**Super Event Session 1 01 - 2025.06.05\_Transcription**

[Speaker 6] (0:39 - 1:43)

Welcome to the lecture. I don't want nobody, I don't want nobody but you, something about your body, it's got me thinking of nobody, but you, I don't want nobody, I don't want nobody but you, something about your body, it's got me thinking of nobody, but you, I don't want nobody, nobody, nobody, nobody, nobody, nobody, nobody, nobody, nobody, nobody, nobody, nobody, nobody, nobody,

[Adam Goff] (3:17 - 5:16)

We are going to be getting going in just under three minutes. If you're not in the room, get your way to the room. If you haven't found a seat, find yourself a seat.

If you're having a conversation, get ready to end the conversation, ladies and gents. We've got three minutes until lift-off, and then everything is going to go absolutely crazy for the biggest event of the year. Ladies and gents, the championship season super event.

Sit down and enjoy. Feel free to have a dance. Let's go, Chelsea.

That's it, Greg. That's right, Rupert. Let's go, Natalie.

Guys and girls, we're getting going soon. If you haven't got your seats yet, you want to think about taking them, feel free to boogie, get the videos. We're about to go crazy for the biggest event of the year, ladies and gents, the championship season super event.

Let's go.

[Speaker 9] (6:40 - 6:45)

Let's get down.

[Speaker 11] (6:45 - 6:55)

Let's get down to business. Let's get down. Let's get down to business.

Give you one more night, one more night to get this. We've had a million, million nights just like this.

[Speaker 9] (6:56 - 7:14)

Let's get down. Let's get down to business. Back and forth, back and forth with the bullshit.

You know I said before, I don't mean it. It's been a while since I had your attention. So it might hurt you a bit.

[Adam Goff] (7:16 - 7:47)

Okay, ladies and gents, this really is it now. This is showtime. We've got just over a minute to go, so it's time to shake those hands, finish those conversations, grab your seat, and strap in because we're about to get going in just under one minute, ladies and gents.

One minute. Guys and girls, this is your final warning. Could you please take your seats now?

Final selfies. Take your seats, ladies and gents. This is it.

Take your seats, please.

[Speaker 9] (7:48 - 8:05)

Let's get down. Let's get down to business. Give you one more night, one more night to get this.

We've had a million, million nights just like this. So let's get down. Let's get down to business.

Let's get down.

[Speaker 11] (8:05 - 8:18)

Let's get down to business. Give you one more night, one more night to get this. We've had a million, million nights just like this.

So let's get down. Let's get down to business.

[Speaker 5] (8:21 - 8:34)

Ladies and gentlemen, may I have your attention please? We're now ready for takeoff, so please fasten your seatbelts.

[Speaker 7] (8:35 - 9:25)

10, 9, 8, 7, 2, 5, 4, 3, 2, 1. Welcome to the Property Entrepreneur Super Event. Please, please, please, please, please clap your hands.

Ladies and gentlemen, the time has come. Welcome to the Property Entrepreneur Super Event. Can you please stand up?

Please clap your hands and give a huge Super Event welcome as we bring your host to the stage. Make some noise for Mr. Shiv Haria.

[Rachel Davies] (9:26 - 9:45)

I feel like a millionaire. I feel like a millionaire. Whenever she comes around.

Whenever I hear that sound. I feel like a millionaire. I feel like a millionaire.

Whenever she comes around. Whenever I hear that sound.

[Shiv Haria] (9:54 - 20:12)

How are we today, guys? Is this side of the room ready? What about this side?

Are you ready? And the middle? Middle?

Are we ready? Okay, guys, this is the Super Event for the championship season. Welcome.

Guys, first things first. Property Entrepreneur Program. Are you in the room today?

Let me hear you. Are you in the room today? The Property Entrepreneur Advanced Program.

Are you in the room today? The Board. Are you in the room today?

Virtual are here today as well. So, guys, let's go. Now we're here.

Workshop 9. We've been working up to this for so long. And Workshop 9 is the Wealth Gap.

We are so excited to have you here today. It is going to be an amazing day. Super Event means it's a longer day than usual.

You get more value than always. And when you're here, just make sure you are networking. When we're talking about the Wealth Gap, we're talking about now.

It's only now. Now or never. And at the end of the day, what we want to do is realize that if you don't do it today, there is no tomorrow.

You'll have already noticed that we have tried as hard as possible to tone it down today because it's going to be such an amazing day that we actually said we're not in summer yet, so we want summer to be loading. So when you came through the doors, you'll have noticed the rain's coming because summer's still loading. But what we're doing right now, guys, is we're preparing for the longest day of the year.

We are literally 16 days away from the longest day of the year. And then thereafter, it starts to climb back down again. It is soon going to be over.

And in just three months' time, you're going to be standing up here doing your end-of-the-year presentations. That means that you have three months. That's it.

Three months to achieve all the objectives that you set for the end of the year. Guys, just have a look behind me. We started in autumn.

We then moved from strategy into winter and building our businesses. And then once we completed that, we're now in that spring phase where we're getting ready for the summer period, which is going to be for the next three months. We have an awesome day of content planned for you.

We've got four sessions. The first one, we know that we are navigating a huge number of changes in the environment right now. We've got Labour government.

We've got the Trump administration making rules willy-nilly, however they feel like. And we need to figure out how to navigate this environment. So the first session we've got for you is going to be called The Wealth Gap.

Next, we know that on Property Entrepreneur, we're here to step up every single year, to change your lives. And the way we're going to do that is in session two, we've got a session called Level Up. Then thereafter, you know, for session three, that this is not just about talking the talk.

We're also going to walk the walk. And as a result, we've got a session that's going to blow your absolute socks off, I promise you, and it's called Deals, Deals, Deals. And then finally, we're going to end the day.

We know that summer is all about sales, and summer is just around the corner. So we're going to help you figure out how you're going to make the most of the next three months and capitalise on the environment right now in a session called Six Figure Summer. Does that sound like a good day, yes?

Fantastic. Let me just share with you as we get through this what I've been up to this month. It has been an incredible month, jam-packed with stuff.

The first things first, we always talk about how your brand is going to be the thing that gets you out there. And as a company, we have rebranded now to the Lifestyle Property Group. And there are two things that we use on the blueprint here.

One is about how your brand gets you out there, and the second, and we learn this on the board a lot, is about how you structure your company so you can make the most of tax efficiencies. So we've structured our companies now in a holding company format, where we have multiple companies underneath the main Lifestyle Property Group. The next thing that we did is we had Get Up, Give Back, the national three weeks.

How many of you have done a Get Up, Give Back challenge this year? Fantastic. It has been an incredible year, and that was an incredible couple of 24 hours.

I can see Matt Dolman staring at me right there, and me and Matt had a nice little spa session afterwards. Guys, I am pleased to tell you we made it through all three peaks in 23 hours and 41 minutes, which was absolutely amazing. And whilst we're here, please give a round of applause for everyone that has made it up a mountain, or run a race, or whatever they've done.

Fantastic. We have raised an incredible amount for charity, and we'll tell you about that in a little bit. Then two days later, we had the Blueprint Summer Retreat, and this was the VIP experience.

It was an absolutely incredible three days. Some of those people are in the room at the moment. Here is the group, an absolutely amazing group, and there's two things that I realised whilst we were doing this for three days.

The first was that this was literally eight to ten years' worth of nuggets that we were getting, and all these nuggets that we had, we were just passing them on, because it's all things that we have already learnt. And one of the things I've said to the group, and I say to all of you as well, you only need one nugget to make this worthwhile for you. So when you're going through today, find out, what is that one nugget that's going to make you the £10,000, £100,000, £1 million in the next year, two years, three years?

This is what we're looking for. The second thing that I realised is, because we had such a great time, we had a huge conversion rate. That means that we're going to have even more people joining us throughout the next year.

How good is that? Can we have a round of applause for that? Here is a picture of Josh and Adam trying to give nuggets.

This is me actually giving nuggets. They're scratching their heads. Then a couple of days later, no, the day after it was my 37th birthday, so this is a picture of me.

When you're turned 37, you only spend it with property entrepreneur people, so this is me spending it with some property entrepreneur people on the left-hand side. And then that evening, I drove down to my favourite place, and I know some of you will be in the same boat. I went to where I go every year for my birthday, Pizza Express with my family.

Woo! Pizza Express, the best place ever, and I had an amazing pizza, but even more importantly, I got gifted this pen, and I was able to literally, I've been trying to do this for 10 years, is sell our family business, and I was signing a contract to sell our family business. So this has been an absolutely amazing year for me and an amazing day to do a deal as well.

And then thereafter, if that wasn't enough, guys, I've been posting, you'll see on the left-hand side, on the property entrepreneur board group that I'm part of, about the success that we've had in sales, and we haven't even started summer yet. This is just preparing for summer. And we have had, I think it says there, 827 website visitors in one month, in the month of May.

So to put that into perspective, we had 2,000 visitors in the previous year. So we've had literally half a year's worth of visitors in that one month, and that's because we've changed something fundamentally of what we're doing. And what you'll see there is that year to date, we're supposed to be on, sorry, left it, we're supposed to be on 16 sales, and you'll see that we're currently on 41 sales.

This is amazing. This year, I committed to making sure that we hit our targets, and this is exactly what we're going to do. As well as that, if that wasn't enough, I also, using the blueprints that we have, and actually something that we talked about on the property entrepreneur board in October, was to get yourself out of your business and to hire an MD.

And I promised you, I have never even considered doing this, but Dan was sitting there saying, this is what we need to be doing. And I thought, as I say to all of you on the BSI, and I say to all of you in advance every single month, all you have to do is follow the blueprint. That's it.

There is no more to this. So I followed the blueprints that we get on the board, you'll follow the blueprints that you got in advance, and I managed to hire myself this MD. She started last Tuesday.

It has been literally less than a week, or just about a week, and she has already, I told Josh earlier today, made me £75,000. She is an absolute superstar, and I came in on Tuesday, and Dan told me, don't do this, but I didn't have any other idea how to do this, and I said to her at my one-to-one meeting with her, we're a virtual company, so we did it over Zoom, I said, I need you to know, I have never hired an MD before, and I have no idea what I'm doing. I'm not anything if I'm not honest.

And I said to her, all I want you to do is get to know what we're doing in the business for the first month, get to know everything, and she said, yep, that's cool, no problem whatsoever, and she has already made me this £75,000, so fantastic. All you have to do is follow the blueprint. Well, her name is Claire, yeah.

And then the final thing I did, guys, because now I've hired an MD, and I can step back, is I was able to smell the roses. This is something that Dan's been talking to me about for the last five years. Smell the roses.

Smell the roses. Take some time to smell the roses. We're about to jump into summer, and it's going to be very, very busy, and I took some time, I'm sure some of you did as well, to have a look around me and look at the bluebells.

How many of you have seen the bluebells? Yeah? Some of you need to go and see the bluebells.

