**Super Event Session 3 01 - 2025.06.05\_Transcription**

[Speaker 10] (0:02 - 0:17)

Let's get down, let's get down to business, I'll give you one more night, one more night to get this, we've had a million, a million nights just like this, so let's get down, let's get down to business.

[Speaker 6] (0:17 - 0:32)

Back and forth, back and forth with the bullshit, I know I said it before, I don't mean it, it's been a while since I had your attention, so in my heart you're living.

[Shiv Haria] (0:33 - 1:05)

Boys and girls, get your teas and coffees, finish up your conversations and get yourself to the toilets, take your seats, we're going to be starting in one minute time, it's one minute to show time. This is your final warning, it's 45 minutes to show time, we'll be live in 45 seconds.

[Speaker 6] (1:06 - 1:21)

Let's get down, let's get down to business, I'll give you one more night, one more night to get this, we've had a million, a million nights just like this, so let's get down, let's get down to business.

[Speaker 8] (1:22 - 1:37)

Let's get down, let's get down to business, I'll give you one more night, one more night to get this, we've had a million, a million nights just like this, so let's get down, let's get down to business.

[Speaker 7] (1:43 - 1:58)

Ladies and gentlemen, property entrepreneurs, please clap your hands and give a huge round of applause and welcome to the stage, Rachel Davies!

[Speaker 4] (2:11 - 6:34)

My number one fan at the front, love it. I paid him, I paid him good, that's why he's screaming so loud. Oh yeah, he's always at the front.

Are we all coming in? Did we come here to learn something? Come on, get in.

Get yourself sat down. Oh, that's me. Marvellous.

We've got all million. Right, so let's just say a massive congratulations to everyone who's wearing one of these. Give yourselves a round of applause.

You've committed. Well done. It was the war room for me.

When I was supposed to be helping you guys, I was actually booking my own seat, my own place. Everyone settle down. So well done and big congratulations to everyone who's signed up so far.

Anyone who's on the fence, who's got any questions, please see one of the team at the back and we'll talk you through it. I think this is one of the great reasons to actually do, to buy it today because the war room is going to be absolutely fantastic. Thank you, Dan, for doing that.

It's amazing. I couldn't quite believe my ears when I heard that. So now we're moving on to session three and session three is all about dopamine detox.

So we want you to be a productivity machine, a planning machine. We want you to be at your ultimate best this summer. We want you to be able to break through your distractions, take control of your lives and improve your energy and your focus because that's what it takes to become a productivity machine.

But to do this, you need to understand how to play the motivation game. So no more quick fixes, only intentional productivity. And I think if there's one thing I'm doing more of this year, it is being intentionally very productive.

So we want all of you to be in the same boat. No more distractions. So since being on Property Entrepreneur, I've become better and better at this over the years.

I've taken control of my own distractions. So things like having someone else to do your social media is one of the best ways to get you out of doom scrolling. I've managed my WhatsApp exposure and I also managed my email exposure because now my virtual assistant runs my inbox for me.

So I've got all of those things in place now. But what I am doing now is I'm spending more time managing my children's distractions. And anyone with a child that's over the age of two these days will know that children can get really seriously distracted by TV, by screen times, by tablets and phones.

So this is what we've got. I'll just turn around. Sorry, I'll just turn to the side.

This is our detox box. It's actually a cash box. We turned it into a detox box.

In here goes all the technology. So for the children, the phones and the tablets go in there by 6.30 in the evening. This is on a school night, slightly different on weekend.

And then eight o'clock, the adult's technology goes in the box. So everything gets locked in the box. Key gets put in the key safe with all the other keys for the houses so they can't tell which one it is.

Brilliant idea. Yeah? And that's what we do and that's how I manage my children's distractions.

And it's the same for us. We need to manage how much TV time we're spending, how much phone time we're spending, how much time we're spending on tablets or gaming or any of these bad habits that we've got, how much time we spend scrolling on social media. We need to stop getting sucked into these things.

How many times have you got your phone out to do something on WhatsApp because you've got a specific thing to do and then got lost, forgotten what you were doing, and you've written 25,000 messages? Yeah? And then an hour later, you're like, what was that thing I was supposed to be doing?

Remember, this is what we need to eliminate. And one of the journeys I've been on this spring is that one of my daughters, I think she's got ADHD. It's really interesting that people with ADHD have even less dopamine than others.

This condition means you're always looking for brain stimulation. So technology, phones, all those distractions, it's really easy for children or anyone suffering with ADHD to get easily distracted. So this should be really helpful for you too.

So it's now time to bring on our next mentor to the stage. Here to talk you through how to do a dopamine detox. Let's give him a massive, massive round of applause.

It's Mr. Shiv Haria!

[Shiv Haria] (6:44 - 20:49)

Thank you, thank you, thank you. Guys, you know I always say follow the blueprint. That's what we need to do, yeah?

And I always ask myself that question of what would Dan do? Do what Dan does. Well, you know what Dan's wearing today, don't you?

A three-piece suit. Do what Dan does. Yeah, that's what I do.

That's what you guys should be doing. So as we get started with this, guys, quick question first of all. How many of you want to look, feel, and be at your best this summer?

Most people, fantastic. This is really good. This section then is going to be completely for you.

This section is all about dopamine drivers. And there's basically two ways that you can get your kicks of dopamine. There's dopamine distractions, which is things like scrolling through social media, Netflix, porn, caffeine, sugar, all this kind of stuff.

It's all addictive. Or you have dopamine drivers. And dopamine drivers is basically about maximising your productivity and smashing out the parts so you get all your objectives done this summer.

And what we need to do is we need to stop. We absolutely just need to stop. How many hours, just do a mental tally in your head, how many hours do you spend scrolling on social media?

If you don't lock your phone away, if you don't put a discipline in place, you will just go through it, scrolling, scrolling, scrolling, whether it's scrolling, whether it's shopping on Amazon, whether it's watching Netflix. How many of you, I'm so guilty of this, especially now that I've hired an MD and I've got more time on my hands, all I do is I go WhatsApp, Facebook, Instagram, emails, WhatsApp, Facebook. How many of you do this?

I do exactly the same thing. And this is why, you know, when I was thinking about doing this session for you guys, I was thinking this is going to be a great session for me as well as for you. So hopefully you'll follow along.

And what I'm hoping is that this blueprint is going to change your life. It's going to change my life. But the best thing about this blueprint is that it's not going to change your life in a year from now or six months from now.

If you implement the things that I'm about to tell you, this is going to change your life immediately. You will start noticing the impact of it within a few hours. Okay?

We like that, yes? Perfect. Now, there's a guy called Nassim Taleb.

He's a modern-day philosopher. And he has this quote. It says, The biggest threat to society isn't AI.

It's cheap dopamine. And this is really important because right now we've got generations. And a lot of you who have children, you can see this happening.

You've got generations of people, of children, or people actually, not just children, that are occupied with TikTok or with sweets or with Netflix or vaping or even YouTube. Whatever it is, they're just occupied all the time with these kind of easy hits of dopamine. And ultimately what we want to do is get away from that because this is a massive, massive threat to society.

We are naturally beings living, we are natural beings living in an artificial world. And this is really, really important because what you need to realise is that the world, the way it currently is, it is designed to be against you. It's not trying to help you live your best life.

