thing is execution is everything. All right? It's all good talking the talk.

But if you don't walk the walk and forget it, you might as well... You're wasting your time. You might as well go in the car and get home now, to be honest with you.

This is about taking action and the speed at which you do it. So, if you miss this next session, you're going to miss out big time. All right?

I think back over the last few years since that beautiful virus hit our shores, okay? About how the world has changed and how we've capitalized. Dan mentioned it at the start of the session, didn't he?

He talked about how the pandemic started it all. Well, I actually went back and I dug out all the things that we've issued to our community to try and make the most of these opportunities. First one.

This model came out within three weeks of lockdown. This was model one. This was the next six to nine months.

Everyone else was like, oh, my goodness. Or like, right, I'm just going to go and get drunk in the inflatable hot tub in my garden. It's like, we put together a model.

We delivered it to our entrepreneurs in the war room. We went to three sessions a week to make sure everyone knew what was going on, so we could have first mover advantage. People take this was absolutely bang on about how that next year went.

And the benefit was that when everyone else was chilling out, was that we were going all guns blazing and making the most of it. We were buying deals when, you know, from the side of the pool when everyone else was thinking like, you know, capitalism's over. It's been suspended.

So, specifically for me, I maximized my bounce back loans and Sibyl's. People in the room I know got bounce back loans before they even launched because we were so ahead of the game. I got 500K in debt, like, basically for 2% interest rate.

So, I absolutely loaded myself up with cash because I knew that was going to be a great opportunity as soon as we came out of this. That was the benefit of knowing what was going to happen and the confidence. Then this model, model two, this came out war room nine.

This was two months or so after lockdown, and it outlined the next 12 to 36 months. This was actually how the longer picture was going to look. We called it the dark, the dusk, and the dawn.

And this, the benefit of this was knowing that very soon there was going to be what we called the gold rush, which is when it all came back, when all the energy came back and everyone was trying to go out and do stuff, having saved up all their cash. You know, we now call this the bounce back boom, but that was it. When this happened, we were out doing multi-million pound deals.

Dan, Josh, and I all sold our companies. Dan bought 10 million pounds in because there was no competition, high margins. That's what it was all about.

Model two, absolutely smashed it. We all sold our companies at the peak, top to out of the top. And then this model from 18 months ago, our summer super event.

We're all familiar with this. I've taken all of you through this, I'm pretty sure now, bar maybe a couple of people who've just joined us late, but this was our model we launched last summer in the championship season. For those people that took this and took action, the benefit to them would have been things like fixing their interest rates before they went up when they were still at like, you know, 0.25, 0.5%. I know I personally benefited from that to the tune of 220,000 pounds by fixing all my mortgages for the next five to 10 years. Valerie, who just shared something earlier, she won't mind me sharing, very similar situation with a lot of debt in her portfolio, fixed all her rates. It absolutely saved her business. So whether you didn't get on a bridge, whether you held onto your cash because you knew there was a time to capitalize, i.e. now, these were the benefits of knowing what it's all about. So we say this a lot, but we don't take it lightly. Success and failure are very predictable. So if you are sat there and you've got negative self-talk and you think, this doesn't apply to me, it doesn't work for me in my town, village, sector, time of life, like talk yourself out of it.

That's a limiting belief. I want you to delete it from your inbox right now, get it gone, because that's absolutely not the case. This stuff is predictable and this session could change the whole game for you this year.

I've talked about it over the summer. We are now going into phase three, phase three of our recovery. And Dan is going to share with you now everything you need to know to capitalize, whether it's the market or the economy.

If you put just 10% of what he says into action, this will double your ROI on PE instantly. This is how valuable this stuff is, but it's only valuable for so long. The information is only gold.

It has an expiry date because these things change. And this is what speed of implementation is all about. It's about taking action quickly, not sitting on the sidelines until everyone else is doing it and then jumping in.

It's like first mover advantage. We know that we're going to get uncertainty. It's we act when we're nervous and we're fearful.

It's all about having a blueprint and following it, following it. So my advice to you is listen. Don't be the one who was sat here, told something by Dan in a year later, like, why didn't I do that?

Don't be that person. So this is why you really have to tune into this. Take everything he says.

If you don't understand, ask questions because this guy seriously knows what he's doing. He's proven year in, year out for 10 years that success and failure are still very predictable. He's been teaching this for 10 years and he's still walking the talk.

He's still making things happen. So he is going to share with you this window of opportunity. So are we ready to hear what Dan's got to say about the window of opportunity?

I can't hear ladies and gents. Are we ready to hear about the window of opportunity? Good stuff.

Let's welcome Mr. Daniel Hill to the stage.

[Speaker 8] (28:22 - 28:24)

Thank you very much.

[Daniel Hill] (28:25 - 1:32:25)

Thank you. So as Adam said, this process is all about success and failure being predictable. And one of the new program community asked me a question in the break and about cave time and said, do I still do cave time?

I was like, absolutely. This is literally where my life is created. I actually have a little room, little box room in my house called a zen den.

And I have leaves on the wall and I have meditation stuff. And I go in there most mornings and read, meditate and journal. And that's where we create what we want in our lives.

And then in our business, it's all about strategy. And this is what the success and failure element is all about. And for the last, well, all of my adult life, I'm in business 20, it's been my 21st year running businesses this year.

And all of my adult life doing that, I've decided what to do in my businesses based on models. And for the last sort of 15 years or so, I've built them and I've used them. And for the last four years, I've shared them on Property Entrepreneur and Adam shared the ones that we created and we used to take you through the pandemic.

What I'm going to do today is I'm going to take you through the next phase. And what I've done is I've drafted a model based on my best guess as to what the next two years are going to look like. And by the end of this session, you'll know economically what we expect to happen, how it should play out.

And as we go through the months, I'll adjust it accordingly. And this will be the journal will define what you do in your life. And this strategy will define what you do over the next six to 12 months in your businesses.

So this window of opportunity I talked about earlier is a very small space in time, you normally only get every 10 to 15 years, now is the opportunity to do it. The last time that we saw this was in COVID-19. And as I said earlier, we did millions and millions of pounds worth of deals, we bought and sold companies, we made more money in that period than we had in any other period, period.

And the reason for that is that everybody else was running for the hills, there was low competition, high margins, and we could go out and capitalise. The last session today, I'm going to take you through the top three strategies that I would recommend you consider for the next 12 months for every level. So whether you're looking at cash flow, profit or asset, which deals we're doing, which deals I'd recommend you do.

And they're based on what we think is going to happen with the economy. And I've broken this down to explain to you how it's going to play out and how this is going to be the window of opportunity. The first thing that's worth acknowledging when we talk about this window of opportunity is interest rates have probably about tapped out now.

Now, it's quite possible that we're going to see a couple of little adjustments higher to really pull inflation down when it gets sticky. So I think there will be a bit of stickiness as things come down, especially into the new year. The thing to note is that it's tapped out.

And the thing about it tapping out means that we're at the end of that process. And we're up, we might go up a little bit more, but we're up. And then it's going to stay there.

And then it's going to come down. And this is what creates the window of opportunity. You have to move now, because we've already tapped out at the top.

When you ask what's going to happen, people ask me a lot like what's going to happen. Many of you listen to podcasts or read the national magazines. Ant Lions, in the middle of the pandemic, did a podcast, we did a podcast, an article.

He said, you know, I talk about success and failure being very predictable. But in the middle of the pandemic, is that still the case? And I was like, absolutely.