And then on the right-hand side, one of my visions of success, and it sounds crazy to you, but when I did it about four or five years ago on the board, I wrote down that I want to be able to have ice cream on a Thursday, and this is me having an ice cream on a Thursday on a walk with a friend of mine. At like 12.30 in the afternoon, just because I could. How about you guys?

And I want you to think to yourselves, all I have done here is followed the blueprint, step by step by step, and I want you to think to yourself, what have you guys done? Because you guys have done some amazing things as well. Round of applause for all of you guys, please.

Fantastic. So we have workshop nine. I'm telling you this is going to be, I can already feel it, it's going to be the best day of this year so far for you guys.

Are you ready for it, guys? No, no, no. Come on, guys.

This has got to be bigger than this. This is a super event. Are we ready for today?

Yes. Well, in that case then, guys, please join me, put your hands together, and welcome the OG property entrepreneur, Mr. Daniel Hill.

[Daniel Hill] (20:27 - 23:42)

How are we, ladies and gentlemen? Are we good? Excellent.

So welcome to championship season. This is my 24th trip around the track in business, and it's my 12th year in teaching it. As Shiv alluded earlier, this is very challenging times out there.

You don't have to look any further than the headlines to see UK economy, global economy, the emergence of all the new technology, AI, and shifts that are coming in. It is one of the most unpredictable times that I've personally seen in the last over two decades. Some of you will be feeling this.

A lot of you will be seeing this. There is a lot of people out there now that are struggling, but the economy is not in a fantastic place, and even worse, locally and globally, we can't see exactly where it's going to go. Some people are already struggling.

People are going to struggle, and the reality is, which we're going to share with you today, the next six to 18 months is going to be a really, really tough time for a lot of people. That said, as with all of this, when you understand how to work a market, actually, challenging environments create a huge opportunity, and when you get uncertainty, what you get is low competition, and when you have low competition, you have high prices. This is what we're going to be taking you through today and for the next 12 to 18 months, is exactly how to capitalise in a challenging market.

For those that do, I guarantee you, like I said, I've been doing this for over two decades, this period now is the best period that I've seen since COVID, and for those of you that were with us in COVID, you saw what we did through those 18 months. It was one of the most lucrative for us, but obviously, of course, one of the most challenging for other people. We're now back in that position, so if you missed that opportunity or you made the most of it, this is now the best opportunity for you.

It's the best opportunity since COVID, and everything you need is not in the headlines. It's not on social media. That's just going to drag you down.

Everything you need is shared on this stage. Everything you need is shared in these blueprints, and everything you need is shared by the mentors that are going to teach you this. Over the next 12 to 18 months, you have this fantastic opportunity, but the reality is, those that don't put this into practice, it really is going to be death by a thousand cuts.

Those that pick it up and run with it, this is going to be the best period that you've seen in your business and investing careers. If you make it now, you never have to make it again. I guarantee you, and in this morning's session, I'm going to show you how that works economically, and then later in the day, I'm going to show you how big these opportunities are, the deals you can do, and the money that you can seriously make.

The reality, as I say every year, is it comes down to two things. The first is you need the blueprint. You need to know what to actually go out there and do, and I guarantee it's not on social media.

It's not on the front page of the headlines. You're not going to know it unless you're in the right place. The good thing is you're here, you're in the right place, and we're going to give you those blueprints today.

The second thing is execution. We can spend our lives building these blueprints for you, figuring out more interesting ways to explain it, homework, accountability, but the reality is if you don't work, this won't work. All you need to do is turn up, listen, and then execute and practise.

Can I get that commitment from you today? Are you going to go away? We teach you this stuff and give you it, step by step, make it simple.

If we make it simple, will you put it into practise?

[Rachel Davies] (23:43 - 23:44)

Yes!

[Daniel Hill] (23:45 - 24:09)

Half of the room, that's great. Ladies and gentlemen, if we give you these blueprints, will you go out there and put these into practise? Yes!

Excellent. So without further ado, can you please give me the biggest round of applause and entrance to Property Entrepreneur of the Year, award-winning entrepreneur, Mr. Life by Design, Mr. Living the Dream, fresh off the plane from Bali. Welcome to the stage, Mr. Adam Goff!

[Adam Goff (again at final segment for renewal pitch)] (24:20 - 24:21)

Thank you.

[Adam Goff] (24:27 - 43:34)

Good morning, how are we doing? We did say yes. Are we loving it?

What a great introduction. Dan, wow, even I was getting excited about that. Ladies and gents, this is the first session, all right?

The first session of four, okay? The reality is that what Dan was talking about, the biggest thing that is going to hold you back is actually going to be your own mind. It's your mindset.

And no step change was ever completed without a step change up here first. So this session is all about thinking big and realising that you can achieve more than you currently think. And not only can you do it, you're entitled to do it.

Property Entrepreneur is about step changes. Who's had a step change? Give me a cheer if you've had a step change since you've been on Property Entrepreneur.

Woo! Yeah? All the hands going up, okay?

Whatever it is you want this championship season in terms of step changes, whether you don't want to talk to customers anymore, you never want to check your emails, you never want to fly economy, you never want to be on social media, you don't want to do any more meetings, you don't want to have to worry about money, you want to complete your financial fortress, whatever step change it is, is waiting for you this championship season and over the next few championship seasons.

So this session, and the reason I put it together, is to help you go out there, execute like Dan said, and smash your own records. Smash through your own limiting beliefs. Become a market leader, an award winner.

Inspire your peer group. Inspire your family. Inspire your friends.

Inspire your kids. Inspire everyone you meet. That's what we're all about, okay?

And I promise you, we have put so much effort into today. And I did say that when I took over running this company that we would go to the moon. And I've got some seriously good surprises coming for you later, so you've got that in store.

Because I've also been thinking big. It's the blueprint that we use. As I said, without a doubt, this is literally just, forget your competition, forget what your mates are doing, forget what someone else is doing over there on Facebook or social media or TikTok if you're under 25, yeah?

This is a game of you versus you. That is it. And it's getting past these limiting beliefs that we all have.

Because you are the first person to let yourself down. It is you versus you. Now, thinking big.

Step changes. Game changes. Breakthroughs.

None of this happens by accident. Nothing's accidental. Some of these things I'm going to share with you now.

None of these things would have been possible without this blueprint of thinking big. First off, the Wright brothers. When these guys talked about flying, everybody said they were mental.

Why? Because obviously, aeroplanes are heavier than air. It's not possible, is it?

How is it possible? And when they did their first flight of 12 seconds, they completely broke the paradigm. By thinking big and making it possible, it was only 20 years later that commercial planes were flying all over the globe.

But up until that point, it was like, it's impossible. Limiting belief. Who knows who this is?

Roger Bannister. Why is he famous? For breaking the four-minute mile.

Everybody thought this was impossible. Scientists had proven that it was physically impossible to run under four minutes. And Roger Bannister, who was an English athlete, by the way, decided that he wasn't just happy in breaking the world record, that he wanted to break the four-minute mile.

And he set his mind on it. He worked out how fast he had to go each lap. And of course, he did it.

And then after he did it, a few months later, several other people had done exactly the same thing. Something that was seemingly impossible suddenly became possible, and the floodgates completely opened. Bringing it home.

Well, talking about bringing it home. Okay. Dan and I have known each other for a long time, since we first matched on Tinder.

And Dan had been talking about buying a big country house for as long as we were in each other's DMs, all right? It is something that he dreamed of. We spent a fortune here at the Belfry, hundreds of thousands of pounds.

We were like, we could buy this house in a couple of years. We could be buying a country manor. Why don't we buy a big estate?

It was always just too ridiculous, too out of reach. People in their 30s don't live in houses like this. It was just going to be too expensive, too much space.

Like I said, too expensive to run, just impossible. Like completely impossible. Obviously now, this is where Dan calls home.

Insane. And me, you know, living on a tropical island, I always had this lifestyle of going away and living in these places and coming back and like kind of mixing it up. But I never thought I could get the stimulation that I needed, the business, but also the chilled out lifestyle that I wanted, and actually live and become a resident and live in a place where I could own land in Bali.

And I never thought that was actually possible. But then I pushed through those limiting beliefs, and that's home for me now. So this is what it's all about.

It's about thinking big. And I'm going to give you the blueprint now so that you can do the same. So I want you to write this down.

The first thing, there's two things you need, right? The first thing is number one, you need insight. So write that down, insight.

You need to know that it is actually physically, mentally, financially possible. The thing that you don't think you can do has been done. You don't have to be Roger Bannister.

You don't have to be the Wright brothers. You just need insight that this thing is actually doable. Someone else has done it.

Someone else has done it. Whoever it is, that's the first thing you need. It could be a friend.

It could be someone on social. It could be anybody. Whatever it is that we decide in a minute you're going to do.

But the second part of this is it has to be out of reach. So write down the second thing, out of reach. This can't be something that you just think, yeah, that's an easy thing.

It's like, well, I know I'm going to grow my business to a million pounds in sales, shit, or a million pounds in profit. But it's like, there was a point where he's like, I don't know how we're actually going to, you know, how can we actually do that? It's out of reach.

Your current thinking basically is not going to get you there. That's the really important thing. Beliefs, behaviours, current thinking, your current trajectory.

It's just not going to get you there. If you carry on as you are now, you ain't going to get there. They're the two key criteria.

All right? The reality is with this blueprint, these step changes are just going to keep getting bigger and bigger. And the question you need to ask yourself, once you've got those two things down, insight, it is possible, out of reach, that makes my head hurt thinking about how I could get there, is now dare to dream.

If I could do it, if I could fly, if I could run under four minutes, if I could buy the country house, if I could live in Bali, if I could retire my parents, if I could send my kids to private school, if I could, let's just assume that I could, how would I actually do it? What would need to change to get me there? So, that's the blueprint.

In a minute, I'm going to get you to do a bit of an exercise. These step changes, they work. There was a time where I thought I could never leave my business.

Yes, it was making a lot of money, but I thought I could never leave it. I did the pay run. I had meetings.

I was in the office. It was Mr. Adam Goff. But then I decided that I wanted to go away for 30 days and sail across the Atlantic.

It was just not possible. I had to think big. But you know what?

I told my team. I was like, I'm going. Some of them almost left on that day, but then we started to put together a plan to make it happen.

It was like 30 days out of the business, no phone, no email. At that point, that was ridiculous. It was impossible.

It was physically, I was chained to my desk, selling my company. During COVID, it was like, no one's going to buy your company. It's doomsday.

You're probably going to go out of business. I went from making 400 grand a year to losing 60 grand a month. It was like, there's no way anyone's going to pay for this.

I was like, but if I could, how would I? It was like, right, I'm going to stay in the game. I'm going to raise the loans.

I'm not going to give up. All my competition are folding. There's no way I'm walking away from this.

I'm going to make sure I fill the rooms. The market is going to turn. Dan's given me this prediction of what's going to happen in the market.

When it turns, we're going to have the bounce back boom. I was like, right, that's what I needed. I was like, the bounce back boom is coming.