It's literally doing the opposite. The way that the world is set up is basically making it harder and harder for you to actually achieve your objectives that you're trying to get. So we need to break through this.

That's what we're trying to do here. And this is exactly where dopamine drivers come in. Most people think that dopamine is a feel-good hormone.

You have the dopamine, you're like, oh, I feel really, really good. But it's not actually that. Dopamine is actually the motivation molecule.

It's the thing that gets you up to go and do the thing that you need to go and do. So it's not the feeling that you get after you've been to the gym or after you've done something good for yourself. It's the drive and desire that actually makes you go and take action.

And what I want you to realise is that every day when you wake up, you have a full tank of dopamine drivers. Let's say you have 1,000 dopamine drivers. And then when they're gone, they're gone.

You cannot do any more once they're gone. So imagine you've got this full tank of all these dopamine drivers, and every time you make a decision to do something, you're getting rid of one of these dopamine drivers. Boom.

And tomorrow, you're going to start the day with another fresh tank. So today, you'll deplete your tank, and tomorrow, there'll be another fresh tank. And the problem is that everyone has the same time, but fundamentally, you just don't stand a chance.

And the reason you don't stand a chance is because of this, because distractions are everywhere. You wake up in the morning, and before you've even literally had your first thought, you're already on your phones. If you're anything like me, if you haven't put systems and processes in place to not be like that, I know that some people here from previous Blueprints have said, I'm going to lock my phone away.

I'm going to put it in the next room. Well done to you guys. I haven't managed to do this yet.

If you're anything like me, you're going to be getting up, and the first thing you do is, boom. I'm going to admit something to you guys, which I haven't even really admitted to myself. Genuinely, over the last month, I've hired this MD, and because I don't need to be anywhere at any particular time, if my phone pings in the middle of the night, which it does because I've got people in all kinds of parts of the world, I wake up.

The problem is that once you're awake, you're awake. You've got two options at that point. You go, well, I can either sit here and pretend like I'm going to sleep, or I could just keep scrolling through my phone.

I'm just scrolling through my phone at four in the morning. People on the board will be like, Shiv, why are you messaging me at four in the morning? Because I'm awake now.

I want to wake someone else up. What we need to do is, you need to make sure, before you even get out of bed, you're already running on fumes, and we want to make sure we avoid that. That means that by the time you sit down to actually do your work, you've already used up half your dopamine drivers.

We don't want to be in that place. We want to be in an intentional place where you look, feel at your best by the time you come and sit down to do work. Here's what we need to all acknowledge.

Literally, I want you to put your right hand up right now, everyone, right hand, and repeat after me. I am an addict. I am an addict.

Good. This is the first step. We're all an addict, whether it comes, like I said, to scrolling, alcohol, caffeine, we were having this conversation this morning, or anything like these.

We're all addicts, and we have to stop ourselves from being addicts. We need to break this cycle. This is a really good one for you guys to take away.

It's time to take control of the things that control you. The whole purpose of living this life by design is that we get to design the life, rather than the things around us designing life for us. Does that make sense?

And ultimately, what the point is, is that the world has been designed to slow you down, and we need to break out of that so that we can make sure we can be our best. And here's how we're going to do it, by a dopamine detox. And this is really, really, really simple.

We're going to stop these quick hits of dopamine coming in and stealing our dopamine drivers. We're going to just completely remove these from your life. And just like anything else that you want to stop, when it's a habit you want to stop, you've got to just go cold turkey.

You've got to go, right, how am I going to get rid of this thing? I need to just stop doing it. There's no like, oh, you know, I'll do it for a bit.

I need to stop doing it completely. And here's what you want to do. If you do this, you will literally have more energy, more motivation, more drive to do the things that you need to do and to achieve the objectives that you have set yourself.

We talked about it this morning, where you only have literally three more months until the end of this year, until you're standing here doing the presentations. So if you're not already on target with the objectives, now's the time to say, right, I need to stop wasting time. I, me, need to stop scrolling and say, actually, I need to spend my time in better ways.

And we are all in control of how we spend our time. And like I said, your productivity is going to go through the roof if you do this. And what better time than when we have summer?

All of this daylight hours to do all of this great work. So this month, the 28-day challenge we're going to do is, we're going to set this as a 28-day challenge for you. And what you want to do is, whatever you're going to choose, we're going to try it for a day.

And if you think, well, I managed to do it for a day, you're then going to try it for a weekend. And if you've managed it for the weekend, you're then going to say, let me try it for a week. And we're going to slowly build it up like that.

But what that means is that by the end of the week or by the end of the month, you're going to be at a place where you're like, I feel ridiculously better because I'm not having all my dopamine drivers stolen from me by all of these distractions. Does that make sense? Perfect.

So here's what we want to do. We want to come up with three rules, okay? Three rules for this 28-day challenge.

And it's going to be rules, for example, it can be the time of day. You can say, I'm not going to go on my phone until 10 o'clock, for example. Or it can be something like, I'm only going to check my WhatsApp, you know, in daylight hours, unlike me.

Or I'm only going to check my WhatsApp at 10 o'clock and 3 o'clock. Or whatever those things are, whatever your bad habits are, what are the rules that we need to get rid of these? Okay?

So I want you to have a think about these right now and write down your three rules that you're going to come up with. Can we just have a bit of music for a couple of minutes? So just to be clear, you're thinking about your bad habits and the rules you're putting in place to avoid these habits.

Just put your pens down when you're done so I know you're done, please. Pens down, if you're done. Pens down, yep.

Perfect. Okay. Thank you.

So when I was thinking about this for myself, because I told, you know, I was sitting there really thinking like, what do I need to do? Here's what I did first. Well, I was like trying to pick around the sides, like the things that I know that I could easily do.

But really, the answer is, I just need to get off my phone. Those of you who know me, specifically board members, will know that if you contact me, I'll get back to you before you even send the message to me. That's how quickly I get back to you.

So as a result, the one that I need to drop straight away is I need to get off my WhatsApp. That's what I need to do. So one of my rules is turn off all my notifications.

They were off. I turned them on a little bit. And I've got my work phone that's off and my personal phone that's on.

But I mean, it's still a distraction, isn't it? So turn off all my notifications. My second one is that I'm going to have WhatsApp only three times a day to start with.

And maybe I'll then go down to maybe to one. But three times a day. So half an hour each time.

And that's my like play time, if you like. But that just means that I'm now going to have to be bored for a lot of the time, which is okay. I'm okay.

And I have to become okay with being bored. So these are the kind of rules you want to put into place. Does that make sense?

Perfect. And obviously the aim of the game. What was my third one?

My third one is to not get onto my phone before like 10 o'clock or something like that. Because I used to do that. And then what I started doing is, yeah, get up.

Boom. Straight on my phone. And that delays me going to the gym and it delays the rest of it and things.

And obviously everything's on your phone now. Your music's on your phone. Your calculator's on your phone.

My gym access is on my phone. So I've got to go on my phone. So it's like how do I do that?

So I need to tweak that one a bit. But yeah, I want to basically stay off some of these things until like say 10 o'clock, which is when I usually start work. So the aim of this is to turn up to work.