You know, you're looking at the economy, you're looking at what's happening, although things might be volatile. The decision making process is very strategic. And this is where the confidence comes from success and failure being very predictable.

So when people say like, what's going to happen, you know, what is actually going to happen? It's basic economics, I could explain to you in 30 seconds what's going to happen. So interest rates are high, they're going to stay high, everything else is going to go south.

So investment will go down, spending will go down, revenues will go down and businesses that make people unemployed, people become unemployed, they spend less in shops, it goes into a downward spiral, property prices come down, employment comes down, the whole thing comes down until inflation follows. And then as it starts to come down and level out, you then stimulate, we then start to drop the rates, inflation goes, inflation or economic activity starts to go back up. And that's just the basic mechanism of how it works.

It'll stay high, inflation will come down, when it's down, rates will come down, we'll stimulate the economy, and we go back into growth, very, very predictable. It's happened since the beginning of time, and we just adjust as we go. Easy way to remember it is interest rates are the brakes of the car.

So if you think about the analogy of the car, the economy is the car, the interest rates are the brake. And what we've got to try and do is understand how does this work? When we say success and failure are very predictable, they are very predictable, in the same way when you drive a car.

So if you think about driving a car, the accelerator is inflation. So the quicker your business is expanding, growing, the economy is expanding, prices go up. And that's where we saw high inflation because the foot's on the gas.

The way to bring inflation down, because it's out of control, is you put your foot on the brake, and it slows down the car. You know, you've all driven a car, slows down the car, puts the foot on the brake. If you leave the foot on the brake for too long, before going back onto the accelerator, what happens?

Absolutely, the car would stall, and then the car would stop. That's not a good thing. The aim of the game is to put the foot on the brake, slow the car down, slow the economy down, and then at the right time, accelerate out, and then we're back into the next growth curve.

And if history, bar the pandemic, repeats itself, it's another 10 to 15 years of economic growth. This is a good analogy that I shared with Advance a couple of months ago. So Ian Bower is in the room, good friend of mine.

I was fortunate enough to go to a track day, took one of his supercars out, and we went racing. For those of you that have done track racing, a track day, racing supercars, you get on the straight, and this is what the economy does, you get on the straight, and you accelerate. When you're on that straight, it's go, go, go, go, go, foot to the floor, accelerate, accelerate, accelerate.

That's what you do in the car, that's what you do in the economy, that's what you do in your business when you're growing. And then when you approach the corner, go brake, brake, brake, and you brake as aggressively as you can, and you get to the top. Now, this is what interest rates are doing.

And interest rates are going to be high with the foot on the brake until inflation comes low enough that it's safe to turn. And at the minute, we're going full steam at that straight, the foot's on the brake. If we don't brake enough, so if interest rates don't stay high enough, or they're not high enough, and we don't brake enough, what happens to the car?

Absolutely, straight through the corner, straight through the barrier, it's game over. If we brake too aggressively, and interest rates are too high for long, and the car is just slowing, and all the other countries go past us, what happens to the car? What happens to the economy?

Stalls, absolutely. So we're going to brake, brake, brake, then when it's safe, if we get it right, we're going to turn into the corner. And then when we accelerate out of the corner, if we accelerate too soon, what happens?

Absolutely, exactly what happened when I was in the car with Ian, accelerated too soon, car spun out, ended up in the ditch. If we get it right, we roll into the corner out the other side, and then you're off to the next set of the race. It's exactly what's happening in the economy.

The key is to understand when to stop braking, when to start turning, and when to start accelerating. And this is the unknown. This is where we don't know what's going to happen.

All that's important to you is we know we're at the top of that section now, at the top of those interest rates. So the reality is now the braking's done, that risk bit's done, we know we're going to go into the corner. Your window of opportunity is taking action, doing deals before everybody else gets clear and confident that they can go out and do the same.

If we think about where we are in this corner, so if this is the corner we talked about, we've come down this straight, high inflation, brake, brake, brake, interest rates up, get them to a point where they're high enough, get it safe, turn, and then we start to accelerate, we drop rates, we expand again. Where do you think we are on this diagram as economists, entrepreneurs, people? So we say who thinks we're at one?

Who thinks we're at two? Who thinks we're at three? Who thinks we're at four?

Yeah, I would say we're probably somewhere between two and three. I would say probably two. What I'm is, well, that's for those of you that don't know, Adam used to have a Vespa.

Before he was cool and had a ponytail, he used to drive around London on a Vespa. Equally, it probably represents some elements of our economy, which is probably not for the best. I would say we're probably around here.

And this window of opportunity is here. Now, I've been doing deals for the last 18 months in that high risk period up there where how long is it going to go on for? How high are rates going to go?

I was doing deals in that high risk space. And I've shared it with all of you. Many of you have followed suit.

I would say the good thing for those of you in the room, we've now got clarity. When we came out of the pandemic, and I talked about the dusk and the dawn, sorry, the dark and the dark, dark and the dawn, the dark and the... When I talked about coming out of the pandemic, I don't know what day of the week it is, is that alone the time or the sunlight?

When I talked about coming out of the economy, we've got that clarity. Success and failure are very predictable. We know now what's going to happen.

The aim of the game is, as we go into this corner, the only thing that's going to come out is more clarity and more confidence. With more clarity and more confidence comes more competition. Now's your time, basically.

This is the window of opportunity to capitalise. As soon as we come out, inflation comes down, rates start to settle, everybody else is going to be back on the race, and we're going to be where we were previously with everyone going above asking price, loads of competition, hard to do deals, now's the time to capitalise. What's actually going to happen in the basic sense?

Well, the first is that rates are going to hold. If you think that we're going to be back down to 2% or 3% interest rates over the next six months, short of some sort of global emergency or black swan, you're not going to see that. Rates are going to hold.

What's going to happen now is everything's going to go south. Day by day, you're going to see unemployment increase, you're going to see property prices come down, inflation come down, spending come down, GDP come down. You're just going to see all of that stuff come down until the rates have done what they need to do, inflation's settled, and then we can go back out and accelerate out the corner.

Now, the thing to note that's important here is the government are basically forcing a recession. So it's quite possible by definition we're going to a recession. I'll tell you what I think is going to happen.

I don't think based on the information that's available at the minute, you're going to feel any pain or suffer or things like that. However, with the foot on the brake and interest rates high, the reality is we are going to force a recession. And what happens in a recessionary environment?

And what happens in a recessionary environment is some businesses have to go bust. We need people to stop spending. We need the labour market to loosen up.

Some people will go bust. And the way you see this is with high interest rates. Another good analogy for you to try and sort of think about where we are is a sauna.

So those of you that sauna, you saunas, you want to get up to about 80 degrees. We always do on the retreats, get up to 80 degrees, pump the water on the stones, get that humidity up, get that heat up. This is what the economy is now.

Rates are high, heat is high, and then you sit there. And 20 minutes in the sauna, there's a group of you in there. What happens after the first five minutes?

Somebody has to get out. What happens after 10 minutes? A few more people have to get out.

This is what the economy is like. We're in this hot sauna now. And the aim of the game is you need to get to the end of the 20 minutes.

And this is the danger zone. At the end of this, I'll talk to you about the snakes and the ladders. The snakes, the things that will catch you out and take you backwards.

The ladders, the opportunities, the things that will take you forward. But it's going to be the danger zone. What's the first one recently we've seen?

Normally you'd call them zombie businesses. They shouldn't really be in business. They're pumped full of artificial capital from the pandemic.

They're resting on their laurels. They're on borrowed time. They're just dragging theirself through the economy.