When it comes, I'm going to capitalise. It was like, okay, oh my God. At some point, I just never thought that was possible.

It was possible. Flying first class. Yes, now I go business class.

It's normal. There was a time where I'd go economy, premium economy. I remember walking past the Singapore Airlines business class.

Literally, I was in premium economy. I remember sneaking past the curtain and going, bloody hell, they look really nice, those chairs. There's no way I'm ever spending that amount of money on a flight.

But damn, they look nice. Maybe one day I'll get upgraded. They never got upgraded.

I'm like the Mr Frequent Flyer. Singapore Airlines, they never upgrade you for free, by the way. Just a word to the wise.

Ever. Okay, ever. But now, it's normal.

But first class was like, oh, it's totally out of reach. No chance. Absolutely no way.

First class Emirates. That is the most expensive, ridiculous use of money ever in my life. That was my mentality.

But then, it was like, okay, what if I look? Dare to look. Dare to dream.

Give myself permission. What would I have to do? How would I have to make it happen?

Why not? And I made it happen. Like I said, living in Bali.

Buying land. I told the story. You've all heard the story.

Impossible to buy land in Bali. Not true. Actually, really tax efficient.

No tax for the first three years. Residency. Okay, now I have freehold land.

I'm not paying tax for three years. I've got residency. And it's like, what am I going to build?

I bought the plot. What am I going to build on this plot? The Avengers HQ.

The biggest house I've ever seen. Well, it's not as big as Dan's. But size isn't everything.

But no, this is absolutely ridiculous. Like, I look at this and I'm just, I'm like talking myself out of it all the time. I'm like, no, dream.

You know, this can happen. Like, people do it. You can do it.

Like, all of these step changes, including, you know, we're talking about homes. Dan's home. They've all been things that have seemingly been completely out of reach.

But now are just home. Just home. And that's what we're all about.

I don't think anybody heard Dan's strategy day. Think big. Does anyone hear Dan's strategy day?

Unless you're on the board, you wouldn't have heard it. I'm going to share this. Dan, I apologise.

I've pulled this out of your presentation. That's it. Think big, Dan.

Think big. Out of reach. This is all a game, right?

It's like, why do we do this every year? Why do we stand on stage, like Shiv said? Like, why?

Because it makes us do it, you know? Why are we in this room? Because it makes us do it.

Like, we want more out of life. We don't want average. We want more.

We want to, like, feel and taste and enjoy all these things, right? What do you do when you get to Dan's level? The Rolex was a think big.

The roller was a think big. The house was a think big. He was like, you know, I do fly to the Canary Islands four times a year, and I go short haul, and short haul business is pretty average.

He was like, what if I flew private to the Canary Islands four times a year? How much could that be? How much do you think that would be?

£40,000? Huh? Seven?

Seven? Who said seven? Think big, baby.

Think big. Sold. £160,000 to fly private to Europe four times a year.

And he was like, there is no way on earth I can justify spending, yeah, you're close, Neil, £160,000 a year on four sets of flights. But he challenged himself. He put it in his strategy presentation.

He's like, I want to get to the point where it's nothing to spend £160,000 on four flights. And he put that in his strategy day presentation as part of his think big. The game, this is the game, all right?

This is the fun of it. It's not the hedonistic treadmill. It's not we're not happy until we get there.

It's this. It's Jim Rohn. It's Jim Rohn, baby.

The stuff we live and die by on Property Entrepreneur, okay? If not now, when? When?

We're all going to die. Sorry to break it to you. And if not you, then who?

Who? Why do they deserve it and not you? Why wait when it could be now?

This is what we challenge ourselves to do every single year. So, ladies and gents, we're going to put some music on, some reflective music, please, not the party vibes that I had on before we came in. And I want you to do an exercise for five minutes.

What is it right now that you think you just can't do? That's out of sight. But actually, with insight, you know other people have done it.

And maybe you could imagine yourself doing it. How would you do it? How would you make it so that 160 grand on four flights is normal?

How would you do it so you never have to answer the phone again? How would you do it so you can take 30 days out of business? Either pick your kids up from school, whatever it is.

And the question is, can you push yourself? And can you turn it into a mantra at the end? So, three things.

What is it? Imagine you could do it, and how would you do it? And then can you give yourself a little mantra or affirmation to work with over the championship season?

Let's put some music on. Off you go, ladies and gents. No talking, please.

What is it that you think you can't do? Has someone else done it? Could you imagine yourself doing it?

How would you do it? And can you turn it into a mantra? Can you turn it into a little mantra or affirmation?

What are you going to have to change about yourself? Okay, we're going to last 30 seconds. Okay, we'll kill the music there.

Now, I believe in the law of attraction and the power of manifestation. Who would like to be bold, be brave? Good man, Chris Oddie.

Let's give Chris Oddie a round of applause. Terrible pass by Adam. Chris, what do you think big?

[Speaker 15] (43:36 - 43:39)

Build a 20 million pound online business.

[Adam Goff] (43:40 - 43:49)

20 million pound online business. Give him a big round of applause. Congratulations.

What are you going to have to do to get there? What are you going to have to push through?

[Speaker 15] (43:50 - 43:52)

I have to take the brakes off, big time.

[Adam Goff] (43:53 - 43:54)

Anything else?

[Speaker 15] (43:55 - 44:01)

Build a team and get one of my ideas to be a 20 million pound idea.

[Adam Goff] (44:02 - 44:26)

Fantastic. Well done, Chris. Give Chris a big round of applause.

Who else over this side? Let's get the mic. We're going to get the mic again, Rachel.

Over this side, think big from this side of the room. Be bold, be brave. You're in a room full of love.

Think big. Yes. Let's get a mic.

Okay, all right, Richard. Go for it.

[Speaker 8] (44:27 - 45:10)

Sorry. People have been telling me this for a long time. I guess it's fallen on deaf ears.

I'm very focused on we're creating world-class VAs. Everybody's telling me to change the message. Instead of talking about VAs, we're going to talk about how we can help you build a world-class business using technology, SOPs, have a world-class team, et cetera, without really focusing on VAs.

It's very much me listening to what everybody's telling me and getting out of my fixed mindset to change that way of thinking.

[Adam Goff] (45:11 - 45:18)

So not VAs, businesses. Yes. Nice.

Let's give Richard a big round of applause. Congratulations, Richard. Thank you for pushing it through over this side.

[Speaker 13] (45:22 - 45:38)

So my, what is it, is explore the world freely, not being tied down to annual leave or off-peak months. How can I do it? Leverage existing stock.

I need to take the leap to buy more. My mantra is asset acquisition is the mission.

[Adam Goff] (45:39 - 46:24)

I love that. Asset acquisition is the mission. Massive round of applause.

Spot on. You don't know how true that is. You have hit the nail on the head.

All right? Ladies and gents, that's it for me. I'm going to welcome down to the stage now, but this is no big step change was ever achieved without thinking big.

You've got your goals for championship season. Now you've thought past them. Now those goals have another meaning because now they're a stepping stone to something bigger, and that's the sort of long game and the vision that we need.

Ladies and gents, one of our favorite sessions on Advanced, it's Master the Market. This is going to be big, so let's give a huge round of applause to Mr. Daniel Hill! ♪ Here's everywhere you want to go.

[Daniel Hill] (46:28 - 1:12:45)

♪ Thank you very much. So here's the thing. Some of you would have heard me previously talking about the wealth gap in recent months, years, and you'll know what it is.

Others have no idea what we're talking about. In this session, I'm going to take you through it. The headline is, as I said earlier, the economy, locally and globally, we all know, it's in a shakeup, it's in a mess.

What's going to come out of this is a lot of losers for whom it's going to be death by a thousand cuts, but a few very, very big winners. And our job is to make sure that those winners are in this room, and you guys put this into practice, and this is the making of you and your business, not the breaking of it. This is my job to take you through this today.

Six steps to them in your workbook, take notes as we go. So the first is the economy. I wrote this model about 12 months ago.

We released it in October, and we've been tracking it on advance every month ever since. And it's played out, bearing in mind it was written over a year ago, and I presented it to you six months ago at the super event, it's played out pretty much as expected. Inflation was either going to flatline or we were going to see it rise in the case that it ended up being supply chains, and most recently there's going to be some more friction from the Trump tariffs, but it's going to stay there or thereabouts.

Second is, so we're here now, interest rates. Now despite, if you remember, when I say, if you read the news, if you don't read the news, you're uninformed. If you read the news, you're misinformed.

If you went back to any headlines from six months ago, they would say five rate drops in 2025, et cetera, et cetera. We just said it's going to be a steady drop. Unless you see a huge rise in unemployment or a huge drop in GDP, which would come from some sort of economic shock, which isn't impossible, but at the moment it's unlikely, you're not going to see any aggressive drops because there's no need to drop rates when you've got inflation, strong employment, and a stable GDP.

So that's just going to keep ticking down. If you look at pretty much exactly where we predicted it, you can go back to your workbooks from last year's event. We said it would be, it wouldn't be down at 3.5%, what people were saying. It'd be like 4.2, 4.5. That's exactly where it is. Mortgage rates, we said, would track slightly below that, which is what we're seeing. And the only probably main point to note is your two-year fixes are actually cheaper than your five-year fixes at the minute, which isn't normally the way the world works.

What that means is there's uncertainty in the market. People don't want to price that in for five years. Property prices, we said there'd be this big spike, what we called the spring ping.

It actually ended up happening a quarter earlier because of the stamp duty hike that was brought in by the Labour government. But again, you look at where property prices are at now, they're at a new record high. And I stood up at Property Magic, for those of you that were there, and said, I thought we'd break the new record for highest property prices by Christmas.

And everyone else was saying, no, they won't even get back to the end of next year to where they were. And it broke the new record at the end of November last year. With just this week, hit a new, or end of last month, hit a new record high for property prices.

Despite stamp duty, I can't see that. It's undersupplied, there's pent-up demand. It's gonna keep moving.

It's not gonna slow down. It's not gonna stop. And then rents, you know, I just said rents are gonna go to the moon, and I'm gonna take you through some data.

Rents are just going up and up and up. And it used to be annually or every 18 months. It's now literally between tenancies.

Rents are just gonna go up and up and up. Supply's going down, demand's going up. It's just inevitable.

And then GDP, we said it would flatline, or there might be a bit of growth. We have seen a tiny bit of growth. Equally, with everything going on, the best we can hope for is some flatlining.

And that's what you're gonna see in the UK. For those of you that were with us in the pandemic, obviously we walk you through the phases. And what I would say if we were to apply that to now is when we had the war and back in COVID, there's the dark period.

And I would say this is where we've been for the last six to 12 months. High risk, high reward. Like really difficult to guess what's going on, but still an opportunity to do deals.

And this is when I came back to the market. I've started a bit of time off. Best part of the year without doing deals.

We're now aggressively in the market doing deals. I'm gonna show you, take you through that later. That period is now coming to an end.