When you turn up to work, for me it'll be 10 o'clock, whatever time it is for you, to turn up with a full tank of gas, to turn up with all of your dopamine drivers ready for you to take the next steps in your business so you're not wasting these away on all of these other things. And if you implement this, I guarantee you, this will change your life. Again, not in six months, not in a year down the line.

This will change your life today. If you implement it today, it will change your life in a couple of hours. So really try this.

Take this and do it. And here's a top tip for you. Brain.fm. How many of you use Brain.fm? Perfect. Brain.fm is an absolute game changer. Think about it this way.

Your brain resonates at a particular frequency. If you use Brain.fm, you're going to be more productive because they're resonating at the same frequency. It's going to help you to think and be clear about what you're doing.

And one for your actions list is this one, episode 187 of the Blueprint podcast. It's called Zombie Nation. And it's all about how you've got to realise that your competition, everyone that's competing against you, is walking through life like a zombie because they're hooked up to cheap dopamine.

And you have a real easy way of having a competitive advantage here. Just don't do that. Just get out of that habit.

Perfect. Does that make sense? Does that make sense?

Yes. Do we like that? Yes.

Perfect. So in that case then, I will hand you over then to the next trainer, Mr. Adam Goff.

[Speaker 12] (20:59 - 21:00)

Thanks man.

[Rachel Davies] (21:00 - 22:49)

Good lunch? Loving life? Yeah.

Yeah, baby. Who's loving life? Say yes.

All right, good stuff. Well done. We're not done yet.

There's no, there's no low energy levels, is there? No. Are we excited for the afternoon?

Say yes. Yes. All right, cool.

Because you know what was going to happen, don't you? Everyone's like, no, not a massage game. Cringe.

It's going to give you the ick. I gave someone the ick at lunch. Two people the ick, actually.

If you're on TikTok, you know what the ick is. Anyway, so we've got an amazing afternoon. Stay with us.

Grab a coffee. Keep it going. Keep it pumping.

We'll keep the energy high. Then obviously we've got to get up and get back later. So, before we go into the next session, the long-awaited announcement, release, first people to hear it, let's release Strategy of Dance.

Ooh. Yeah? We are going to talk about living off the steam.

Okay? Because this, for us, is what it's all about. This is, apart from chairman level, which I'm going to talk to you about in a second with the board, this is the big milestone that everybody in this room either has achieved, is trying to achieve, or should be trying to achieve.

This is financial independence. This is six-figure income, seven-figure net worth. We want you to get to double digits as soon as possible.

Obviously, as we know, the wealth gap is the best opportunity to do so. So, because it's the super event, I want to recognise some living off the steam award winners. Is that okay?

Yeah. Fantastic. Okay, great.

So, if I'd like to invite Dan on stage, please. Dan, would you join us? Give Dan a big hand, please.

This is very unprofessional. Okay, cool.

[Daniel Hill] (22:49 - 22:49)

What's going on here?

[Rachel Davies] (22:50 - 23:19)

It's always a little bit of, you know, property entrepreneur class. So, ladies and gents, our first winner. This chap has got a portfolio of 13 HMOs.

He arranges leases for landlords. He's one of Josh's Mastermind members, but we won't hold that against him. He's only been on PE for two years.

He had a job when he started. Ladies and gents, Chris McDermott is in our Living Off The Steam Hall of Fame. Chris, let's give him a big hand.

Woo!

[Speaker 12] (23:24 - 23:49)

Yes! Well done, sir. Well done.

Congratulations. Here you go, my friend. Living the dream.

Over here. Woo! Well done, mate.

Awesome. Oh, there we go.

[Rachel Davies] (23:49 - 24:18)

We've already given it away. Debbie McGee, would you mind getting the award ready? So, this chap has been, he's going to, I'm going to get the sack.

He's got three years on Property Entrepreneur. Okay, his main business is a sourcing business. He has a portfolio of Vanilla Vital X, Mixed Use and Holiday Letts.

Ladies and gents, of course, you already know, the next member to join the Living Off The Steam Hall of Fame is David Francis. Give him a big hand. Where's David?

There he is, over there.

[Speaker 12] (24:22 - 24:34)

Woo! Well done. Well done.

Yes! Well done. Thank you.

[Rachel Davies] (24:34 - 38:18)

Well done. David said to me, he said, I don't mind coming up for the award, but I don't have to say anything, do I? And I was like, no, you're good.

David, do you want to get a mic or? Okay, we have another winner. And, yeah, I mean, what can I say about this guy?

I would say this guy has been one of my heroes in the past. So, he's not now, but he's literally, he's been on my bedroom wall. You know, he's that type of guy.

He showed me, I think, what an abundance mindset and, like when I say the most successful people that I know are the nicest people that I know, I'm talking about this person. He leads by example. He is the most modest and humble man that I think I've ever met.

He's got a range of businesses, construction, he's got agencies in maintenance. He has done a number of JV deals with board members to the tune of several millions of pounds of profit. He's just bought a 45-bed nursing home.

Ladies and gents, this is literally one of the guys that we love the most. And I'm gushing. But, ladies and gents, it's long overdue.

We've finally got him in the room to give him the award. Would you give a massive round of applause to our third and final Living Off the Steam Hall of Fame member. It is Mr. Garrett Pears, ladies and gents. Woo! Thank you, Dan. Thank you, Garrett.

Yeah. Really happy we actually managed to finally give that to him. Good.

That's what it's all about. So, that's super exciting. Right.

We're going to let's release. Before then, I have had a number of questions about the Mastermind. And you will see there are some brochures being strategically placed on the table over lunch.

So, I'm just going to talk about Mastermind to answer some questions for everybody. This has been, by far and away, our most successful initiative, product, program that we've launched over the last couple of years. Already been doing it.

It's only my second year. I'm only one and a half years into this. So, yeah.

So, I just want to talk about that for a second. It's going to be nice and short, nice and punchy. If anyone's got any questions, feel free to fire them at me.

And this is what it's all about. It's about leveling up your results. what is, you know, why become a Mastermind member?

Why? Well, as you saw from the people in the showcase, at the end of the day, like, if you want to get results quicker, the more, not only do you financially invest, but emotionally invest into something, the more you get out. And obviously, having, as Umesh likes to say, Adam on tap, or Josh on tap, if you're unlucky, yeah, is like, is, it obviously takes it up to a whole new level.

So, this is what it's all about. It's about support, community, peer group. It's not just about Adam and Josh.

It's actually the group, frankly, which makes it amazing. And lots of you are already in Masterminds or know people in Masterminds, so you don't need me to say that. Like, I am so proud.

When I look at the results over, when I did the brochure over the last 18 months, this is not everybody. This is just, like, it didn't take me long to write, because it's off the top of my head. It's like, Chris, you heard from earlier, he systemised his business, built his dream house.

Valerie, you know, running her own race at her own pace, paid the 300K back to her investor, which was stressing her out, had a huge mindset shift, lost a couple of stone, now does her step target every day, and only works mornings, you know, and is building her new cash flow business. She's finally got her cash flow business off the ground, got her first rent to rent, and today, she's like, the landlord's going to give her the second one. Isn't that right, Val?

Round of applause for Valerie, yeah? Like, she's paid back the investor, oh, and she's secured a lease option on her dream place. Yeah, her dream apartment opposite her current one that she really wanted.