What business have we seen gone down recently that really should have either diversified or gone bust two or three years ago? Offices has been more of a shift because of post-pandemic. Wilkinsons, absolutely.

You look at the basic economics of Wilkinsons, it's like there was a lot of reasons that that should not be in business. They're competing with people out of town. It's now a competitive space like Poundland, B&M, Home Stores or whatever the other one's called.

It just made sense. It was on borrowed time. That's what this is going to flush out.

The good thing for you is when you have a recession, it's like a forest fire. The flames rip through the forest. They kill all the deadwood.

But then when it's over and you've done your 20 minutes, what's left? Loads of space, loads of clearance in the wood, less competition, more loose labour market. Makes things good.

But we've got to get through this period. We need to get you through this next period, however long it is. The wind of opportunity, flipping it back to the positives, is now.

It's literally like the next period I'm going to share with you. So I can tell you what's going to happen. It's very straightforward.

It's basic economics. When is it going to happen and how long is it going to last? That's the million dollar question.

I don't know. I can give you my best guess based on all the information I know today. As things change, I'll update you.

But of all the models I've built over the last probably decade, this is the one I'm most challenging because there's so many variables that nobody can can guess. I'm going to share with you the model and this is what I'm making my decisions by. It's the strategy that I'm building for our companies and it defines the deals that I'm doing right now and the decisions I'm making for the 12 months ahead.

And this is the model for the next 24 months, as far as I can see it at the moment. So I'm going to take you through this. I'll leave it on.

I will take you through it. Feel free to take a photo. I'll take you through this step by step so you understand it.

But based on my best guess at the minute, I'll stand over this side. This is my sort of best guess as to what's going to happen. To manage your expectations, you are quite likely to see very different news on the front page of the paper, on social media, from people who are trying to scare the living daylights out of us.

And that's fine. Maybe they're right. Let's hope they're not.

But this is, if you remember, economics isn't driven by monetary and fiscal policy. Economics is driven by what's written on the front page of the paper. It's called reflexivity.

Half of this is about economics and finance and the basic mechanisms. The rest of it is driven by human nature, basic psychology, and what people read on the front page of the paper. So this is my best guess as to what's going to happen.

As we go through the months ahead, I'll adjust it as things change. So to walk you through it, across the bottom, we've got the months. So we're now here in autumn, October, November, December 2023.

This next section here is 2024. So this is January, winter, spring, summer, October. And then this is 2025.

And obviously, the reality of anyone guessing the next two years ahead accurately is pretty slim. I'll give it my best crack, and I'll adjust it as I go. So the basic logic, and I'm going to walk you through each of these things.

The basic logic is that inflation is heading south. And we already know, it's already baked in, that inflation is going to keep dropping for the next couple of months. Main reason, in the same way that I said it would drop in May this year, and I forecast that 11 months ago, was because there was a spike in utility bills.

It's exactly the same here. We're already baked in a big drop in utility costs. That's going to happen.

Then we're going to go into the winter. So we've got rates here in red. Then we're going to go into the winter.

And it's like, when we talk about human nature, you've got to think about seasonality. Winter means things are going to slow down anyway, because very few people are running around doing 18-hour days in the winter. Everyone's eating cottage pie and watching Coronation Street.

It's going to naturally sort of contract into the winter. And the aim of the game is for inflation to come down. And we know it's going to come down.

It's unlikely to be this linear, but this will be the direction of travel. And then you've got to decide, when's it going to go down by? Well, there's a real key thing happening at the end of next year, which is, anyone know?

Absolutely, there's going to be an election, unless it's called early. I can't see any reason why that would be the case. There's going to be an election here.

So what has to happen is, between now and then, the government have got to get, if Conservatives are going to keep their seats, and keep their, if they're going to keep leading the country, between now and then, they've basically got to do the hard work, fix the problems, but then also start showing the early signs of positive stuff. So they win the votes, which could be reducing rates. It could be announcing public infrastructure spending, whatever it is.

They need this to be happening around here. So whatever happens between now and then, it has to pull this inflation down. In order to do that, rates have got to either stay where they are until it comes down, or I've got a feeling it's going to get a bit sticky around here.

Because you've got a very resilient economy, and people are still earning lots of money, it may not stop. I mean, if you go around your town centre at the weekend, the restaurants are still full, the shopping centre car parks are still full, people are still having bottomless brunches and porn star martinis, you know, we're living the dream. We still think it's 2021.

And it's like, if it gets sticky, we'll have to increase rates a bit more, or they'll just stay where they are until inflation drops. But this is the key thing. Now, when you think strategically about the economy, which is basically like a business, the Conservatives have got to play the game to get ready for this election.

If inflation is not sticky, it might come down a bit sooner. If it is sticky, you know, hopefully it'll come down just in the nick of time. The other thing that might happen is at the minute the government are heading for a 2% target.

And it's quite possible they adjust it. I read something a little while ago, and it said that the 2% target was basically shared about 50 years ago in a conversation between two Bank of England members or something. And then it just stuck as this target that's a little bit arbitrary.

They might adjust it and say, actually, with a developed economy that's quite active, they might choose to increase it. There's also conversations of moving from the CPI index to the RPI index, which again, could artificially lift that consumer price index to the retail price index, which could artificially lift that. And then what we're looking for here is that we're waiting for rates to come down.

And once inflation is down, rates will then start to come down because we want to take the break off, we're through the corner, and then we want to accelerate again. So then rates will start to come down. Inflation will pretty much sort of level out.

And then post, let's assume that happens, inflation is down, the election takes place, most capitalist parties, we'll see, we'll talk about, we can talk about the election in a bit, but most capitalist parties are going to want to come into power, whether it's a renewed term or a new party, and show investment, show encouragement, in which case rates will probably drop, public sector in spending will probably increase. And then rates will then start to come down.

And if you look at that, we are looking at the reality of it being sort of this time next year at the earliest, unless this drops off a cliff, I don't think it will, but we'll change it as we go. Or it's going to be the other side of that. The only real difference here, when you think about seasonality is if everybody stopped spending and got panicked, and there is a few things that are in circulation at the minute, I think you're going to see a few more in a few weeks, that could make people very nervous.

The only difference would be if this was actually moved from 2024, from beginning of 2025, end of 2024, to actually over here. If inflation was to take an absolute nosedive and get real low real quick, because we've got the autumn and the winter, you could see some stimulation around here. But that would be very, at the minute, I think that would be very unlikely.

I think this is probably the way it's going to go, namely, because I think inflation is going to be more sticky than we think. Property prices, I think we're going to see a drop, it's going to just gradually drop. I mean, here I'm talking about like 1%, 2%.

It's not going to be huge, but it is going to be through the autumn and winter, that window of opportunity. And based on what I'm reading at the minute, which is very different to what the front page of the paper saying, a lot of people saying on social media, I think property prices will stay there or thereabouts where they are. And I'll explain to you why that is.

But when we're thinking about this window of opportunity, it's here. But this is the six months to do deals. While everyone's nervous, autumn and winter are setting in, the days are getting shorter, everyone's eating cottage pie, like that's where the deals are going to be done.

And then they start ticking up. And I'll explain to you why I think that's going to be the case. And then all of this is going on.

And oh, yeah, mortgage rates. So mortgage rates, I think you're gonna see coming down. Lenders need to get money out the door, I think you're gonna see that come down.

And then I think it would just track base rate. It would just track base until it comes down. The only difference would be if some of the clearing banks who've got some of the banks who've got savings in their account, and they play the long game, they could get competitive and start to price in a drop, which I'll talk about.