And we're going into the fog stage. So really, you can see ahead of you, you can see enough of what's gonna happen this month, the next six months, enough space to do deals. But you can't see what's coming around the corner.

You can't see what the oncoming traffic's doing. You can't see where the turns and the dips and the dives of the market are gonna be. So what I would be doing is short-term strategies where you can get in and out.

And this is what I'm gonna be teaching you for as long as the market's like this. I'll share one with you today. But I wouldn't be going into anything that's long-term.

The idea of what we used to do, like building houses, building blocks of flats, where you're in a deal for like two or three or four years. I just can't see where that's going at the minute. I wouldn't be doing that.

But I'm definitely doing deals. I'm doing some of the lowest-risk, high-return deals I've ever done, despite the market being a difficult place. I do think, however, we've hit the bottom of the curve.

And I think what you're gonna see over the next 12 to 18 months is everything balanced out. But in 12 to 18 months, what's gonna happen is all your competition's gonna come back. Because when there's clear roads and it's pure daylight and it's that sunrise, everyone can see the road, everyone can see the corners, everyone's got confidence, and they're back out to play.

So this really is this window of opportunity. Despite that logic, which is easy to understand, there is a significant problem, like a really, really big problem with the UK economy. And I've been sharing this and talking about it for a while, sometimes perhaps incorrectly in jest.

But the reality is the UK economy is just dying. Like, there is no drive, there is no way out of this hole. And what I'm gonna take you through today is not my opinion or prediction of what's gonna happen.

I'm just gonna show you the facts. I'm gonna show you the data of where the UK economy is. And the reality is it's dying.

And it doesn't matter what you look at. If you look at quantitatively, like the data sets, any data set for the UK economy, you will see, when adjusted for real term, all data sets, quantitatively for the UK, are at best stagnant, in many cases actually going down. That's not good.

And then second is just qualitatively, especially for those of you that go to other countries and see what other cultures and economies look like, you must be able to walk around and just see that this is not a country that's thriving. So for example, I know Sheffield because I lived there. I know Nottingham because I was there for 20 years.

I just walk around now, and it's everything from potholes in the road to vandalism to homelessness. I took Andy, our estate manager, who's at the back of the room out for our QGM. And we got there an hour earlier.

I said, I'll take you up to the Sky Lounge at Corner House. Any of you familiar with Nottingham? Corner House was built in 2020.

It's like the hub of high-end entertainment in the city centre. Wine bars, gym bars, sky lounges overlooking the city, restaurants, fantastic entertainment. It was a great place to go.

I said, oh, let me take you up there. We'll just have a quick drink, a little something special before we go into our meeting. Walked into the Corner House, and I was absolutely gobsmacked and shocked and pretty gutted, to be frank.

With the exception of Subway and a little kids' casino, little kids' play thing that they've hired out at one of the units, the whole thing's shut down. The cinema's gone. The wine bar's gone.

The Sky Lounge has gone. The restaurants have gone. The whole thing has closed down.

We then went to Market Square, which used to be the hub. And 15 years ago, they spent seven million pounds turning it into Slab Square. And I actually went to find a photo and look at the data of when it was done.

Not only is Market Square on a downward spiral, what used to be bars and shops is now bars. It's all right if you want to get a haircut, a vape, or some charity clothes, but it's literally just dying a death. And these fountains that they created, they've even put a press release out saying now that there's been a damage to the plant room, and they've now just decided it's not commercially viable to repair it.

This whole thing is going downhill, and that's not consistent just with Nottingham. You go to any big cities, with the exception probably of Leeds and Manchester, the UK at a macro level is just in that decline. And it's sad.

You walk around, you see it, the service levels, the standards, it's not hugely inspiring. Some of you would have seen me stand on stage, and there's two things. One is the UK economy's dying.

The second is what it's gonna do to us as individuals, investors, parents, business owners. Some of you would have seen me stand up. This was taken on the 21st of August, 2022, this photo.

And I predicted that after COVID, we would see a growing wealth gap. And what that basically means is in the UK, you've had the wealthy, the well-off, which is basically everyone, out for dinner, two cars on the drive, and then you had basically the poor and the bottom end. I said, what's gonna happen is the wealthy are gonna get really wealthy, and inflation is just gonna push everybody else into a lower standard of living.

And over the last five years, post-pandemic, this is exactly what we've seen. I'm gonna take you through this now. And this is just statistics.

This is not me saying, I think this is gonna happen. I said that five years ago. This is like, what's actually happened to the UK?

Well, the first thing is the UK economy is just at best flatlining. It's just on its way down, slow and steady, death by 1,000 cuts. You must get that vibe when you walk around restaurants, city centers.

If you live in the country, it's a little bit different, but you go to any of those big cities, those hubs, even London is not the most inspiring place to be. The UK, here's a fact for you. The UK has been in the top, bear in mind we're a small island, it has been in the top five economies in the UK since the beginning of the 1800s.

So 200 years, we have been in the top five economies in the world. Since 2022, we have fallen out of the top five economies. And we're now fighting for sixth or seventh place with countries like France.

France, brrr, zut alors! These are facts, this is facts. 200 years of resting on our laurels and we're now getting knocked out of the top five.

You look at productivity in the UK. So productivity is how, when you think about your business, how efficient is it? How systemized is it?

A well-structured economy is driven by an increase in productivity. Post-pandemic, productivity has just flatlined. It's like we've given up.

And again, you'll see this. It happens in society. You know, everything from people being out of shape, the culture, whether it's people being on benefits, the attitude that we just don't have to work, the fact that there's over a million people who are not in work that could be in work of age of, forget exactly what the age bracket is, but it's that young workforce is bonkers.

And you'll see that, that vibe that we don't wanna be, you know, we're not grafters, we're not grinders anymore. We're getting lazy. The second thing is just basic technology.

Now, how many times have you been to a big city or I'm out in the car and I can't get signal on my laptop? Or I'm in Nottingham City Centre and I can't even make a FaceTime. You go to Thailand, you go to the poverty-stricken beaches of Thailand and you can watch YouTube, you can get 5G, you can get whatever you want.

You go to Nottingham City Centre, London City Centre, you can't even make a phone call. It's like, this is very real and it's an under-invested economy that's best days at the moment are behind it. Income levels, average salaries.

So, post-pandemic, when you adjust it for inflation, a growing economy, you know, a rise in tides lifts all ships. A growing economy means everyone's quality of life and income gets better and better and better. Since 2010 of the global, you know, the last global financial crisis, we've just given up on that.

You know, we haven't actually achieved any real growth. The problem though is we're all getting tricked. You know, we're getting pay rises every year.

We're like, wow, minimum wage is now 12 quid. I've got another pay rise this year. And we've got this false dawn of, you know, everything's fine.

And in our businesses, we increase our prices, we increase our rents and we think, oh, this is amazing. When you look at it in real terms, it's not moving. That is a trick that we're all falling into.

Why is that? Or alongside that, what else is happening? Interest rates.

If you were born in the 80s or 90s, which is like, you know, the majority of the young up-and-coming workforce, you were brought up and had your adult life on next to no interest rates. So you had the car on finance, you had the house on mortgage. The problem now is we've gone from like next to no interest rates to 4%, 5%.

Mortgage is at 4%, 5%, 6%. And it's squeezing this quality of life, this affordable living. You will have already seen, or you'll start to see people talk about how they don't have the money that they used to.

Maybe they're just going on two holidays, not three holidays. Maybe when the car comes up for renewal, they go from having two brand new cars on the drive every year to one, or one and a second hand one. They're struggling to pay the bills in many cases.

This increase in cost is very real. And then what that does to the economy, so some of you will be feeling that yourselves, otherwise it'll be your friends, your family, your kids. What it does to the economy is it can put it into a downward spiral because, and you've heard me talk about this loads of times, when you talk about disposable income, this is the money that drives the economy.

When people have more money, they spend, businesses grow, revenues go up, they recruit, they create more money, GDP goes up. But when it goes down, it's a downward spiral. And what you're seeing now is real house disposable income, ever since the global financial crisis has gone down, is that the amount of money people have to actually spend.

But because the UK has had such a good run, we've rested on our laurels. Because people have had such a buffer, it's not like they've gone from feast to famine, it is death by a thousand cuts. It's happening so slowly.

And you also get little tricks. People feel okay at the minute because if your house is anything like mine, we've got our weekly Sheen and Timu delivery, where cushions that we used to buy from Next or The Range for 30 quid are £2.18, including shipping. And you're just like, this is not good for the UK economy.

It's tricking people into the fact we've got more money than we have. This can't be around for long. Like, there should be a restriction that comes in because for the UK economy, it's not good.

And not only have we got less money, fact, everything is also more expensive. And you'll see that, whether it's a bag of crisps or a house. The average house price now in the UK against salaries, this is the house price in the UK, and this is salaries.

And you look at the gap between affordability, the average long-term running average is between four, four and a half, five times salary. So a good economy, affordable, is where somebody's house costs four or five times their income. We're currently running at 8.4 times. So the average salary against the average house price is 8.4 times the earning. You think about affordability, that's not affordable. The average age now for buying a house is 33, and over 70% of people who are first-time buyers are couples.

This is very real. And if you rent, it doesn't get any better. The economies where they've got good affordability, the rule of thumb is, and you'll see this when you do your rental applications, and those of you that are close to that will have seen it change.

The rule of thumb is, in a good standard economy, 30% of your salary should go on household costs, rent, bills, utility, maintenance, et cetera, et cetera. The UK is now running at 32.5% just for rent. So if you think it should be 30% or below for rent, utilities, maintenance, household costs, it's now 32% on average just for rent.

If you live in these areas, it's even higher. It's not uncommon now for people to be spending over 50% of their average salary on just basically keeping the lights on before you even bring in food, entertainment, and family. This pulls people into the rent trap, and then they're stuck in the rent trap.

They're paying the rents for the flats, the houses, and they can't get out of it. And it's not just financial. You've got to think about why people go to other places.

It's about quality of living. And if you think about healthcare, but since the pandemic, the state of the NHS, there's some great areas. When we had Harper, we had a fantastic experience in Rotherham maternity unit.

My friend had their children at another hospital, and it was an absolute disaster. There's some great bits, but there's a lot of very bad bits. Last year, sorry, in 2023, the statistic for the deaths that could have been prevented in the UK by either better pre-care or actually better delivery care in the hospital was 21.6%. That's not a great place to be. And obviously, this all takes its toll on health, quality of living. The life expectancy in the UK is actually going down. I don't know if you knew that.

The average life expectancy is actually going down, which is not fantastic. And then even things like happiness. There's a top 25 countries happiness dataset, which has been tracked for like 20 years.

In 2019, we were the 13th happiest country out of 25. By 2021, we were the 17th happiest country out of the top 25. And in 2025, we were rated the 23rd out of 25 happiest communities and societies in the top 25 in the world.

It's our state of affairs, right? Luckily, you're a proper entrepreneur, don't worry. It's gonna get better.