Like, it's just bloody awesome. Like, Martin Rapley, 250% increase in revenue since he joined the mastermind. Completed the cash flow level, just finally rented the motorhome that he was always talking about renting.

So, he has completed that level, absolutely smashing it. Craig Shields, yeah, absolute huge jumps in net wealth, put a senior management team in, Craig's got millions of dollars, millions of pounds in revenue, set up a new company, bought his dream home, you know, with the CV that he's always wanted, and Casey's not here today because she sorted out her cash flow, finished her refurb, and then decided, you know what, in my long game, I'm going to go and I'm going to travel Canada with my kids, and I'm going to buy the biggest RV you could ever find, which you can't really see there, the hugest truck, it's like twice the size of her, and go around, she's listening now, hey Casey, there she is, she's smiling in the thing, let's give her a round of applause, yeah. Like, it's just cool, it gives me goosebumps, it's really good. In my mastermind, it's just my mastermind, in my mastermind we've had eight award winners since we started, eight, eight award winners, absolutely crazy, Chris, Craig winning strategy day, Valerie getting runner up, but a clean slate, advanced last year, first, second, third, alright, so, you know, the proof's in the pudding.

Josh, Josh, we had so much success in the first one, so many people applied last year, and no one left mine, so we had so many people who wanted it, Josh had to get them in a headlock, but he agreed to do it, wow, that's a 2,000 pound fine to get up on your back, that is, and I know you can afford it Ian as well, so you definitely, so, so, you know, we set up another one, and you know, these guys are only eight months in, and they've had massive, I mean you heard about Katie's success, obviously Chris has completed his financial fortune, Chris sent me a really moving text, I hope you don't mind, text of the day, like when he did the survey of all the things he'd done, and he ticked all the level ups, he sent me a really nice message, all the things he's done, hiring assistance to the team, quitting his job, obviously Nat's launched her podcast, Richie wanted to pay, he said I'll join the Mastermind Josh if you can help me get a mentoring business off the ground quickly so that it'll pay for the Mastermind, which he did, before Christmas, round of applause for Richie, bloody amazing, yeah?

Richard's launched a business in Australia. Ashley came up to me and said, you know, a year ago in Suffolk, I said I was gonna get off the tools. Well, I'm off the tools in August.

Where's Ashley? Fucking, sorry, absolutely fantastic. Like, love it.

Rob's doing $10 million in payments. Stephen's hired his team. And Rupin's smashing the kids' kitchen business.

Like, these guys are killing it, right? So, that's just the results speak for themselves, right? So, what do you get in Mastermind?

What makes it different? Well, you get a one-to-one with a seven-figure mentor. You know, that's what you get.

You get a one-to-one every month. We can go deep, we can solve the problem. But you also get to listen in on the calls.

So, every fortnight, we have the call and you can listen in to the group and you can support each other. But it's a lot of learning. Like, Casey listens to every call.

You know, she's on it. It's like, you can become a student of PE, of business. If you're earlier in your journey, what a great way to completely immerse yourself in it and get the maximum value.

Every month, there's a Mastermind session. I'll talk about the difference between Josh and mine in a second. But every month, you also have a group Mastermind session.

Accountability and round table, deeper dive. Say, four topics over a couple of hours or over dinner where you go deep that creates that Mastermind feeling. The accountability, saying you're gonna do something and getting it done.

The social pressure of it. Unlimited WhatsApp support. All right, that's the big thing.

That's what we measure at Adam on Tap. We also include an invite to the strategy retreat. It's obviously a chargeable extra, but there's a retreat.

And that is, like, Graham, I'll put the words in your mouth. It's like, you didn't think anything, the retreat was gonna be anything special, but actually it ended up being your best bit, right? Because it's like the relationships and getting to know each other and realizing that you've got shared values and that you've got support.

And we all operate on our own, you know, in this little isolated bubble. But, so that was cool. And Graham's been on PE for six years.

If you join mine, we're going to Bali in November. All right, and assuming we can get 10 plus people, then obviously Josh will always consider it as well. So it's just about having the right number of people to make Bali work.

The buddy up is a big thing on Mastermind, right? Because people are so invested in it. They've made that extra investment.

They want to go further. They want to go faster. So the buddy up, I'd say, goes to a whole nother level.

And that's a big hit. And a promise that we make as mentors to you is that, frankly, it's whatever you need, whenever you need it. If the poo hits the fan, we're on the end of the phone.

You know, I've had people call me while I'm on a mountain in Japan and I've stopped what I'm doing, which is none of your business, by the way. And I've helped them. I've helped them, you know?

Whatever they need, whenever they need. Like, that's, like, I am standing here. I will give, you ask any of my masterminds, I'll give whatever you need, whenever you need it, all right?

As long as it's between Monday to Friday, 9 a.m. to 5 p.m., it's absolutely fine. Okay, and we do have an accreditation for it as well. All right, so there's some lovely people in these masterminds, all right?

Some real high performers, people that you know, people that you like. They're great groups, whether it's mine or whether it's Josh's. There's brochures on your table and you can read the testimonials.

We've done some videos, you can scan. I'm not gonna play the video now because it's just too salesy, but there's some nice testimonials in there, heartfelt testimonials. If you want it, if you're interested, you can take a brochure, you can scan it, you can watch people, you can talk to those people.

They're here today. You can ask them what it's like, if you're thinking about it, if you want to level up, you know, want to take it further, want to go deeper. Like, it's a really cool thing, all right?

The thing about the mastermind is that it's application only and it's the mastermind who decide if you get in, all right? So if you're interested, then you can put together an application, you can scan the QR code in the brochure and you can, and Josh or I, whoever, will help you with that application if you want. And you can apply, you can put your best foot forward and it's up to the group.

You know, the group decides, that's it, it's not voted for by us, it's voted for by them. So you obviously need an advanced membership to apply to the mastermind, just to be really clear about that. So there's two options for you next year.

The price is 12,000 pounds plus VAT on top of your advanced membership. Okay, it's 1,000 pounds a month. It's very good value for money, all right?

The two differences this year are, one is you've got a handsome mentor and the other, one is, Josh. So Josh's is 12 in-person meetups. So you need an in-person membership to do Josh's, all right?

This year I'm taking mine hybrid, all right? So we're gonna do four in-person and eight virtual, all right? So you'll need a hybrid membership.

That's probably the biggest distinction between the two right now, okay? So that's the mastermind. The deadline, we're gonna open applications on Friday after the next workshop.

It's the 4th of July, so you can write that down. Applications open on the 4th of July. And the deadline is the 18th of July for those people thinking of applying.

Now, yes, I will accept there are some people in here on the program. Why not? You know, someone asked me earlier, I'm on the program, can I apply to the mastermind?

Why not? Let's put your best foot forward, why not? If you really wanna be a mastermind that bad and you're in your first year, why not?

Okay, have I got any questions about the mastermind at all? Cool, okay, fantastic. So the brochure's there, take them away and we'll take it from there.

The next thing for those people that wanna go even further is chairman level. All right, the level above that, when you're making 300,000 pounds net profit across your businesses at least, and when you've got ambitions to go to a million pounds a year on one day a month, that is what the board delivers. There are people in that room who are doing it and then everyone in that room wants to do it.