But best case scenario, I think you're going to see rates sort of just track base rate. So there's a degree of get used to where they are for the time being. And then GDP, which is the economy, we might see over the next six months as inflation comes down, it's this one at the bottom, we might see a small drop off, like might see a dip.

But the same as what I said in pandemic, with all that bless you, with all that liquid capital in the in the economy, with what I'm seeing at the minute, I just think the UK economy is so resilient, there's still cash, unemployment's low, you know, people are saying vacancies are dropping. But I'll talk to you about why that doesn't concern me. Short of an economic shock, I think GDP will drop a little bit, maybe, but it's basically going to flatline.

Same as what I said in the pandemic, is exactly what it's what it's done. So this is the game we're going to play. And my best guess at the minute is that this is the window of opportunity.

So when I keep showing you this counting down clock, I'm saying if you want to go and do the deals that you saw us do in the pandemic, if you want to go and get ahead of the competition, hope for the best, expect the worst, let's hope that this is dragged out a bit longer, if that's your aspiration. If not, we've basically got six months to go out do deals, turn into the corner, and then into sort of spring, summer, everything's gonna, gonna pick back up. The thing to remember here is that timing is a moving target.

And at the minute, there's so many bits that play into this model that will change. There's utility bills, there's inflation, there's employment, there's international issues, there's political internal fights and issues. There's so many moving parts, we'll adjust it as we go.

But the main message is you've got six months, if you want to go out and do deals with low competition, high margins, you've basically got six months to go out there and clean up. And then we could be back accelerating, and we don't see it for another another 10 years. As we go through, I'll appraise it, I'll adjust it.

And I'll keep you posted as we go through the year. But this is what we're working with at the minute. So I'm gonna take you through those six steps, give you some surrounding context, and hopefully give you everything you need to understand what the market's going to do.

And in the last session today, I'm going to show you the deals today, I'll take you through the top three deal strategies that I'm doing. And I would encourage you to consider to go out capitalize and make the most of this window of opportunity. So to kick things off, we're going to start with inflation.

So inflation is on its way down. It's heading down at a pace that the Bank of England are happy with. So they've stopped sort of paused where they where they are.

The call now is, you know, what's going to happen next. So inflation was 6.7% in August, and 6.8% in July. So broad inflation has come down a bit.

The bit everyone got excited about is core inflation, which obviously strips out utility costs, cost of living. And that's come down from 6.9 to 6.2. Very encouraging. And in October, we're likely to see another drop.

The government's target, which is what the whole manifesto is basically leaning on is that they want to get to 5% by the end of the year. So at the moment, it's tracking that and it looks quite likely and I've built my forecast loosely around that. I think they're not not a fact about the fact it's their forecast, because I think some of the forecasts are very wrong.

More about the fact that it looks like that's the way we're going. As I mentioned earlier, one of the game changers could be if we change the base, if we change the target. So if you move the goalposts, you know, you move the target, they might move from CPI to RPI, or they might revise it from 2%.

The reality are rates are going to stay where they are. Like we had a poll about six months ago, who thinks rates are going to go back down to like base rate of like 1%. Short of a global disaster, I don't think we'll see that anytime soon.

But it's time to start getting ready to work with these new rates. But the good thing is the market will correct itself and I'll share with you why that is. But rates are going to stay high until inflation comes down.

Absolutely quickest that's going to be is like six to nine months. In reality, it's probably going to be more like 12 to 18. In my opinion, big drop in October, as I said about when we when we absorb those utility bills from that big rise from last year, and that drops out of the comparison.

Utility bills, so this is probably something you want to be considering. We obviously saw the caps come down, we saw global supply increase and everything leveled out. But at the minute, there seems to be some jet obviously, OPEC have reduced the supply.

And we're now seeing different fields of utility costs, saying they're going to, it's going to increase. So if you're in that position, where you're looking at fixing rates, maybe worth seriously considering what that looks like, there is a potential that these could go up. I mean, they're going to go down over the next sort of three months.

But especially as we get into winter, there is a possibility that utility costs could start going back up. And then the Bank of England are projecting that by this time next year, inflation will be down to 3%. And obviously bearing in mind the government, if you think about why that's important, the Bank of England are the people that make the decision on interest rates.

So if they want to get it to 3% by the end of the year, and it's not coming down that quick rates will go up. If it's coming down faster, they might knock base rate down. And that's basically the closing sentiment.

If inflation comes down quicker, rates will come down quicker, if it comes down slower, rates will go up, will go up further. And this is basically, this is basically where we are. And this is based on that what we're, we're forecasting.

And then the election is obviously the key consideration as to whether that that push, what impact that has on pushing it through. Interest rates, every deal that you do at the minute should revolve around what's going to happen with interest rates, whether you're working with private investors, whether you invest in your own cash, or whether you're borrowing, or raising finance or refinancing, all your decisions should be based on where we are and where we're going. The general consensus from our side is rates are going to stay where they are, as I said, and if it goes slower, it'll increase, if it goes faster, it will reduce.

And the expectation is that we're not going to see a significant drop until the beginning of 2025, end of 2024, beginning of 2025. Mortgage rates will track that quite similarly. And you're going to see the lenders coming in and trying to get money out the door.

They're running companies, the government has an incentive to make to keep the property industry going. It's a huge part of our service based economy, solicitors, conveyances, letting agents, estate agents, they need to keep it moving. And I think you're going to see the same with mortgage companies, they're going to be pricing themselves to get cash out the door.

Rates are going to stay high until inflation comes down. And a key thing to note here is that they haven't stopped. So if I had the casting votes, it was a 5-4 split at the last Bank of England meeting, 5 to hold, 4 to increase, I would have voted to increase.

And if they had have increased, it would have been the final nail in the coffin. Everyone would have known, wow, these guys are serious. It's done.

We now need to batten down the hatches. The problem is they've got this early confidence, they've sat tight, and there's reasons for doing it. But it hasn't given it that final bang, it's done, which means there could be further raises, based on the sentiment of what the market does.

October and November, we pretty much know are baked in. But if we get to December and January, and it's not dropped, it's quite likely beginning of next year, you will see further rises. Now, the winter will probably drop inflation anyway, because nobody's very optimistic, they're staying at home, it's only daylight for like six hours of the day.

If we get into spring, and it's not coming down, it's quite likely then we're going to see a further increase. If you listen to the arguments of people that are saying that property prices are going to drop 20, 30, 40%, and we're going to have this like big recession, a lot of edges on the fact that the property market is going to crash because of higher rates. Now, there is a huge drag on interest rate increases.

There's some people that since rates started raising in December 2021, have felt no impact, you know, they didn't have any consumer debt, the mortgage was on a five year fix. There's corporate companies that have got five year fixes on Sibyls or bounce back loans or recovery loan schemes. And that creates a drag.

So it does happen very, very gradually. But the important thing here is, we're already like we're already halfway through the year, there was 1.4 million people to come off fixed rates this year, there's still 700,000 through the last stretch of the year. In real times, we're not seeing it filter through to the figures, you know, there's this safety net in the economy, where the government are protecting house prices, and I'll talk to you about why that is the huge safety nets in our economy, which is not good, like, it's inflation will come down a lot quicker if you didn't have that.

But because they've cooled down the sauna, you know, people have been able to stay in for longer. And the shock factor is really important with rates. So you're going to get to a point in the next sort of six to 12 months, where you do your first refinance, it's going to be a year of first basically, shock base rates gone from half a percent to 5%.