Chill out. You're in safe hands. The people who can't move aren't moving, but the people who can are.

The influx from the last 12 months of millionaires in and out of countries in the world, this is countries that are attracting all the millionaires, Singapore, UAE, USA. This is all the countries where the millionaires who have the freedom and choice to leave are leaving. The UK is number two out of the world.

We're losing over 1,000 millionaires every month, and that was last year, and it's going up. You can see what's happening here. The reality is the UK economy is not in a good place.

People are struggling. Some people don't even know they're struggling, but the struggle is real, and the reality is it's gonna get worse. This is gonna be death by 1,000 cuts over the next 12, 18, 24 months as all of this starts to bed in.

The sad thing is some people aren't even gonna notice until it's too late. It will happen so, so slowly and so gradually. There is, however, a solution.

Our job is to make sure you're not in that 95%. Our job is to make sure you're in that top 5%, and there is a solution, and we're gonna help every single one of you do this. We're moving to Dubai.

Obviously, I'm half joking. That is one solution. My friends, I've seen you in the room, are moving to Dubai.

There's lots of benefits to that. I, however, don't wanna move to Dubai. People say, if it's so good, why?

If it's so bad in the UK, why are you staying? Because I'm in that 5% that make it work. I live in the country.

I have my dream house. I don't have to go to the big cities very often, and I have done things that the other 95% of the economy have not done, and we want you to be in that top 5%. If you look what's happened to wealthy people post-pandemic and post-global financial crisis, they have just got better and better off.

The last five years for me, whilst it's been, you know, sad to say, it's been the most difficult for a lot of people, the last five years have been the most lucrative five years of my life, because I own assets. You look at assets, and compared to everything else that I've just shown you, gold has doubled in value over the last five years. It has doubled.

You own gold, it's doubled. S&P 500, I've been making between 10 and 30,000 pound a month just by owning stocks in the S&P 500. It has nearly doubled in five years, 96% growth in five years.

But it's there, these are just facts. It's gone up 96%, whereas affordable living and quality UK has just gone down. Property prices, we've now hit the highest price point at 380,000.

If I said to you how much has property gone up, when everyone else is struggling and going broke, how much has property gone up in the last five years, what would you think? You'd be like, it's 25%. So for every million pounds you own, over the last five years, you've made quarter of a million pounds.

Rents, where have rents been going? If you own an asset and have a fixed mortgage, I have a five-year fixed mortgage, and every month rents have been going up and up and up, how much have they gone up in the last five years while everybody else is struggling? Rents have gone up in the last five years 40%.

And your mortgage hasn't moved. If you've got a five-year fixed, it hasn't moved. The cost of the asset hasn't moved.

The running of the business hasn't moved. But the cash flow just goes up and up and up. Not only that, our competition are leaving.

This is the stats from this year. All of the landlords and investors in the UK, on average, from a survey, only 4% this year are thinking about buying more. 96% of your competition aren't even doing anything.

In the next five years, 8% are gonna buy more. 90% of your competition aren't even moving. 3% and 7% are actually, sorry, 20% and 33% are actually leaving the market.

If you were looking for the best place to be, it is business and property, being a property entrepreneur. But of course, you need money. Of all the sectors and all the economies that have been hit, property has just gone from strength to strength.

The access to finance continues to increase. Not only that, the availability of deals. Last year was pretty dry.

Every month now, statistically, the average amount of stock going up is going up. We're doing more deals now than we ever have. There's stock available.

For those of you that know how to capitalise, this will be the making of you, genuinely. We've made millions in the last couple of years. I'm gonna show you how to do this yourself, but only because we've gone out there and we've actually bought assets.

So this is the reality. There is a wealth gap. It's not like this is coming, it is here.

What I'm telling you is it's gonna get either worse or it's gonna get better, depending on which side of the fence you're on. You can see the data, you can listen to me, but if you have any concerns or considerations, you go and listen to any of the big names on the podcast over the last few months about what they're talking about. Economy, property, affordable living, wealth gap, AI.

Every single podcast, every big name is talking about it. It's just the way of the world. This is literally what is happening out there, and you've just gotta listen to us.

We'll tell you what to do. Put it into practise, and this will be exactly what you need. And remember, this is where we are now, and this is before we even talk about AI.

What's gonna happen to everyone's jobs? What's gonna happen to automation? What's gonna happen to businesses?

This is that window of opportunity, and it really is like now or never to capitalise by owning these assets, and this wealth gap will just get bigger and bigger. You will see, you're probably already seeing it. Your friends, your family, talking about they don't have the money they used to.

They can't afford the holiday. They're struggling to pay the bills. If you're not already hearing it, you will hear it, because what's gonna happen is 95% of the economy is gonna be, or society, is gonna be death by 1,000 cuts.

It's gonna go down and down and down, and it's gonna happen so slowly, people won't notice until it's too late. The good thing is we're gonna get you the other side, and all you need to do is buy assets. I've shown you the data.

I've shown you the stats. You need to go out there and buy assets. The problem is it's a tough market.

You don't know where to look. What's gonna happen with rates? You don't know where the deals are, but timing is a moving target, and for those of you that have been with us for more than a year, you've followed us for the last 10 years.

Every year, I'll tell you the deals to do, whether it's single lets, apartments, blocks, build-to-rent, high-density, commercial, private school. Private schools, you just gotta know what to buy and when to buy it, and that's my job. I spend all day every day sweating over this stuff and doing it so that you don't have to, and you can have the houses, you can build the portfolios, and you can get that growth that everybody else will get.

There's two things you need to beat. This is all it comes down to, two things. One is your competition, because as I said, in 12 to 18 months, this will all settle down.

The sun will rise, and everybody else will come out, and it'll be back to high competition, low margins. You're gonna struggle. The first is you've gotta beat the competition, and the second is you've gotta beat the wealth gap.

Every day, if you were in this, if you actually did what we said 12 months ago, you would've seen these benefits, owning the assets, doing the deals, but I get that was a risky period. Now, that's rising, and it's more like fog, and I can see where the deals are, and my job is to take you through that, and today, I will share with you the strategy that I did in the dark so that you can do it in the fog, and you can genuinely go out there and buy these assets, avoid the wealth gap, and get yourself to the top. What you're gonna see over the next 12 to 18 months is there's gonna be some significant winners.

The winners are gonna make it big time, big, big, big, big assets, big money. That capital growth will go up. That gearing will go down.

The debt will be paid off by inflation. The equity will go up, and the cash flow will just go through the roof. If I can talk about any of my portfolios on the board, success and failure are both very predictable.

The problem is there's gonna be a lot of losers. It's gonna be 95% of the society. It's gonna be death by 1,000 cuts, and it will be a year, two years, three years until they notice, and by then, it will just be too late.

So this is what today is about. It's about the wealth gap, and that wealth gap is gonna get bigger and bigger, and this is our last opportunity before the world changes. We know it's changing, right?

Globally, economics is changing. Technology with AI, we know it's changing. This is our last opportunity in the next 12 to 18 months to capitalise while we still know what the rules of the game are, and we've got unique and proven blueprints to enable you to do it.

To enable you to do this, you're gonna have to step up. I can do the work. I can create the blueprints.

I can tell you what to do, but it is gonna be useless unless you actually execute. So to enable you to do that, we're gonna move on to the next session, which is gonna show you how to execute this in practice, how to raise the stakes, and how to actually get these results. Can you please join me in giving a huge round of applause to our next mentor for the day?

He is three times property entrepreneur, board-level property entrepreneur of the year. He is the founder of a very successful boutique accounting company, and he is the ultimate FD himself. Can you please give a huge round of applause to Mr. Josh Keegan.

[Speaker 14] (1:12:45 - 1:12:59)

♪ Allow me to reintroduce myself ♪ ♪ I used to move snowflakes by the OC ♪ ♪ I guess even back then you could call me CEO of the ROC, ho! ♪ Wow.

[Josh Keegan] (1:13:01 - 1:29:27)

All good? Had a good time? Yeah.

Brain's been suitably blown by that already? Yeah? Who's gonna buy some assets?

Yeah. Cool, one or two of you, brilliant. Clearly most of you aren't listening.

Who's gonna, did anyone understand that session? Because it was all about buying assets. Who's gonna buy some assets?

Yeah! Brilliant, absolutely great. Right.

It's all very well understanding the strategy, but we all need to be able to actually execute. And how are we gonna make sure, over the next three months, that you can be totally, totally proud of everything that you did and everything that you achieved? We need to raise the stakes.

Now in reality, we all know that we don't actually wanna do a lot of this stuff. You know, we sit these things down, we go, right, imagine if we can grow our company by this, get these 10 deals, increase our revenue by this, lose 10 kilograms of weight or whatever. It all sounds great, we're all fired up and motivated in this room, but the biggest person, the biggest obstacle in the way is you.

Because your mind and your brain does not want to let you actually do this. Your mind, your brain wants to keep you in homeostasis. It doesn't actually want this change.

It's scared, it's panicking, because it takes a lot to actually change or move anything forward. So we need to find a way to hold ourselves accountable to make sure that whatever it is we commit to doing, it's almost impossible not to do. It's almost impossible not to achieve the results and actually achieve whatever we set out to do.

And we do this by raising the stakes. We up the ante and we get to a place where success is inevitable and it's gonna happen. So we need to raise the stakes.

We need to work out how actually to do this in practice. This is all a game and it's all about setting a game that you're gonna play this summer. So what game are you gonna play this summer?

What are you gonna do? What's your championship season gonna be about for you? You need to decide what that game is, you need to set yourselves the rules of the game, and then you need to up the ante, raise the stakes, make sure it's actually going to happen and actually gonna happen in practice.

Because you are your biggest obstacle, you're the thing that's gonna hold you back. So you need to make sure it's almost impossible for you not to achieve what you set out to do. Three steps to doing this, I'm gonna take you through these now.

I'm gonna work out how we actually do this in practice. And the key sentiment is you are gonna be the first person to let yourself down. Who can resonate with this?

Yeah, absolutely. If you said you're gonna lose five kilograms last month, you didn't do it. Whose fault was it?

Is it McDonald's server that gave you the McDonald's? Is it the ice cream, is it Shib's ice cream server? No, it's not, it's you.

You decided, you made that commitment. So you're the first person to let yourself down, and we need to make sure that you don't let yourself down. So there's gonna be lots of actions in this one.

So make sure you've got your actions ready, you're gonna make loads of notes, and you're gonna have lots of stuff to take away. So first step in raising the stakes is to size it up. So actually size up what it is you're actually gonna do and achieve.

Study the iceberg. So we all know when we see an iceberg, you see the tip at the top, and you see the big base around the bottom. And in reality, we only see that bit at the top, the tip.

And underneath, there's this huge amount of work that needs to be done to achieve whatever it is that we actually need to achieve. Now, one of the biggest mistakes entrepreneurs make, and people in this room make, is when we're thinking about what we're gonna do, we almost set ourselves up to fail because the thing is too big. So we're talking about thinking big today, awesome, but we've only got three months.