So if you've got loftier ambitions, then chairman level and working in Dan's private mastermind is for you. Again, there are brochures, so I'm not gonna go into loads of detail, but this is a whole nother level. It's a whole day's schedule.

In the summer it starts with golf and it goes all the way through to supper club at night. It's obviously a bigger investment, but there's a lot more included and I don't think people realise that. It's actually not as expensive as you think when you realise what you get.

You get overnight accommodation, the dinners, the breakfast, et cetera. You get the golf, you get a private life coach, Dan's private life coach in there. You get two invites to Dan's house through the year to do events with him.

One of the events will drop you off in the chauffeur. So these are just some of the things. There's loads in that brochure.

I'm not gonna go through them all now, but for those people that have got a business and wanna turbocharge it, then chairman level's for you. This is it. This is Dan's latest set of blueprints that he teaches.

This is what you get on the board and the reason why Shiv's just hired the MBA, he'll probably tell you in a second, is because of this. It's pushing people to, so if you wanna hire an MBA and get out of your business and you wanna get to these kind of numbers on very little time, then the board's for you. Again, a fantastic group, all absolutely smashing it.

High performers, proud and privileged to have them in our community. So if you wanna become a member of the board, again, it's application only. The brochures are there.

Same timeline as before. Come and send me a message. Send Bianca a message.

Come and talk to us about it. We will talk to you about it and we'll answer questions and you can put an application in, but it's 40,000 pounds plus BAT. And it has to be, there's a 5,000 pound deposit and it has to be paid up front within 40 days.

If you're serious about this, then you need to take it seriously. So for some people in that room, that is what's for them. Any questions about the board?

Okay, fantastic. Talking about the board, we're gonna get onto Dan's new strategy, but before that, let's give Shiv Haria a massive round of applause for these ladies and gents. Thank you very much.

♪ I feel like a millionaire, I feel like a millionaire.

[Shiv Haria] (38:19 - 42:23)

♪ ♪ Whenever she comes around, whenever I hear that sound. ♪ ♪ I feel like a millionaire. ♪ Perfect guys.

So I just wanted to take a quick second to let you know, and some of you haven't already heard me say this, but how the board has absolutely changed my life. And this is realizing that in 2017, when I started on the board, we were sourcing basically like four properties a year at 3,000 pounds each. We had no profile.

We had literally no profit. And we were running around like headless chickens grinding the whole time. You wanna see it?

This is what a fledgling business looks like. And I'm sure you guys know this. This is us.

This is Akash Desai. Where are you Akash? There you are.

And we're just in this little house in Leeds that we've rented at the time. And we're trying to do all of it. In fact, what you can see here, it says 70-20-10, which we learned in the blueprint.

And then fast forward to where we are right now, 2025. Here we are. Effectively have exited the business, having hired this new managing director.

We're gonna do 100 deals at 14,000 pounds a piece. We then make another basically 2,000 pounds on project management fees and another 1,500 pounds on referral fees per property. So we're gonna easily hit a million pound revenue.

So I've got effectively all the money I now have all the time and I have all the freedom to do what I want when I want. So what am I gonna do? Do what Dan does.

So I'm gonna be like, Dan, what are you doing? Tell me. And I literally had a mentoring call with Dan a couple of days ago.

I said, Dan, what the hell do you do with your time? And Dan, what was your answer? Dan said, I go to lunch.

That was his answer. He said, I go to lunch. So I was like, okay.

And he basically, I mean, what he's trying to say is that the deals that he's doing and the value he's adding is he's adding that value over lunch. He's not doing it sat at a computer. And that's what I'm trying to do as well.

And ultimately what I wanna do is I wanna be living. This is living for me, living my purpose, doing this with you guys and obviously building my team and letting them build the business for me. This is what it looks like for me is keep doing this.

So this is what the board has given me. It's given me so much value. And I say to you guys all the time, you just need one tiny little nugget.

And the number of times I've said to you, Dan told me five years ago or six years ago, start charging referral fees. We now make 125,000 pound profit every single year on referral fees. Dan told me about, in fact, I'll tell you about that bit in the next bit.

Just before I move on to the next section, I want you guys to know, if you haven't already signed your credit agreements, please make sure you sign them. You are effectively not in the pool for PEA or the masterminds or anything like that unless you've actually signed the credit agreements. So moving on then.

Three months ago, guys, Dan put a challenge down to the people on property loan for advance. This was Dan's challenge. He says, I want to make two million pounds worth of profit.

I want to make 200,000 pounds worth of cashflow per annum. And I want to do it with not a huge amount of my own time. And I would like to, if ideally not use any of my own money as well.

Who likes that? Yeah, let's do that. And then he said, actually, I've got a better idea.

I'm going to do all of that in three months. Who likes that? Right.

The fact that Dan can even think about doing something like that, I want you to understand the level of expertise, the level of genius you have in this room being surrounded by somebody who can think like that. Ultimately, the strategies that he comes up with make you work less and earn more. Ultimately with him, it's going to be half the number of problems, double the amount of profit.

Who wants some of that? Perfect. Specially for you, new for 2025, I want you to put a massive round of applause for this man who is going to tell you exactly what you need to do in order to make the profit and the deals that you want to do.

Who wants to hear some of that? Yes? Yes.

Then put a massive round of applause guys, ladies and gentlemen, for one of your massive, for one of your massive mentors, one of your greatest mentors, Mr. Dan Hill. ♪ Let me take you to a place I know you wanna go.

[Speaker 14] (42:23 - 42:27)

♪ ♪ Let me take you to a place I know you wanna go.

[Daniel Hill] (42:27 - 1:19:09)

♪ Thank you very much. Thank you very much. So what we're going to talk about is deals.

And what you'll find is in business, you can make great money. You know, whatever companies you go into, if you use these blueprints, you'll make great money. What I talked about earlier is the difference between making loads of money and actually creating lots of wealth.

And wealth comes from owning assets. If you look at my track record over the last 20 years, we've had lots of companies that make great cashflow, but really where I've got wealthy over the last decade is just by owning lots of assets. And the way that we do this is to understand what's happening in the market and then using the blueprints that we share.

And the blueprints the team shared earlier are the same blueprints that I've been using for 20 years, teaching for over a decade, and still use now. So when we talk about burning the boats and raising the stakes, I thought, right, I'm back in the market now, I'm doing a few deals, let's step it up. What I'm going to do, and I said this on Advance three months ago, is I'm going to see if it's possible to make two million pounds equity plus 200,000 pound cashflow, putting none of my own money in, getting all the money out, and doing it in less than 12 weeks.

And today is the deadline to see whether I've done it or not. So we'll find out surely whether it's been a huge success or it's been an absolute disaster. But I'm going to share that with you.

My job as we go into this time is to show you where these deals are. And what you'll notice is that year in, year out, again, from the deals that we teach, the blueprints we teach, and the portfolio that I've built, is that timing is a moving target. And every movement in the economy means that we actually change strategy in the portfolio.

And in 2011 was the peak of the HMO market. Those of you that are active there, it was absolutely bonkers. We did HMOs.

In 2014, we noticed there was no HMO specialist letting agents, so we did that locally. We then did it nationally. We then taught lots of people in the room how to do that, and we ended up, lots of us building those successfully.