Huge shock, how are we going to survive my mortgage is going to go from 2% to 6%, this huge shock factor. If you remember in COVID, the first time you put a mask on, it was like, is it blue side front? Is it white side front?

Is it like, do I go to the shop? Can I look people in the eye? It's like this huge, like, how does this work?

As the year plays out the next 12 months, you're going to start to acclimatize to it. And you're going to have your first refinance at five and a half 6%. You're going to buy your first deal at six and a half 7%.

You're going to borrow your first private investor money at 15, 18%. And there's going to be a degree of acclimatizing to it. And when I talk to you later about deals, it's about playing the long game.

I'm raising a couple of million pound at the minute at 10% plus on buy to let finance, residential mortgage, and commercial. And you think, wow, that's really expensive. Why would you do that?

Because you're in a period of where you need more capital, not cash flow, because I'm playing the game. I want to do deals while nobody else is doing them. When nobody else wants to borrow 10%, they want to wait for it to come back down to six.

I'm going to play the long game, raise the capital, go out there and do deals. Seasonality is a huge thing. When you think about anything to do with your businesses, the economy, the reason we have championship season in the summer is because the days are longer.

Optimism is high. Everyone's walking around, high-fiving strangers and letting people out in traffic. The world's a good place in the summer.

In the winter, it's depressing. We're all SAD. We're all hating that weather.

It's human nature. It's going to play into how we do deals over the next six months, which is your window of opportunity. And then finally, is to acknowledge that you're sitting in the sauna.

And we need to make sure that you go the distance. I'm going to talk to you later about how you can make sure you don't get caught in the storm. Because the only way inflation will come down is if people stop spending.

If people stop spending, businesses shrink. And if people shrink, businesses shrink. People lose their jobs.

Don't get caught in the storm. I'm going to show you how to avoid that. Mortgage rates, the reality is deals need to be done.

Think about all these lenders. We had, who did we have last month, speaking on advance? LendInvest.

We had LendInvest here last month, behind the scenes, telling us what they're doing. And they're saying, we've got to get creative. We've got to get money out the door.

We're a business. We have salaries and overheads to pay. They're not sitting there waiting for rates to come down.

They're finding creative ways to do it. The resi market, one of the reasons it's going to be so resilient is people, the lenders will find ways to make money. All these people are going to get repossessed because they're going from two-year fixes to six.

The reality is the mortgage market has to lend money. And we're already seeing HSBC have released their first 40-year term. In other countries, you get multi-generational mortgages, where you take a mortgage now, and it'll be paid off over the next 150 years.

We're now seeing residential mortgages, not only being able to go from repayment to interest only, but being offered as interest only. The market moves with the rates, right? So the market has to get the money out the door.

So it's not going to be as aggressive as perhaps, you know, 08, 09, where we saw those crashes, in my opinion, from what I'm seeing. The lenders are going to price in drops. And this is all about success and failure being very predictable.

When you see five-year fixes that are equal to or below base rate, if they've got cash to lend, it's because they're pricing in those drops. You know, if they're banks that have got cash, and they're borrowing it from savers at 3%, 4%, and then they're lending it at 5%, you think, how can they lend at less than base rate? Well, it's a five-year fix.

It's a seven-year fix. They are looking at the swap rates and factoring in the fact that over this period, that rate will come down. And they're basically playing the long game.

They're betting on the spread. They're waiting to see that play out. Key thing to note here is don't get fooled.

Where you're seeing rates at the minute, which are less than base rate, they're not actually less than base rate. And this is a trick that's actually, I wouldn't be surprised if it is the next PPI scandal. Lenders are saying here, we'll lend you this money at 4.5%. But what are they doing? Charging you 2% or 3% on the arrangement fee. And it's like, that's not legit. You know, people who aren't savvy, sophisticated investors like us in the room would not spot that.

It's not legit. Look at the fees and how they add up because it's significant. That commercial loan that I told you about, 1.5 million at 50% loan to value, commercial is 8.25%. Looks amazing. Add in the fees, you're over 10. So it's like, you need to know what you're doing here. And credit to Billy, actually, sitting at the front.

And Billy shared with me a sentiment recently. Somebody in the board WhatsApp group asked about whether to fix for two or five years. And again, my default, like I was saying a minute ago, don't take it on face value.

My default was, I'm going to take two because I think it's going to come down before it goes up. Two-year fix. And Billy said, yeah, I can understand that logic.

But he said, if you look at how much you think it's going to come down, add in all the fees that it costs you to get that first mortgage going. Actually, having a five-year fix could, you've got to run the numbers, work out cheaper than a two-year fix that then goes on to a lower rate because you're only paying one set of fees. So don't just naturally think, I would say strategically, two years makes sense.

But actually make sure you're comparing those fees like for like. And then just remember the law of logic. When I've been standing here, this is my 11th year of standing on this stage and trying to help you guys understand how this stuff works.

The only reason I can say success and failure are very predictable is because to me and my mechanic brain, it's very logical. And just remember the law of logic when you're in property. When rates go up and property prices crash and everyone's nervous, it's very easy to fall into the trap of thinking that's the case.

But just remember as a property investor, I've been in property since I was 15. I started building houses, working as a trader when I was 15. I've seen it go up, I've seen it go down.

The biggest thing I've learned is as long as you're in this game for the long term, the law of logic will prevail. And if you look at buy-to-let houses at the minute, it's a really good example. So a buy-to-let house at the minute will probably yield 6% in, you know, Midlands heading up North, maybe a bit higher in the North.

Let's say it's yielding 6%. If your buy-to-let finance is 6%, after you pay the mortgage and the agent and the voids, it doesn't make any sense. Now, the law of logic says that that can't exist forever.

But the PRS, the private rented sector, is a huge part of the staple housing stock in the UK. And the law of logic means that it won't stay like that forever because we need that stock. If it stayed like that, if it was going to stay like that forever, nobody would ever do deals.

But I will buy 6% yield in deals with 6% finance at the moment, which are 20% below market value, because I believe that in 12, 24, 36 months, the market will come back around. And what will happen is either if the yield is 6% and the finance is 6%, either rates will come down, rents will go up, or property prices will come down. It's just the law of logic.

It's the way the economy works. So it's having that confidence in a difficult market to go out and do deals, play the long game, and not base it on what you're going to make today, but what you're going to make over the term. This is a really, really important thing when we're looking at doing deals.

So that's the sort of explanations to how we've got there. The economy. So when we're looking at the economy, I'm talking about the economy flatlining.

The reason we've got inflation is because demand exceeds supply, which creates a surplus. When you have a surplus, price increases. The reason the board is only 15 people is increasing price every year for 10 years, 11 years, is because it's demand and supply.

There's only 15 seats. It's exactly the same in the economy. It's all about demand and supply.

And the reason we've got inflation is because the economy is very active. Unemployment is very low. Vacancies are very high.

And there's lots of working capital. The economy is very strong. So for that reason, I think it's going to flatline.

I think it's going to stay where it is, but we'll move from being in what's called a shortage, where price, where demand exceeds supply, to being at a point of equilibrium, where it balances out. We're in the corner. And then we accelerate again.

Ronald Reagan, who, if you've heard, some of you have heard me talk about Reaganomics previously. Ronald Reagan has a really fantastic quote, which basically explains the law of logic for the economy. And when he said this, it was sort of tongue in cheek.

But what he was saying is, this is what the government do in the economy. If it moves, tax it. If it keeps moving, regulate it.

If it stops moving, subsidize it. And if you think about that car analogy, this is the way the economy works. It's just so predictable.