So what can you actually do in the next three months, and what is the iceberg? What is the work underneath the water that you can't actually see to actually get there and actually achieve it? It is actually possible.

So sizing up the iceberg and working out what is the actual work you've gotta do to get there. That's the first step in doing this. Remember, everything has a price.

So everything you do has a price, whether that's doubling your company, losing your weight, doing whatever it is you wanna do on this objective, buying 10 deals next month, whatever it may be, it's gonna have a price, and that could be a price in terms of your stress. It could be the quality of time you spend with your family. It could be anything.

It could be the way you feel. It could be not being able to work on weekends, work in the evenings. You've gotta work out what is that price that you're gonna have to pay, and are you actually willing to pay it?

Next is find the blueprint. So we all know if you buy a piece of IKEA furniture, you bring it home, and you decide to put it together without the manual, which probably the dynamos and the blazers often do. That's all good, and you probably will get it put together in the end.

You probably will look like something that's on the box, but it's gonna take you longer, and it's gonna be way more stressful, and it may not be quite right when it's actually done. But if you just follow the instruction manual, you're gonna get there much quicker, much faster. It's gonna be far less stressful.

So find the blueprint. Everything that you are gonna be doing this summer, somebody has already done in this room, or we have a blueprint for it at Property Entrepreneur. So find that blueprint, follow that blueprint, and just execute against that blueprint.

Don't try and do it yourself. Find the strategy, and you'll get there 10 times, 15 times faster. Know what's coming, understand it won't be easy, and think about when you're actually gonna fall off.

So for example, if you know that you're gonna do massive sales campaign this summer, you're gonna bring in more clients than you've ever brought into your business in your entire life, fantastic. But if you know in the middle, you've got a two-week holiday with your family, start thinking about that now. What are you gonna do?

How are you gonna manage that? Where are you gonna fall off? Where are the issues gonna be?

And start planning for that before you actually get there. Actually be realistic with this plan and make it happen. And finally, try and talk yourself out of it.

If you've got this huge plan, it's like we do with employees that come into the business. We try and talk them out of it, and if they're still up for it by the time you try to talk yourself out of it, it's great. But if you're literally, you've got a big objective, and you can talk yourself out of it, it's probably not the one.

But if you literally can't talk yourself out of it, no matter how much you say, yeah, this is gonna be hard, I'm gonna be set back, I'm gonna be frustrated, I'm gonna be stressed, I'm gonna be ratting with the kids, whatever's gonna happen as a result of doing this, if you can't talk yourself out of it, then that's probably a good one to go with. Remember the iceberg. So the tip of the iceberg is the success, but there's all of that bit that's invisible behind the scenes.

And I think Shiv's behind the scenes today is incredible. What Shiv's achieved is absolutely phenomenal. Recruiting an MD, smashing his sales target out.

Me and Shiv were having a chat. It's like only two or three years ago, we were sitting in the Belfry, and Shiv was panicking because he couldn't get the sales in the business, weren't we? And it's like, reality, Shiv's stuck with this for seven years, eight years, and he's put the hard graft in.

So you've seen that really bit on the top, but Shiv has done everything. He's given everything to this business for years and years to get there. What's that iceberg underneath, and are you willing to give it?

Because most people actually aren't when they get into it. So we've raised the stakes, we've sized up the iceberg, and now we're gonna up the ante. How do we up the ante?

So we need to basically make it so that we don't want to fail. There's no way we're gonna fail. One way we can do this is spend the money.

If you wanna get in the best shape of your life, go and find the most expensive PT you can find and pay them up front. Because you'll be like, oh my goodness, I've got to do this now. I've just recruited and hired and brought on board a marketing consultant.

I know I need to start my marketing, I know I need to get it done, I know I've been meaning to do it for years and years and years, but now I've got to pay for this service, I'm gonna make it happen. There's no way it's not gonna happen. There's no way I'm not gonna get the leads in as a result of doing this.

So spend the money. Pay for what it is you've gotta pay for. Social accountability.

So you've got an amazing community here of people that are friends. You can share in the Facebook group, guys, this is what my plan is by the end of summer. Post it on your social pages.

You know, if you want to lose a load of weight, for example, put a picture of yourself online and go, you know, this is what I look like now. Give me a bit of time. If you're gonna do a big campaign, tell everyone what your targets are.

Post in the WhatsApp group, post on social, share at networking events, what are you gonna do? And then just get uncomfortable. This is gonna be uncomfortable, but you just need to force yourself to actually do it, to actually turn up and actually make it happen.

And if it feels uncomfortable, you're doing it right. You've upped the ante, because now you're like, oh no, I feel uncomfortable sharing this because I'm actually nervous about whether I'm actually gonna do it or not. That's where you want to be and that's what you want to achieve.

Force yourself. It's not gonna be easy. Like, you have to force yourself to do it.

Sitting in the early stages while you're getting things started, you're literally gonna have to force yourself to do that hour a day of sourcing, to make those phone calls, to follow up those leads, whatever it may be for you, to write that marketing copy. You've just gotta force yourself to do it, but you've gotta fire up the flywheel. So we all know things take time to kind of get into feeling normal and feeling good.

It's gonna be very, very difficult for the first few weeks, maybe the first few months, but as long as you stick to it religiously, all of a sudden it'll be like that. Flywheel gets momentum and then all of a sudden it won't stop. It'll keep going and going and going.

Whenever I want to find a deal, I always say it takes six months to find a deal. I know it's gonna take six months. I set out the actions I'm gonna do.

I set out my sourcing actions and I just know I've got to just deliver on them for three to six months and eventually I know I'll get two to three deals at the end of that process. It always happens every single time, but it's that third month where you've got nothing, you've been knocked back, you've lost a deal, and you've still got to be doing it. That's the hard bit.

You've gotta fire up the flywheel and get the momentum. Burn the boats. You need to find a way to burn the boats.

You know, if you go onto an island, like this is the old kind of Viking methodology or the Viking way of thinking. If you go onto the island and the boats are burned and you can't actually escape from the island, you're either gonna conquer the island or you're gonna die. That's what it is.

You've gotta find that way that you're gonna burn the boats for you. How are you gonna up the ante to a level where you've literally burned the boats? This is me in 2017, where I literally stood up at a networking event and said, guys, we're gonna fill 70 rooms over 12 weeks.

It was absolutely massive for us at the time. We'd never done anything like that. We were doubling the size of the company.

But I stood up at a pin event. I told everyone we were gonna do it and I said, follow me on social media. I'm gonna share the journey along the way.

The outcome was, obviously we didn't know what was gonna happen over the 12 weeks, but just by that action alone, the outcome was inevitable. Of course we did it, because I had to. I had to do it.

It was literally, we filled like 70, the 70th room happened on the final day of the challenge. It just had to happen because we stood up and we said we're gonna do it. So me at Super Event last year, where I said I'm gonna have a six figure summer.

I didn't know how I was gonna do it. So this was two years ago, Super Event. I said I was gonna have a six figure summer.

This was big for us at the time. We're only a year into business. First proper campaign.

We'd never done that at Ultimate FD before. But I said I was gonna do it. Didn't know how.

But I told you guys I was gonna do it. And it's like there's no way in hell I could not do it now because I've told you I'm gonna do it. And it happened, it worked.

You wanna get house refurb done? Get your partner pregnant? Because like, it really is a way to up the ante.

It really is a way to like make sure it happens and you're very focused on getting it done. That's what I did. It wasn't actually intentional, but it really tuned me in to what had to happen.

Like very quickly and effectively. It made it happen much quicker as a result. Yeah, exactly.

Writing a book. So the book came out. Like I faffed around for ages writing a book.

We were on the board strategy retreat and Kev said, oh yeah, Josh, where's your book? You said you're gonna have it done by this date. I hadn't even started yet.

I hadn't even started it. He was joking. So I said a year ago he would have it in his hands by that next strategy retreat.

And I thought, right, how am I actually gonna do this? Because I keep saying I'm gonna do it. So I paid the publishing company.

It was like six, seven grand. I paid them. So there's your money, done.

And then I, I wasn't gonna not do it then, was I? Like I paid. It had to happen.

And they would teach me how to do it and they're holding me accountable. It had to happen. The podcast.

So like tune in every week for the Ultimate FD Podcast. Now I had to do a podcast every single week. Like I said it.

I couldn't then just not do another podcast. I said tune in every single week. We're on like 180 episodes now.

Thank you. Cheers, Adam. You guys know, today you're gonna have to make a decision in advance.

And it could be the thing where you go, you know what? I can do in the loft. I can do my own thing.

Or if actually I commit to this, I sign up. I have that membership fee. I'm gonna do it.

I'm gonna be in that room and I'm gonna make whatever I set out to happen. Like it's another one of those decisions where it's putting the money down. It's making that decision.

So raise the stakes. Size up. Up the ante.

And then make it visible. It's the final part in this. It's probably one of the most important parts that we can actually do.

So I say you've gotta record this daily. Whatever it is your objective is, you've gotta record it daily. You've gotta be geared into every single day.

It's in your RAS. You know, you think about it every morning. You make sure everything you're doing is geared up towards moving that forward.

If it's personal, you could do things like put it on your mirror in your bathroom. I know Dan used to do that. Put buying agencies on the mirror in his bathroom so he could like look at it every day and like you'd see it every single day.

You could have it on your phone screens day or whatever it would be. Just somewhere personal where you can actually see this thing every day. Make sure you can look at it every day.

If you're doing it with a team, then you want some sort of whiteboard. Maybe if you've got an office. Some sort of tracker that you share in the WhatsApp group every week or every day into the WhatsApp group.

Some sort of thermometer. Something visible so they can see what's happening. A totaliser.

You've seen it with Get Up and Get Back. You know, you've got the totaliser coming into the WhatsApp groups every week saying, right, right, 70% there, 60% there. This stuff really works and really pushes stuff forward.

Affirmation board. Remember, you've all got an affirmation board with your objectives for the year, your year of, your personal and professional. Get that out front of mind because whatever you do this summer, it should be in line with that.

It should be about hitting that. And you spend three months working on that and decided that's what was important to you. So have that in front of mind because that's the real reason why, the reason why you're pushing this forward.

And think about the why, not the what. You want to make sure whatever it is for you this summer, that it's so important to you, that it means more than just the thing. Because we can all get excited about buying 10 properties this summer, whatever it may be, but what's the actual why?

Because it means I'm going to be able to quit my work and spend my time with my kids. It means I can take my family on that family holiday we've always wanted to go on. It means I'm never going to have to pick up the, do a sales call again in my entire life.

You know, what's the why for you? What's the real reason as to why you want to do this? So you really want to tune into that because that's where the value is and that's the real motivating stuff.

Execution is everything. This is something we've actually done behind the scenes on Mastermind. So I started the MMA, which is like an unofficial mastermind WhatsApp group called the Mastermind Massive Accountability.