Many of us exiting at the top of the market. After that, we had development. So we got to a point where there was a good sales market in 2014, 15.

Started going into build to sell. 2018 was one of the peaks for M&A. So getting into the point of actually buying businesses, and then into 2020 was actually to sell them.

2019, we had no national minimum space standards, which we have now. And there was this window, same as Article 4, where it just got adopted, but it wasn't compulsory. Local councils adopted it, so we taught you how to do high-density developments in the councils that hadn't adopted it.

We did lots and lots of developments in that space. The pandemic then hit, and up until then, my whole career had been on high-end student, high-end professional, high-end accommodation. As soon as the pandemic hit, within a month, two months, when we knew it wasn't gonna go away quick, I literally said to the team, we're gonna go from the top of the market to the bottom.

We had three sites on at the time, and went from high-end professional accommodation to the bottom end, which is where we've stayed since. 2021, great opportunity for commercial. The rents tanked, the occupancy dropped, and the yields went up and the valuations came down.

We went into commercial. Little introduction into private schools in 2022. I still think this is a fantastic space for those of you that know what you're doing.

And then 2023, I had off. And then most recently, 2024, we went into asset management. And there's a few reasons for this.

And this is what I'm gonna teach you today, because this is one of the best strategies you can do at the minute in the current market. And whether you're looking to make your first 50 grand or you wanna make your first 500,000 pounds, this is a strategy you can use when you leave the room today. So I'm gonna teach you today.

Advanced, I'll be helping you in the following workshops. And then those of you that came up to me in the break saying you can't find deals, how do you actually do this? This is what I'll take you through over the next 12 to 18 months through the war room.

I'll actually do it with you in real time. So I shared earlier, the economy is volatile. It's unpredictable.

We're in the fog. We don't really know where we're going. So what this does is it really compresses the runway we can have for deals.

And when I've done in the past planning apps, planning app could take six or 12 months. Then you've got the build, then you've got the exit. Being in a deal for two or three years at the minute would make me very nervous.

I just wouldn't recommend it. And in fact, I've been standing on this stage for two or three years saying, I would not be in that space at the moment. If you see what our space has done, there's valid reason for that.

But with every challenge comes huge opportunity. So there is always deals to do. And this is what asset management is.

This is what let to lease is. And this is what the block strategy is that I'm gonna share with you today. So this is asset management.

And this is what I would call the lowest risk, highest return strategy that I have seen since COVID. It's a strategy that every single one of you in this room can do. And you can do it with a small block of three or four flats, or you can do it like I have with a portfolio of 70 apartments.

You can do it at any level. So it's called the let to lease strategy. And I've been banging this drum.

We've been doing this for five years. And I've been banging this drum on Property Entrepreneur for probably the last three since we've cracked it. And I'm gonna take you through this blueprint today.

So what is let to lease? So we're gonna talk about let to lease. We're gonna talk about asset management.

And we're gonna talk about the block strategy. You'll never have heard it anywhere else before. This is our blueprint.

We've created it. Nobody else is doing it. It's only people in this room that will learn it.

And the aim of the game is you go and do it before everybody else figures it out. So what is let to lease? Well, the definition of let to lease is half the problems and double the profit.

And what it basically means is you can take a block of apartments like this. This is one of our blocks. And you could rent that out to 20 individual tenants.

Block of 20 apartments, rent it to 20 tenants. And that was what most people would do. Or, rather than let it, you can lease it.

And what we did was we leased it five years ago. It's about to come up to the end of its first five-year lease. Leased it for five years to one tenant.

And the big difference is when you lease it as individual lets on a block of apartments or on a HMO, with an individual let, yes, you might get a higher top line potentially, but you've got voids, maintenance, compliance, agency fees, letting fees, licensing. You've got all of these costs. So yes, you might get 1,900 pound a month, but you might only make 880 pound a month profit.

So that's 10 grand. If you move that building from a let to a lease, what happens is even if you take a lower headline figure, which is what scares people off, in most cases you don't have to. Most of the blocks that we lease, we lease at market rate.

But let's say for this exercise on a HMO, you have to take a bit of a hit. You take a lower rent, but you get rid of all of those costs. No voids for five years, no maintenance, no compliance, no licensing.

The bottom end profit ends up being 1,700 pounds. So over the period before mortgage, or it'd be the same, it'd still be double if you had a mortgage, you're going from 10 and a half to 20 grand. Double the profit and half the problems because you don't have voids, maintenance, let-ins, compliance, all of this stuff.

Up to there, make sense? So that's let to lease. And what you'll find is you can do this at lots of different levels.

So Shiv has been on the board, and a few years ago I shared this with him. You can do it on single lets. So he went to his portfolio, did it on single lets, half the problems, and literally doubled the profits.

He'll share the figures with you afterwards. A more advanced level, so there's people in this room who've actually leased blocks off of me. So they're not actually buying the block, they're using back-to-back leasing, which is what I taught you last October, you know, a year and a half ago.

They're leasing blocks off me at the market rate, and then they're leasing it on to somebody else. And the minimum they're making on that is 150 pound a unit, and bearing in mind, most of my blocks are like 15, 18, 20 units. From one block deal that you can lease off someone like me, I've literally just bought five and leased them all out.

From one block deal that you don't even own on a back-to-back lease, making a minimum, like the minimum margin of 150. Some of them are making three, four, 500 pound a unit. From one block, on the minimum margin you would make, you'd make the same as the average UK salary.

From one block, one block on a lease, and then lease it to a third-party operator. And if you want to do this at board level, you can buy the asset. So this is the let-to-lease, the asset management, which I'm going to take you through, and then the block strategy, which basically involves buying blocks of apartments.

This is what I'm going to take you through today. Board level, buying blocks, and then putting them on, moving them from lets to leases. So this is called the block strategy, and it's basically buying blocks of flats.

And for those of you that it sounds intimidating, my smallest block is four apartments, and I paid 180 grand for it. You've probably spent more than that on a HMO refurb. This isn't, whilst I'll give you the big numbers, this is completely scalable or shrinkable, whatever level you're at.

So block strategy, these are the blocks I've just bought. Basically, what you get with this strategy is you get the best of all worlds. So you basically get the cash flow you would get from a HMO with none of the headache.

You get the equity that you would get from a development without having to do any big refurb, planning permission, or build. And in the current market, where this window of clarity is so short, you get the cash flow plus the equity with probably only about 10% of the risk and the headache. So it really is a sweet spot.

It's the best of all worlds. So why blocks? Why bother going into blocks?

Well, my job, and I've done this since I was a kid, I studied at university, I got a first-class degree in what's called strategic entrepreneurship. You've seen me over the last five years publish my models of what I think is gonna happen. You've seen me over the last decade do pretty much every property investing strategy that exists depending on the market.

Now, there's one opportunity, is buying blocks. So why is buying blocks good? Well, the main reason is most blocks will yield, rental blocks will yield 6% and have done for the last few years.

You normally get a yield of about 6% or 7%. If you've got a gross yield at 6% and finance for the last few years, and still is about 6%, when you've got a turnover of 6% and an interest cost on its own of 6%, you're not even making a penny before you start paying for licensing, voids, maintenance, lettings, management, compliance. So really, you're getting people either who are tired landlords or at the end of their refinance period coming up to refinance, and they're looking at it and saying, do you know what, if I refinance, I'm not actually gonna make any money.