The bounce back boom model, if you remember my old bounce back boom model, it was like, we've gone into the crash of the pandemic, we're then going to go into a boom, which was coming out, high inflation, loads of activity, what we saw. And then what would happen is we would get regulated, regulated, compliance, interest rates high, because you're in a boom, you're in a bubble, comes back round, inflation comes back down, rates go up. It's just so predictable.

And that's how the economic cycle has worked since the beginning of time. For that reason, I think it's pretty much flatline. You might see a drop here, but it'll be marginal.

If we get into the definition of a recession, which is like two consecutive quarters in negative growth, then it will be by definition, I don't think your friends and family are all going to lose their jobs. And we're all going around Adams for jam on toast. I just think it's pretty resilient.

It should be fine. I think we'll be okay. To summarize, the UK economy is incredibly resilient.

It's just if you look at everything we've done over the last three years, it's a very resilient economy. Although unemployment is increasing, employment is dropping. That's what we want to see because the foot's on the brake.

But vacancies are still high. This is the difference between the headlines. One of our mantras is, if you read the newspaper, if you don't read the newspaper, you are uninformed.

If you do read the newspaper, you're misinformed. And I read a statistic the other day, which said vacancies are dropping for the largest rate in 19 years or 10 years, whatever it was. And you look at that face value thing, wow, what's going to happen?

But then you look at how many vacancies there are. We've just gone below a million vacancies. There's still 900,000 vacancies that aren't full in the UK.

It's like there's still very high, strong labour market. And actually, we could do with it loosening up a bit. So that forest fire needs to get rid of some of that deadwood.

We're also in a nanny state. We are in a very fortunate position to be in a very developed country that looks after us. And if you're my honest opinion, it looks after the state and it looks after society too well.

I won't get into the politics of it. But the problem with that is we're struggling to get this inflation down because property prices, again, I'll talk to you why they're not dropping. There's these huge safety nets that are stopping it from, huge safety net that's stopping it from dropping.

And it's the same with jobs. It's like, you've got to try really hard in the UK not to be able to financially support yourself, whether it's on the state, state benefits, or it's in the business using the initiatives the government give you. As we predicted at the beginning of the pandemic, the economy would flatline.

My sentiment is the same. It's just such a strong economy, again, based on my opinion, based on what we're seeing at the minute. It's just going to flatline.

There are, however, productivity issues. And this is a bigger issue for the UK on a global stage. Working from home has not helped productivity.

You've got to have people who are in that top 10, 15% who are self-starters, high performers, you can trust to work from home, unsupervised and do their thing. There's a reason that productivity is low. Working from home is part of that.

And also, we've now got three times the amount of people that are out of work due to sickness. In the current world post-pandemic, there is not three times the amount of people who are actually sick. In fact, if you listen to Rishi Sunak's conference speech on Wednesday, he spoke about it.

If you're physically able to work, you will go to work. We need these initiatives to get the economy going again. But for these reasons, I don't think we're going to see a ginormous shock.

Falls in a recession, I talked about it, vacancies are high, labour's low, Wilco's has gone bust and released, say, 10,000 plus employees to the market. We actually need more of that. Get rid of the zombie businesses, clear things out, reduce the competition.

But we need to make sure that you're not one of them. But we're in the sauna now, the temperatures hit 80, we've got 20 minutes to go. And this is going to be 6, 12, 18 months.

I'm going to show you how to avoid getting caught in the storm. You need to appreciate this is why the government are doing it. This is why the Bank of England have got high rates.

They need companies to go bust. They need people to lose their jobs. They need people to stop spending, to bring inflation down.

We need you to capitalise, not get caught. And if you saw what we did in the pandemic, the pandemic, the worst economic environment we could have been in, definitely in my lifetime, if not recent decades, the reason we capitalise is within three weeks of lockdown being announced, we fundamentally changed the way we did every single business. We changed the strategies we do.

And I had about 3 million pounds worth of development about to go into build. And within three weeks, we went from the top of the market to the bottom. And because of that, we made millions of pounds on deals we couldn't do before the pandemic, millions of pounds on deals we couldn't do after the pandemic, because we pivoted, we repositioned, and we diversified.

Don't sit on your hands, don't rest on your laurels, don't get caught in the storm. Finally, the election, it's all going to be a game. The problem with the election is, in my opinion, the Conservatives, so under the power of Rishi Sunak as Prime Minister and Jeremy Hunt as the Chancellor, I would say my confidence level is very high, that strategically and skilfully, they can balance the books, they can restructure the country, and as a business, they can do really, really well.

Like cancelling HS2, very political, etc, etc. But strategically, from a business and economic, from a business sense, it makes a lot of sense. If they had enough runway, I think they really could restructure the UK economy based on the approach that they're currently taking.

The problem is, the government vote isn't built on who's good at business, the government vote is built on who is popular, who wins the votes. And at the moment, it is very unlikely the Conservatives are going to get another term. And this is going to be a challenge for us.

We'll see how it plays out. We'll see what happens. We're a long way out yet.

But it's all a game. And they've got to try and get this balancing act of doing the right thing to win for business, but also to win the election. And the problem is, it's going to be very difficult for them to do both.

This gives me the confidence that this will happen before here. And then the new manifesto will come in, the foot's on the gas, we're into a new party or new party or a new term, and the economy gets going again. So for the last 12 minutes, snakes and ladders.

Think about your business, we talk about it's all a game. It really is a game of snakes and ladders. Every day you're going from square to square.

And the aim of the game is to find the ladders, climb up more of those and avoid the snakes and don't slip down. To understand how to do that, we need to understand what's going to happen in the property market. And if I'd have asked you, let's wind our minds back like 18 months.

If I'd have asked you 18 months ago, if you remember, when every property you went to view was an open house. Every time you walked out, there's a guy with a clipboard taking their offers, best and finals. Every single deal you went for went over asking price.

If I said to you, here's a button. And if you press it, I will take you to a place, magical place. There's more deals than you've ever wanted to do in your life.

There's no competition. You can buy 10, 20% below market value. Nobody else is going to be offering.

Who would press the button? Absolutely. Oh, here we go.

Press the button. Well, congratulations. We're here.

We arrived in 2023. There is no competition. Everyone's running for the hills.

You can do the deals below market value. If you understand how to play the game. This is what I think will happen in the market.

This is at the minute, the window of opportunity. If it extends, great. We'll have longer to do deals.

But the minute we're in that corner, and if it's over in six months, the foot goes on the gas, and then we're off to the races. Property price is going to come down a bit. And I suspect they're going to loosely stabilize.

And then when we get into lower rates, higher activity, we're going to start seeing them go up again, which doesn't make sense. From affordability standpoint, it doesn't matter what stat you look at. The UK property market is fundamentally unaffordable by every measure.

But that doesn't change my sentiment. It's all about demand and supply. And here's the things to consider.

So the first is seasonality. Everyone thinks the summer is the most active point for the property market. That's not the case.

Everyone's on holiday in the summer. Spring is the peak market. Autumn and winter are the lowest.

Going into the three months ahead, what's the one line that we use to do deals over the next 12 weeks? Absolutely, I'll complete by Christmas. I'll exchange before Christmas.

You get that line into a deal, you're going to get yourself deals across the line. So supply wise, there's going to be people in this freeze. So supply is still fundamentally low.

It did increase by like 12 or 18% last month, month on month. But back to 2019, it's still 18% where it should be. So there just isn't enough stock in the market for the demand.

There's still solid demand. There's still people who want to buy houses. I think about the young people who are in and around my family who are in their like early 20s, mid 20s, early 30s buying their first house.