Basically invite people into, from our mastermind and say, look, it's totally optional. If you want to get involved, get involved. And like everyone's in there, where they set their own targets, set their own things they want to achieve.

And everyone posts every single day. A yellow card if you don't post, red card you're out. And like, this is what I'm into.

So this is my tracker. And my sum, I'll talk to you about that. It's all about recurring revenue.

When we started this group, I was at 43% of the target and now we're at 60.97. And honestly, every day I have to like do sales, 45 minutes of sales. And every day I don't want to do the 45 minutes worth of sales. But every day I think, well, if I don't post in the mastermind group, I'm going to get carded and I can't get carded.

This is like self-talk. I'm like, I've just got to do the sales. So the power of this stuff is very, very effective.

Get the tracker, commit to what you're going to do every single day and have someone that's holding you accountable to get it done. You've just got to pull the trigger. You've got to decide what you're going to do and you've got to make it happen.

And the key sentiment is, if you're not going to pull the trigger, don't point the gun. So decide what it's going to be, pull the trigger, go ahead and actually make it happen. And you want to make sure that you can be someone you can actually be proud of.

Because whenever someone does a challenge, whenever someone sets themselves a challenge and actually achieves it, you feel so proud of yourself. And you're quite right, you should do. So you want to make sure by the end of this summer, you feel super proud of what it is you set out to do and what it is you achieve.

And you can have two choices, the pain of discipline or the pain of regret. We all know which is the one that we want. And you've got to make sure you do this, this summer.

And what I say is, I want you to visualize and imagine yourselves at those end of year presentations. Because that is an incredible day where you get to actually showcase what you've done and what you've achieved. I want to make sure you get to the end of year presentation with a presentation where you actually surprised and impressed yourself.

Because you've achieved more than you ever could have imagined and you've leveled up your life, you've had that step change and you can be super proud of yourself and super proud of actually presenting this in front of your peers. So when you're thinking about what you're going to do over championship season, think what would I be proud of? What would make me feel absolutely fantastic?

And then when you're sitting there and it's going wrong, it's getting difficult, it's getting hard, visualize yourself presenting this in front of your team and standing up on stage and going, guys, I did it, I made it. Because you get to the end of summer, you do this properly, you're going to have a different life, different business, a new set of problems. You're going to be so chuffed with the person you grew into and became.

Ladies and gentlemen, that's it, that's Raise The Stakes. Best of luck. I hope you all do very, very well and I hope you all set this out and I hope you have the most amazing summer you could possibly have.

I'm going to finish right there. I'm going to welcome Rachel Davies back to the stage. Thank you.

♪ I'm good, yeah, I'm feeling all right ♪ ♪ Baby, I'm having the best weekend of my life ♪ ♪ And wherever it takes me, I'm going to make it right ♪ Thank you.

[Speaker 5] (1:29:28 - 1:29:49)

Thank you. Hi. Hello, property entrepreneurs.

How are we doing? Wonderful. Yeah, are we enjoying it so far?

Yeah. Does anyone want to go home? Anyone had enough?

You all want to stay? Yeah. Excellent.

That's what I like to hear. So just some bits to finish off on Raise The Stakes before we move on to the next section. Who here is ready to Raise The Stakes?

[Rachel Davies] (1:29:49 - 1:29:49)

Yeah.

[Speaker 5] (1:29:50 - 1:34:57)

Grant is. Who else? Yeah.

Yeah, that was pathetic. Come on, who's ready to Raise The Stakes? Yeah.

Right, the reason some of you might have faltered there was because all the Blazers, including Grant, who find this really easy to do, they can let the ego take over, go, yeah, I'm ready to Raise The Stakes. But those tempos and steals out there, who's a tempo, who's a steal? Hands in the air.

Few at the back, were you like, yeah, I think I want to Raise The Stakes. Yeah. You guys are pretty scared of doing things like this, and I'm here to encourage the ones who are steals and tempos to do this.

And my advice to you guys is this. Plan your summer first. You guys are absolutely fantastic at planning.

Put the plan in place first, and then it will give you the confidence to Raise The Stakes. Then make sure you make it visible. Josh talks about this.

It's really important that you make it visible. Put it on your screen saver, have it on your desk. Tune into it.

Remember what you're doing this for. And then make sure you tune into the emotional reasons why you want to do this summer. Why is it that you want to Raise The Stakes and achieve what you want to achieve?

So really tune into it. What are we all here for, if not for our families? Is that what we're here for?

Family, emotion, the things that we want to achieve, not just for us, but for our families as well. So remember that too. And then don't forget blurses, right?

Just some advice to you. Don't let your ego get you too carried away. Don't decide to move to Bali at the end of the summer without telling your wife, yeah?

So that's not a good idea. So just be really, really careful. The way I've done it this summer is I hired my first social media hire for the new business.

We're not even making any money yet, and I've just paid her first invoice. That's one way to Raise The Stakes. I obviously don't recommend this unless you've got money in the bank, obviously, but that's what I've done this summer to do that.

So I hope you'll indulge me now because we're going to talk about advanced. Now, I've been on advanced for a while, just like Shiv's been on the board for a while, hasn't he? So this is my sixth year around the track.

So for many of you, you won't have heard this story about what it's been like for me going round the track several times over. And some of you here, you've come from the blueprint or you've come from the programme, and you don't know what this is like. So I just want to share with you some of my experiences.

And I can absolutely say, hand on heart, that if I hadn't have done PE all those years ago, back in 2019, I wouldn't be where I am today. I would have failed at being a property entrepreneur 100%, and I would have gone back to corporate because it was a lot easier. That's exactly what would have happened to me.

But I went on to property entrepreneur in 2019, and from that, I've won several awards. I've got two really profitable businesses. One is a HMO business, and one is a buy-select portfolio financial fortress.

And I'm now starting a new business with my husband in cybersecurity. And I would not have got the confidence to do that if I hadn't been on property entrepreneur. I came for the blueprints and the content, but in all honesty, I've had as much help from the community over the years as I've had help from the blueprints.

The community has served me so well. Can't tell you how many questions I've asked Chris Moss over the years, and every single time he's answered them. This is what this community is like.

And one of the most joyful things you can do, not everyone sat here has done get up and give back yet. And I just have to say to you, this is one of the most positive experiences that you can get involved in. So if you haven't done it yet, Dan, honestly, it is one of the best things you can get involved in.

This morning at six o'clock, I'm on the messages going, how do we beat the National Summators percentages? Like I've smashed my target, did it in a week. It's been such an amazing experience walking up Snowdon with everyone in the blizzard conditions.

Me and Josh talking about warm steering wheels and heated seats. Like just the quality of the conversations and the fun. This is what this community is for, yeah?

And that's what you get if you come back onto it time and time again. And I've talked about this before, some of you know this, I've become really great friends with some of the people in this room. Jackie and Susie, they're very, very good friends of mine now.

And that's what this community can give you. Valerie, you were talking this morning, weren't you? About this is your social network.

These are your friends. This is what it can become, it's amazing. And then I just wanted to finish on just the joy you get from being inspired by other people in the room.

I don't know about you, but Elon Musk and Warren Buffett, they don't really do anything for me. But the people in this room do because they're closer to me. I feel like what they're achieving is in reach for me too.

It's not miles, a million miles away. And honestly, all of the people on the screen here have helped me or inspired me in some way. Yeah, and they're just incredible people.

You can take advantage of that, use the community, get the help and the support you need, and you can go all the way to where you wanna be. And without a community like this, you won't get there alone, I can promise you that. So they are the benefits of staying in the community year after year, and that's why I'm signing back up to do advanced next year.

So thank you very much for indulging me. So it's now time to move on to the next session. It's time to invite your next mentor back to the stage.

Let's give him a huge round of applause. It's Mr. Adam Goff, your head mentor.

[Adam Goff (again at final segment for renewal pitch)] (1:34:57 - 1:34:58)

♪ That is what they make you say ♪ Woo!

[Adam Goff] (1:35:10 - 1:42:58)

Thank you, Rachel. That was very heartfelt, wasn't it? Really nice of sharing it.

What a long way you've come, congratulations. So yes, ladies and gents, this is the moment that you've all been waiting for. Okay, it's time to make a decision about advanced next year.

So as I talked to you about in the last workshop, no matter what you've got going on in your life next year, budget, personal commitments, plans, there is a membership option available to you. It's all about which one you're gonna choose. Property entrepreneur has grown arms and legs, all right, we're never done adding.

This is everything that we do now. No wonder Bianca's stressed, okay? There's something going on every week.

The question is, how deep do you wanna go? You know, it's really up to you. And as everybody knows, I'm gonna be opening the renewals desk in the foyer after this.

So just, obviously that's coming. So what are your options? Well, you can join us in the room, all right?

If you join us in the room on advanced, you're gonna get everything. This is like being in the stadium, this feeling that you've got now in the room, the energy, you can feel us, you can see us, you can smell us, well, some of us, Josh. Lynx Africa apparently he uses, all right?

He actually used that joke on me earlier and I just got him back and I love it. For those people that don't know, we thought big with advanced and we thought we were gonna go to like three, four, 500 people and we tried it. And you know what?

It didn't work. There were people we didn't know their name, there were people talking at the back of the room, coming in and out like it was some sort of convention. We were like, this is not us.

And a couple of years ago, we decided to only work with 80 people in the room. We know them, we sit next to lunch with them, we share the journey with them. We would, inch wide, mile deep, we would rather get 80 people, step changes and living off the steam than train 800 people.

So it is limited to 80 people and the price for advanced is now £21,000 plus VAT. If you don't wanna join us in the room or you miss out on a seat in the room, then hybrid is another option. For these people, you will get to come to four of our events, the super events and the awards days and you can watch the rest of them virtually.

Professionally filmed, super high quality, hey virtual, loving life over there. So that's your hybrid option. The room, we've booked a bigger room for those two extra events, that's limited to 20 places because of the room that we have booked.

If you want hybrid, that is also limited, that's £17,250. If you, for whatever reason, are gonna come and move to Bali, tell your wife, yeah, and you wanna do it virtually, that's also cool, okay? Virtual means 12 sessions, fully virtual, hosted, 16,750.

By the way, you still compete for a virtual awards on virtual and the same with hybrid, you'll compete virtually for an award. So you can still win property entrepreneur of the year virtual. The two other options, if you don't wanna do any of those, is to become a community member.

To drop it right down, you can come to the two super events, you can be in our community, but there's no reason to leave us and actually because you're still a member, we'll freeze your price so when you come back or you wanna level up again, it's still there. So you're not gonna have some sort of price jump or of course, if you're having a baby, taking a year off, just wanna take a break, you can take a sabbatical. That money, you pay that money, that'll go towards your deposit next year and you know you've got a place when you wanna come back.