I'm gonna lose money, so I'm gonna sell it. But the same logic applies to the buyers because there's not many people out there buying blocks of flats because yields are 6% and finance is 6%. You go and stack up any normal block of flats and I guarantee you, it just won't work.

You look at it, it doesn't work. That's why, over the last six to 12 months, there's been a lot of blocks of flats for sale and very few people actually buying them. So that's why we're buying blocks because basically, there's stock available, there's motivated sellers, and there's limited demand.

Asset management. So how does asset management actually work? Well, the asset management piece is, if these blocks don't work, how do we make it work?

And the way we make it work is with asset management. What asset management means is increasing either the cash flow return of an asset and or the equity value of an asset without doing any major refurbishment or development because at the minute, we don't wanna be in that space. We don't wanna do anything hard work.

So you're managing the asset rather than developing it. And the big arbitrage here is using let to lease because what we do is we buy blocks that are ideally the smallest apartments possible, and I'll share with you why. And what we're doing is we're looking at taking that building that doesn't make any money on a let, moving it onto a lease where we actually increase the top line, we remove the costs, and we pretty much double the bottom line.

And what that does is it gives us a higher equity value based on the yield, and it gives us a higher cash flow by increasing the revenue and reducing the cost. The arbitrage we're looking for, well, there's some blocks that will work, and there's a lot of blocks that won't work. The arbitrage you're looking for for asset management is basically all worked around the one-bed rate.

So the one-bed rate, whether it's LHA rate or rental blocks, is the same whatever the unit looks like. If the unit is 20 square metres and it costs 35,000, it's a one-bed, or let's say it's a studio apartment for 35 grand, it is entitled to the one-bed rate. If you go and buy an apartment that's 800 square foot, 80 square metres, for 200 grand, it's still only entitled to the one-bed rate.

And if you look at the difference between you get the same rent for a 35,000-pound apartment to a 200,000-pound apartment, you'll notice it's an absolute no-brainer. You wanna be going for the smaller one. So the cheaper the unit, but getting the arbitrage of still getting that one-bed rate.

So here's an example. This is the block that I did. And what I bought was five blocks of apartments with small units, and you really want the smallest units possible.

Studios, one-beds, in most cases, is what you're looking for. This is an example of one of the floor plans. It's basically two, I don't know which one it is.

Most of them are like two-terrace houses or three-terrace houses that have been converted over the years, and they're small apartments, like really small apartments. Studios, one-beds, there's a few two-beds in there. But some of them might be as little as 22 square meters.

You know, they're studios, they're one-beds. You wouldn't be able to develop them nowadays because they don't meet the minimum space standards. But because they're established, they're basically like a scarce asset.

And you're gonna get the same one-bed rate for this small apartment that anybody else would get for an 800-square-foot one-bed apartment. So small units. And although they're small, they're still very livable.

You know, this is probably like a medium-sized unit. It's got a living area, kitchen, living area all together, bedroom. Some of them studios are literally like just a really big bedroom with a little kitchen in.

You would've seen them before. But the thing is that they're classed as apartments, so you can get the one-bed rate on them. The next thing is that they're under-rented.

What you'll find, maybe even in your own portfolio, I was guilty of this for years, is long-standing landlords have a legacy due to their tenants, so they don't increase the rents. And what you'll find on a lot of these bigger blocks is actually the rents are significantly below the market value, twofold. One is because they've got legacy tenants, and they'd rather keep a good tenant than increase the rent.

And the second is, like I said earlier, rents have increased by 40% in the last five years, and a lot of agents and landlords, especially sort of old school, they're just not up to speed with what the market has done in that period. So the second is you're looking for under-rented units. And on this block, the average rent across the block was about 450 pounds.

Whereas when we went to all the local agents and said, you know, what is the going rate now for a one-bed apartment, they would range anywhere from 600 to 750 pounds. So on here, look, you can see that's five of the local agents, that's the averages, and it's about 650, maybe a little bit higher as an average rent, compared to what it's currently getting, which is about 450. Because of those lower rents, you'll find that blocks are sort of in this awkward little place where they're yield-based valuations, like HMOs.

And if the rent's low, the capital value tends to be low, because the rents are low. Whereas if you can increase the rents, you can increase the capital value. So what we're looking at is actually buying blocks at below market value, because they're valued on the current rent, which is below market value.

So buying it down there, valuation, rent roll, increase the rent roll, increase the valuation, that's the asset management piece. And you wanna be buying these below market value. So I've built blocks in this area, and I know I've refinanced them for between 75 and 85,000 pounds for a studio or one bed, based on the rent.

We paid an average, it varied across the blocks, but we paid an average of 60,000 pounds an apartment. I bought 67 of them, I bought five blocks, 67 apartments. In fact, I think it was 72 apartments.

The average purchase price was 60,000, and you can see here the average rent was about 450, 460 pounds, anywhere from 420 to 464. So I know that's below market rent. You can even get HMO room for that, granted HMO rooms are inclusive in the main.

So you wanna be buying below market value. And then what you do is you increase the rents. You wanna use section 13s or whatever you can to increase the rents.

And on this block, we increased the rents. LHA rate, so we bought it at 450. LHA rate was 550.

Market rent was anywhere from 650 to 750. So we increased it, and I'll talk to you about how I increased it. I increased it, we increased it to 625.

So we increased it from 456 as an average rent to 625 on every unit. All the leases are done now, 625 on every unit. It's a 37% increase.

That's 169 pounds rental increase per unit, which is 11,323 pounds just by doing a rent increase. We didn't even go all the way to the open market rate. We leased it to somebody else at a slightly lower rate.

So you're making 10 grand a month just from the rent increase before you even cut out the costs. You cut out the costs by moving it from a let to a lease, and across the block, that saved us 10,468 pounds a month. So you saved over 10 grand cutting out of the costs on five blocks, plus increasing the rent by 10 grand.

You can see where this is going. That's the best part of 20,000 pound a month. Before you've even started.

So these are all the costs that we cut out. That's what it was operating at when we bought it. So in summary, what you're doing is you're buying blocks below market value, and then you're gonna increase the equity.

You're gonna increase the rent from being under-rented to market value. That increases your cash flow. That increased cash flow will then increase your yield-based investment valuation, which gives you the additional equity.

You lease it out to remove the costs, which again, halves the problems and doubles the profit. And then you can refinance based on that new yield and that new figure to get some, if not all of your capital out. So deals.

All of this wealth gap, wealth creation stuff comes down to doing deals. Like you've gotta be out there doing deals. I've been doing deals all my life.

I love doing deals. I'm addicted to doing deals. I just said to Andy, giving him the sign off a new one to offer on a Monday.

Assuming there's no surprises, we'll have another one secured on Monday. Deals are where the money's made. Deals are where the wealth created.

And if you wanna miss this wealth gap, owning assets is the only way to do that. You will just win, win, win, hand over fist. So the sort of blocks you're looking for.

So the first thing is freehold. You don't want to buy leasehold blocks. I don't like leasehold anything.

I've got one leasehold apartment in my portfolio, and it's one of the lowest returning. I just don't like leasehold. So the first thing you want is freehold books.