They're earning like 25, 30, 35 grand a year and they're buying 400,000 pound start homes in like Bedford, Dunstable, places like that. And there's still very much activity in that space. That said, there's deals to be done.

Because only just hit the end of the straight, we're not into the curve. Some people haven't adjusted yet. And 36% of stock on the market has already been reduced.

I'm going to show you how to get the deals there. Sales are down. Transactions are down year on year.

So between August, we used 2019, so it cuts out the pandemic. But from August 2019 to August this year, sales are down 18%, as you'd expect, high rates, et cetera, et cetera. The first time buy market is very active.

Remember that's like a huge part of affordable housing or that first rung of the ladder. And it's a real key point for what we're doing here. Demand is down 13%, but it's the most active part of the market.

So that big mass market is still very active. And the reality is the property market is fundamentally undersupplied, but there's just not enough stock. And if you look what's coming down the pipeline, we're now at the lowest rates of development pipeline that we've had since pre COVID.

Developers aren't doing new starts, planning applications are going down, finance has gone up. It's just fundamentally undersupplied. The reality is liquidity will return.

Liquidity will return. And I've talked earlier about the fact, so I'm buying a house at the minute and I'll share with you at the end of the day, residential house. And I'm not completing for six months, but in the time that I've submitted the application, the last like four weeks, it's already gone down.

On point mortgages are doing it for me. It's already gone down once in the last four weeks. It's like, it's quite likely before completing five months, that rate might come down even further.

Liquidity is going to start returning, rates are going to start coming down. Lenders need to get money out the door. My opinion from everything I'm seeing is that a significant crash or drop is very unlikely.

Touch woods, famous last words. From what I'm seeing at the minute, I can't see it. If I do, of course, we'll adjust it and I'll update you.

Significant. Well, if we think we had that spike of like 10% through COVID, if we were getting like 10% plus, I mean, year on year, we're like 6%. So 5.5% year on year is the actual completion sale drop, but asking price is only 0.1. So 0.1 is the September figures from Rightmove and 0.1 is land registry completions. I would say significant drop is like when you're seeing people talk about 20, 30, 40% drop. I saw on social media yesterday, somebody talking about 40% drop. I'm just saying at the minute, I'm not seeing that, but I might be wrong.

This is the window of opportunity. This is the time to do deals. The law of logic will prevail, money will come out, deals will be done.

We want to capitalise in this window. So this is the model. This is what we're expecting to see.

And how do we go out and capitalise? Well, the snakes are the things that we want to avoid. Before we can get too excited about going out and doing deals, we want to make sure that we can stay in the sauna and we're not one of the ones who has to get out.

Sid and Sally, they're sitting there wide mouthed, high interest rates, waiting to gobble you up. How do we avoid you having to get out of the sauna? First is, I would say bridging finance is a dangerous place to go into.

I've pulled out of numerous deals in the last 12 months, because the only finance I could get was bridging. If you're getting bridging because it's the only finance you can get now, what happens if you can't get it at the end of the bridge? For those of you that are experienced in doing it, it's high risk, it makes money, fair play.

I'm not saying don't do it. I'm just saying these are the sort of places that people get stung. The second is bad debt.

We're going into a period now where you are going to have people that don't pay you. Tenants, clients, customers, people who order from you. It's time to double down on your credit terms.

Make sure you're taking upfront deposits. Make sure you've got personal guarantees. This is that environment where people are going to get out of the sauna.

And if they've got to get out of the sauna, it's going to be at somebody else's expense. Make sure it's not yours. Wilco's has already gone bust.

It's the first of many. Businesses are going to be going bust left, right and centre. They're on borrowed time.

They're zombie businesses. If they're part of your supply chain, make sure you don't catch a cold. I heard one yesterday.

A friend of mine owns a painting and decorating company. Business just gone bust on him. He took money up front.

He took interim payments. It was a 100 grand job painting 500 fire doors or something. A company's just gone bust, costing him 11,000 pounds.

So he's out of pocket, 11 grand. That's it. He's got nothing he can do about it.

Try to risk it. It's going to happen. Build to sell without getting out of jail.

If you're trying to build stuff to sell now, flip in, build new builds and you're trying to sell, if you haven't got a plan B, that's the sort of place you're going to get caught in the storm. That's going to be the tricky place until the market returns. Anything at the top end of the market.

Penthouse apartments, multi-million pound houses. The only activity that's happening in that place at the buyers. You don't want to be selling into that market.

You want to be buying. M&A exits and commercial finance. Over the last 12 months, I've probably had five deals that I've pulled out of, deals that haven't gone through.

Now's the time to be buying deals, not selling. Now's the time to be buying companies, not selling companies. During the pandemic, we sold 18 companies, I think, during the pandemic.

Now's the time to be buying. When it comes back round, will be the time to sell. You're going to see compressed margins.

Doesn't matter what business you're in, you're going to have high utility costs, mortgages coming off fixed rates. If I were you, I'd be extending your forecast. So your business forecast.

So we're already at the minute negotiating rooms for property entrepreneur for 2025 and 26. We're stretching our horizon out for 24 months. I would recommend you do the same.

Look at when those fixed rates are going to come to an end for you on a 24 month cash flow and see what impact that's going to have. Don't wait until it happens. Do it proactively.

And then second is your working capital requirement. I would say you really want to be making sure you've got cash around you and you want to increase your working capital requirement, which is the money you've got in the bank. With all this going on, that's tough.

But for those of you that are making profit and can weather the storm, we've now got 25% corporation tax. If you're earning over a quarter of a million pound a year, we're going to be paying 25% corporation tax. It's going to take a big chunk out of your capital.

Reasonably limited for workarounds at the minute, but we'll see what comes. And then finally, the liquidity curve. Understand when to get liquid.

There's times to be lean and there's times to be liquid. Before the pandemic, I was very lean. Like three or four months cash in the bank, that was it.

Because it was a growth market, interest rates were low, very lean. Into the pandemic, the proverbial hit the fan, I got very liquid very quick. And within about 12 months, I had 2 million pounds in my bank around me, just to hope for the best to make sure none of my businesses suffered.

That lasted us three years. Inflation then went up and I reduced my liquidity. And on the board, I showed them over 18 months, I allocated all of that capital to different sites, developments, paying off mortgages, buying private schools, brought that liquidity down to being really lean.

Now I'm getting liquid again, because now you need capital around you, rather than cash flow. And you need to make sure you've got that cash and that safety net. So they're the snakes, they're the things I think will catch you out.

And then to finish the opportunities, you know, where are the opportunities to go out there and do deals? Thankfully, there's no shortage of them. The first is it's a buyer's market.

Last month, I had auction, an auction house ring me, because I'd only downloaded a pack from their website, rang me to see if I needed any information. In 10 years of doing deals, an auction house has never rung me to see if I need more information. And my trade, who's always too busy for me, rang me up and asked if I had any work.

It is a buyer's market is a window of opportunity. Now's the time to do the deals. Demand versus supply on rents, anything in the private rented sector, the mass market or the bottom of the market is absolutely boom time.

Rents are going to go up and up and up. HMOs, single let's flats, housing associations, LHA, it's just going to go up and up and up. And I can't see that changing anytime soon.

Commercial property, commercial property is really in the dip of the corner. And it's probably got a little bit further to fall. But there's deals to be done where you can get 10, 15, 20% gross or net yields.

And I'll share that with you at the end of the day. New PD rights. If you haven't already listened to the podcast I recorded a couple of weeks ago, there's a new set of PD rights that are in consultation that ended on the 25th of September.