So they're the options and as I mentioned last month, everybody in here is gonna get 9,000 pounds off those prices, okay? So if you were a bit shocked about those prices just now, 9,000 pounds, all right? But not only that, because this is the super event and I genuinely want to honour and reward you all for being here because in a virtual mentoring world where everyone's doing everything online, we are the outliers, but it's taken you a lot of effort to come here and we love it, we love this.

I fly in from Bali because I love it. These are more and more rare now and so for being part of our community and all the contribution that you put into being in the community like Rachel just said, it's not just us doing all the effort, it's everybody here that's putting in effort so I wanna reward you for being our VIPs, being our customers and making it here today. So it should be about a value exchange.

So as part of Advance next year, I've pulled together a renewal rewards package, okay? So obviously you've got your 9,000 pound discount. If you wanna bring a partner on, sorry, if, this is different, okay?

For those people that are just coming on to Advance for the first time, we will only charge your partner 50% of the discounted price, not 50% of the list price which is what you're paying now. So for those people that are gonna join for the first time, you're gonna save over 4,000 pounds just in that partnership discount. So you actually see your price change quite significantly.

If you wanna bring a family member or a business partner onto the programme and you're a solo right now, we'll obviously give them a partner rate and you'll then benefit from a partner rate which equals over 8,000 pounds in savings. So if you've got someone else that you wanna bring, totally you'll save 8,000 pounds. If you qualify to come on the Bali retreat because you're on a mastermind or if we decide to run a Bali retreat because we've got enough demand, we'll take 2,500 pounds off the price.

We'll also give you a 600 pound discount on the HM experience for writing your business plan. 500 pounds off financial fortress training. Now for those people that haven't done Advance, we do teach the living off the steam blueprint on Advance.

It is something we teach but if you want the execution and you wanna do it with Josh over a six week period, then the financial fortress course is extra and that's 500 pounds off. And for our world class women, I hope you enjoyed breakfast today. We're gonna subsidise it by 120 pounds so it basically remains super cheap.

So for joining us on Advance, there's over 25,000 pounds worth of value there going into next year. So hopefully you like that. Do you like that?

Thank you, good. So just let's go through the prices then because there will be some people who've probably got some questions and I just wanna make it super clear after the discounts including the rewards package. The price of Advanced is 11,995 pounds if you're a solo.

If you choose to pay monthly, it's just over 1,000 pounds. Your partner, and this is what people on the programme will realise, is only 6,000 pounds. It's 50% of the discounted price or 500 pounds a month.

If you split it, it's 18,000 or 1,500 over the month. For everyone who is grandfathered because you've been with us for a while, your prices stay the same. There's only a 3% rise for everyone that is a grandfathered rate.

Okay, so if you're gonna split that, just over 8,000 pounds, sorry, just under 9,000 pounds each. That's for in the person, people that get the seats. For hybrid, so for the next first 20, it's 8,245 pounds for a solo and it's just over 4,000 pounds for your partner.

So in total, both of you will pay 12,000 and they're the monthly prices. We always charge a 10% premium if you wanna pay monthly, but it works at about 6,000 pounds each. Incredible value.

Or virtual, fully virtual, is 7,749 pounds for a solo, 3,875 for your partner. Collectively, it's just over 11,000 pounds. They are the prices.

Any questions on the prices? Cool. You can take a picture.

Clark, you wanna take a picture? Suzanne's got a question. And Bianca does have these printed out in the lobby so that people can actually see what they're buying.

[Speaker 16] (1:43:02 - 1:43:06)

So one partner wants to do in-person, the other one wants to do hybrid. How would that work?

[Adam Goff] (1:43:07 - 1:43:08)

Good question. Bianca?

[Speaker 10] (1:43:14 - 1:43:40)

So we've got partner prices. So say if you join in-person, your partner virtual, you pay the solo price for in-person and your partner only the partner portion for virtual. Or hybrid, whatever the partner does, yeah.

So the solo one would be the higher price, but then the partner portion is, yeah, of whatever program they're doing.

[Adam Goff] (1:43:41 - 1:45:56)

And then obviously, if you're gonna split it 50-50, we just total it up and divide it by two. So the answer is the more expensive one is the solo and then the other one is partner. Great, any other questions?

Because it is a little bit, I had about 20 questions last time I'm asked, and those guys have been on it for a while. Okay, cool. Right, this is a genuine one-in, one-out situation.

All right, for those of you that were here last year, we crashed the website, no joke. We had like, it was very interesting to see people crawling over each other to sign up to advance. But yeah, we crashed the website and it was full, we sold out.

So there are over 165 people in our community and there are only 80 in-person seats. So if you wanna secure your place, if you've currently got a seat and you put your deposit down in the first break, you'll keep your seat. If you don't have a seat already for whatever membership that you're on and you want a seat, you need to get in there soon so you're at the top of the queue because it's time stamped when everyone pays their deposits and we'll just go down the list and we'll allocate the remaining seats like that.

It's the fairest way to do it. Now, I know a lot of people are gonna say, it was like, we crashed the server, we had some feedback about it, it took a while to fill in the form. We have improved the form.

It is super quick. You can do it in a few minutes. Yank has been testing it all week and it's only a 500-pound deposit.

Okay, so everyone's got the 500 pounds they need to secure it per place. We'll then send you the credit agreement. You will fill that in at lunch.

You'll get that between the next session. You'll fill it in at lunch and your place is secured. If you leave here today without completing the credit agreement, then your place obviously goes to the next person.

So, like I said, I'm gonna open these in a second but before I do, all right, someone's looking very serious, okay? I've got another special announcement, all right? Woo, exactly.

Okay. Now, who enjoyed Dan's session on the wealth gap just now? Who enjoyed Dan's session, all right?

Master the Market is one of our most popular sessions on Advance for very good reason because where else do you hear this information? And we keep getting it. There's a couple of things.

We keep getting it. We keep getting it that this is what people want more of or this is the best bit. And of course, we don't teach property either, right?

We're not a property course but we're all wanting to invest in property and we're all gonna buy assets, right?

[Rachel Davies] (1:45:56 - 1:45:56)

Yeah.

[Adam Goff] (1:45:56 - 1:52:28)

Exactly. Okay. The thing is about this, right, is that this stuff isn't easy.

Like, I think, like, I don't know if you just heard Dan say but Warren Buffett spends 99% of his time reading and 1% taking action. It's kind of like Dan now, all right? Part of the deal Dan and I had was that I could lock him in his cave just so he could come up with this stuff because that is his superpower and thank you to Dan for this but I don't think anyone realizes how hard Dan actually has to work to create this stuff.

He makes it look easy but it's not easy, all right? This is him, like, we have to lock him in there and thank goodness. Thank goodness for Dan.

Let's give Dan a round of applause. Thank you, Dan, yeah? Because he saved my business and he saved me 220,000 pounds by making me lock my interest rates, right?

That's just two things. There's scores of things. Who else here?

Let's have a show of hands. Dan has given them a nugget that has seriously changed the game for them. Show of hands, yeah?

Absolutely, all right? Thank you to Dan. This is hard stuff, all right?

And as we know, this wealth gap now is the best opportunity we've had since COVID. This is a crucial time. It's make or break, all right?

He's not making this up. He's been saying it since 2022. He's enjoying it, all right?

It's the opportunity because he's looking the way that 92% of people aren't looking or 98% of people aren't looking compared to those statistics. If you get caught at the bottom, it's death by a thousand cuts. You're gonna get poorer and poorer and poorer or you can join the top 5% or stay in the top 5% and get wealthier and wealthier and wealthier.

And the way to do it is to buy assets. Last time we had this kind of opportunity and we recognised it was the pandemic. And during the pandemic, we created something called The War Room.

And this was to make sure that all of our property entrepreneurs not only survived when everyone else was going out of business, but thrived. We saved our companies. We sold our companies.

We had massive gains in net wealth. I, like I said, 220,000 pounds I saved by locking in my interest rates. PPN made 2.2 million just in the dark phase. Some of us had our most lucrative years. Why? Because that's when the biggest wealth transfer happened.

All right, and now we're faced with another opportunity like Dan said. We are driving in the fog. Okay, we can't see far ahead but we can see far enough ahead to go and do deals.

But there are other people on the road and this troubled economy means there is a window of opportunity but it is closing. It is closing. So in order to capitalise, we actually need to know what to do, when to do it, and where the deals are.

We've got to buy assets. We've got to buy assets. But we're not a property course but we are going to be, this is the big announcement, launching The War Room 2.0 for 2026. All right, thank you. Yes, thank you. Thank you, Dan.

All right, we are launching The War Room 2.0 so you can beat the wealth gap. We want you to be in that top 5%. It is now or never.

This extra training is going to be delivered by Dan. The property training that everybody's been after, Dan has said he will do for you. An extra where it's going to be eight online sessions through the year which will go on top of what's included in advance for Master the Market to help you go and do deals this year.

All right, so we're going to be launching this so that everybody not only survives, they thrive. They must buy more assets. And there are three things you're going to need to beat this wealth gap.

Number one is the economy. You need to know where we are and where we're going in the economy because you're not going to get it in the papers. Dan's going to be covering policy, budget, investment, grants, what the government's up to, inflation, interest rates, that's going to be part of the war room.

The market, what to do and when to do it in the market, what a property price is going to do, interest rates, finance, what are rents doing, what are the opportunities, what are the threats, and where are the niches. And deals, this is the stuff we've never taught before. You must buy assets.

So what are the deals? He's going to show you behind the scenes the deals that he's doing. He's going to share with you the strategies that work, how to source, how to stack, how to secure them, the fundraising, blueprints, appraisal templates, all the stuff he's doing he is going to share with you as part of the war room so you can buy assets.

The solution to beating the wealth gap is to buy more assets and those that do over the next 12 to 18 months, whether you're doing your first million, your first financial fortress or your 15th million, you're sat there thinking I need to take advantage of this opportunity. All right, so this is the course that you need and this is it. We've pulled it all together.

It's an extra training that everyone's going to have an opportunity to take and if you can't afford the board, the war room is the next best thing. This is the stuff that you only get on the board. It's going to be crest of a wave, you're going to be ahead of everyone else and you're going to get high margins and low competition because it's coming directly from that and we price this at £12,000.

£12,000, significantly cheaper than the board. Now I told you over the last 18 months we were thinking big and this is one of those think big things. All right, property entrepreneur is going to the next level and you're all coming with us.

So it is the super event and I took you through this what's included package. If when you join us today, we will include the war room in your advanced membership. You will get the war room as part of your advanced membership which brings the total value of the rewards package to £37,000.

We've got you covered. So basically, ladies and gents, I'm going to open the renewal desk now. Hopefully that's an absolutely no brainer offer.

The ladies are in reception. Best of luck for those people securing their place. I cannot wait to work with you next year.

Advanced plus the package plus the war room is going to get you everything you need. Let's have a massive round of applause. We'll go to the break.

Thank you very much. ♪ Make me feel good, make me feel nice ♪ ♪ Give me your loving all through the night ♪ ♪ Make me feel good, make me feel nice ♪