We're waiting to hear how that's going to play out. If you understand what they are, Class M, Class N, Class Q, Class MA, and you can buy stuff now in a down market, before that's announced, you're going to have margins that you've never, genuinely never seen before. Motivated sellers, there's going to be people you have to sell.

And the game here is to beat the price curve. And what I mean by that is 36% of stock has already been reduced on the open market. There's another 36% who haven't yet reduced.

Go around and offer 10, 15, 20, 25% below on every bit of stock that matches your profile. And there'll be some people who have to sell, divorce, refinance in a business, can't afford the mortgage. Don't wait for it to be reduced on the market, beat the price curve, go and offer it, get them to accept it before they offer it to everybody else.

Play the long game. I'm doing deals today that make no money because I know in two, three, four years, when the market returns, I can refinance at a lower rate. Rents would have increased.

I'll do really well. This is basically the logic of price cost averaging. So my pension, I pay five grand a month into my pension.

It sits on a Vanguard S&P 500. And I don't care if it goes up. I don't care if it goes down.

I'm in it for the long game. It's exactly the same with property. If we know the law of logic means these deals are going to come good in the medium term.

Take a view on the short term and make sure you get these deals done. I'm going to show you which deals we're going to do at the end of the day. At the minute, if you can buy, this would be the dream, that curve that I've shared.

If you can buy now in a down market, do the build as we're turning through the curve in the middle market, and then exit and sell or refinance on the other side of the top market, you would have played it like an absolute pro. And that's playing all the way through the curve. But that's the way you want to do it.

Cash is king. If you've got cash around you at the minute, you're going to be doing deals. It goes without saying.

But creative finance can win. If people's only option is to sell to a cash buyer right now, who if you're a cash buyer, you'll get 20% discount, great. If you're a creative finance person, and you can give them what they want, but they can have it in six months or 12 months, or five years, you can do deals at the minute for motivated sellers without the cash up.

And the aim of the game now is we're not looking for the sites, we're looking for the seller, who's motivated, who has to get out, who needs to do a deal. This is that window of opportunity for the next six months or so. And this is what it's going to look like.

This window of opportunity is not going to last forever. You saw what happened in the pandemic, we want to go out there and do it again. It is going to be a moving target, but I'll update you as we go.

And the only thing that's going to be different to this is a black swan. And with rates going from 0.1% to five, there's a lot of reasons why we should have a black swan event, which for those of you that are new and don't know what black swan event is, it's something you really didn't expect to see. It's an economic shock like the global financial crisis, like the pandemic.

In theory, we should, I wouldn't be surprised if we see one of these. The reality is you don't normally know when it comes from until it arrives. The only thing that I can see at the minute that would fundamentally change all of this, that could be a black swan is mortgage backed securities.

We saw Credit Suisse go down, we saw Silicon Valley Bank go down. You may or may not have seen the reports yesterday of the potential run on Monzo. Because so many banks have got a lot higher amount of their balance sheet pegged at 2% or 3% mortgage rates.

If there's a run on a bank and they don't have liquidity, human nature means the dominoes tumble. And if you remember derivatives and how they were trading in global financial crisis, all it took was for somebody to pull that wool from the jumper and the whole thing collapsed in front of our eyes, Lehman Brothers went down. That's the only thing that I can see at the minute is remotely like a black swan.

And that's the only thing that could, a black swan is the only thing that could change this fundamentally. Ready to do some deals? Excellent.

I will share with you at the end of the day, the deals that I'm doing and the deals I'd recommend that you do. But before that, can I have a huge round of applause to welcome back to the stage to see us off for lunch, Mr. Josh Keegan, ladies and gentlemen.

[Speaker 8] (1:32:25 - 1:32:26)

Thank you very much.

[Josh Keegan] (1:32:36 - 1:35:16)

So let's just say bounce back boom. And it really is a window of opportunity. Now there is a real risk to that session.

But you listen to this, you feel motivated for a couple of days or the week after this event. And then you realize actually in acting on some of this stuff takes, you know, a bit of effort, takes a bit of time, takes a bit of hard work. And then we just go back to what we were already doing.

We ignore it. We just have another year. We get slipped up by one of the snakes and we don't climb the ladders.

It really is a window. And what you need to do is make sure you fundamentally capitalize on everything that Dan has shared with you today, because it's going to change the game. I've listened to this a few times.

I was in a real situation in my business where I was like, I don't know if I want to sell it or not. But Dan was saying this is if you're going to sell a business, M&A is now like this is what you need to do and this is when you need to do it. He was right.

I sold out. I achieved a very, very high multiplier for the company I had. And I tried to say business, I don't think I'll get anywhere near what I got for it in 2021.

Leases. Last year, Dan was talking about leases, talking about a race to the bottom of the market and capitalizing on the bottom of the market and starting to utilize these long term leases in your portfolio. I spent the last 12 months putting that in place.

And this is one of my deals. This is a property I had, I still have. The profit on it before was about £2,000 a month.

So it's a really good deal. And I thought, you know what, if we put this onto a lease, there's no way I'll do better or I'll take a slightly lower rate to get this fixed security over a period of time. And I've had an offer, which I'm about to accept, which is going to generate £3,649.

This is profit. So it's an extra £1,600 a month extra profit. No utilities, no tenants to speak to, no gas and electric.

And this is mind blowing stuff. It's taken me a year to get there. But it's because I listened to what Dan said last year, that's 20k a year, just by listening to some of the stuff that Dan said, and putting it into practice.

This is quite easy at the moment. Like once you find these providers, once you find these charitable leases, for example, it's quite easy, because they're struggling to find the stock. Not everybody's looking like we are looking.

But it's going to get much, much harder. So the key is, for those of you that take action on this now, and all these kind of stuff that Dan shared with you, you're the ones that are going to get the easy returns quickly. Yes, Akash?

It should work. Just a quick one. You've got two mics.

Yeah, two for one. Can I ask what the tenant type is? I don't actually know.

I didn't ask that question. Maybe I should do. So it's a really good question, Akash.

And if I was you, I probably would have asked it. No, I've spoken to a lot of charities, and I can't remember this one. I can't remember which one they are.

Chris McDermott, where are you? What are they?

[Speaker 6] (1:35:18 - 1:35:31)

These are the level up from ex-offenders. And so they're very low risk, which is why I suggested them to. Cool.

[Josh Keegan] (1:35:33 - 1:35:36)

Move you swiftly on. So they're level up from the ex-offenders? Yes.

[Speaker 6] (1:35:36 - 1:35:39)

No ex-offenders.

[Josh Keegan] (1:35:39 - 1:37:06)

Cool. So this is the level up from ex-offenders. Anyway, it's perfect.

I love that house, but when we're going back. So the point is, guys, forget about the leases. This is about taking action quickly.

And these returns are there and out there. If you listen to what Dan's sharing with you, please don't miss the boat. Please don't just go back to what you're doing.

It's easy and comfortable. Find this stuff. It's so lucrative.

You get paid so well. And it's so much easier if you're a first mover advantage. So action list, write down what you're going to take from that session.

And even if it's just one thing, what are you going to actually take and implement this year? Nice. And let's make sure it doesn't get buried.

We refer back to this. And this is going to be one of those things that's going to make this a highly, highly lucrative year for you and probably your best year on record. Who's ready for some lunch?

Who's ready for some lunch? OK, ladies and gentlemen, we're going to be back in the room, please, at 2.45. Thank you so much. Let's finish with a huge round of applause.

Thank you.