The second thing is you want them to be in high yielding areas. So if you look around the UK, I find around the sort of Midlands is one of the best places to be. You wanna have high yields.

You wanna have, from what I've done and seen, there will be exceptions. I would say you want blocks from four units up to 20. And if you go below six, actually you're in a bit of a sweet spot because they're classed as small blocks and there's a lot more lenders and you get lower rates and they're lower risk.

If they're less than six units, up to about 20 is the biggest I've done. I did have a block that we were gonna build about 60 or 100, but it's just another kettle of fish doing bigger blocks like that. So freehold, high yield, and I would say anywhere between say four units, excuse me, four units and 20.

You want these units to be small, like really as small as possible. And the logic is, as I've said, you get the smaller unit that gets the same rent roll as a bigger unit, the smaller and cheaper you can buy, the higher yield and cash flow that you ultimately get. So this is one, I literally did this, I added these last week.

This is probably still on the market. I just thought, we're in Birmingham, just searched, but what you wanna do is search the area you're in, Birmingham, and minimum five beds, and then search for apartments. There's not many five bed apartments, so what you tend to get is blocks.

And here's an example. So this is nine apartments for 750 grand, so per unit, so below build cost, I couldn't build a block of nine apartments for 750 grand. So when you're looking below build cost, that's like a really good sweet spot to be in.

You're thinking about, if you can buy it cheaper than you can build it, this is where you're gonna get that sort of arbitrage, that yield, and these were all, there was one two bed, or two two beds, and the rest were all one beds. The more one beds you can get, the better, really. When you look at something like this, I think, well, this could potentially work.

750 grand for nine apartments, that's an average of 83 asking price per unit, probably been on the market quite a while, or it has been on the market quite a while, since April, I can't find any deals. That's been there since April, 2023, and I only found it last week. It's asking price of 83 grand a unit, it's very likely you can get that down to 75, 70, 65, and you get it down to a cheaper unit.

So that could work. Nine apartments, mainly all one beds, full freehold block, to me it just looks cheap. You're looking for cheap.

Something like this, on the other hand, probably wouldn't work. You've got four apartments, brand new build, tenanted at, I don't know if she's got the rents there, but they're big apartments, about 750 square foot, and they're rented at a yield of 6.5%, and each apartment is 131,000. So the last one was 85 grand asking price, so you get it for 75, this one's 131, and in theory, they're both in the same postcode, they're both gonna get the same one bed rate.

You want the cheapest apartments with the highest rent. That's the aim of the game, that's the sort of arbitrage. Once you've found the block, and you can buy it cheap, you then gotta find the operators.

And everyone says, but how do you find these operators? I've sent whoever, I've sent YMCA an email, and they've never come back to me. It's like, this is very straightforward, it's very step-by-step, if you follow what I do, you will get the deals, but it's not easy.

So if it was easy, everyone would do it. It's hard work, it's phone calls, it's chasing, it's getting a foot in the door. But I guarantee you, if you follow the blueprint, it will absolutely work.

You need to find operators. And when we started back in 2020 doing leases, we literally had somebody in our office full-time who every morning for two or three hours would ring 50 different operators, and maybe each day get through to one or two. He did that week in, week out, and then eventually we end up with one operator.

We're like, great, and we've been with them ever since. Then we had a second, and a third, and a fourth, and every time we go out to tender, we meet another lead or another operator. You have to do the work, you have to put the miles in, you have to earn your stripes.

But when you're through the door, it's piece of cake. You're WhatsApping each other, you're messaging each other, you're like pals, it's like, it's easy to do business. You've got to get your foot in the door.

But who are they? Where are these mystical people that will take away all my problems and give me all the profit? Well, they're in three places.

The first is going to be your local operators. So if you literally Google in your area, housing associations, charities, homeless, supported living, asylum seekers, emergency accommodation in your area, you will get a list, as long as you are, of potential candidates. That's the first one.

The second is business to business. And we do as much business to business now as we do social sector. So there's people in this room that have leased blocks off me and I want them to make money.

I want them to make the average UK salary per block because if they're making loads of money, I'm making loads of money. It's like happy days. There's enough in this for everyone.

You can go to another operator, service accommodation, emergency accommodation, back-to-back leasing. Lease it to somebody else, they'll lease it to somebody else. And that's just another business, private investor.

There's people in this room that would probably lease the blocks off of you. And then the third is regionals. There's basically like three big regional companies.

You've got Serco, you've got Mears, and you've got Clear Springs, or Ready Homes, that they're now known. They've got the three big government contracts. That's where you'll find the operators and then you just have to work those leads.

Ring them, email them, chase them. Just constantly work it and work it and work it. What do they pay?

Well, what you're gonna find is you're probably gonna do deals before you've got an operator. Because it's like chicken and egg. Do you get the deal, do you get the investor?

I've been doing this nearly 20 years. I still haven't found out the secret sauce. Well, I have, actually.

But you're gonna get to the point where you're gonna have to buy deals before you've got an operator. So how do you figure out what their figures are? Well, I personally would stack the deal on LHA rate and LHA plus 10%.

I spent four million pounds on this portfolio and I didn't have a single operator lined up. But I stacked it and I showed the board this before I even bought it. I stacked it on LHA rate, I stacked it on LHA plus 10 and I stacked it on what I got on my other blocks five years ago.

So I can see roughly where it's gonna be. And if you can't make it close to LHA rate plus 10%, I would say it's probably gonna be something more specialised you need. Emergency accommodation, SSH, something that pays above the market rate.

I'm just going for that high demand space where it's easy to get leases. What leases do you do? Well, we would aim for a five-year lease, which is pretty much 90% of our stock.

Five-year lease and FRI. So full repair and insure. They pay the insurance, they pay the maintenance, they pay the compliance, they basically run the block.

They take it all. We have a small 2.5% maintenance budget per annum and we have one annual inspection, which is about 300 quid where we send a surveyor in to inspect. With the exception of that and the mortgage, we have no costs.

The operator runs the block. They're making good money. They're paying the overheads.

It's a win-win win. So the numbers. How do you actually make these numbers work?

And this has taken me figuring it out, sort of connecting the dots backwards, but now I'm getting a really good handle of how this actually works. So here's the numbers that you wanna work towards. The first is you wanna be buying cheap.

And buy cheap, again, if you haven't listened to my podcast called The Warren Buffett Way, it's what I learned from Warren Buffett 15 years ago. Buy great buildings, or in his case, buy great businesses at good prices. All of the stuff I've bought, most of it's been cash, most of it's been blind, most of it's been without planning because I look at those buildings and I just think, I could knock this down and sell the bricks and I'm not gonna lose money because it is so cheap.

The first is you wanna be looking at a building and the first thing you say is, wow, that looks cheap slash good value for money. So this one was one that we were looking at. It's actually sold now.

This is six apartments, four one-beds, and four one-beds, two two-beds. Six apartments at 375 grand. Immediately, I'm like, right, that is 52.5 thousand pounds an apartment, just on the sort of guide price, the open market price. That immediately strikes me as a deal. And then what I'd be looking at is the LHA rate, and this is one of the key sort of numbers, is you wanna be buying it cheap and you'll find your own, I know what ours is in our area, you'll find your own for your area. You wanna buy it cheap and you'll figure out a number, 65K, 75K, 80K, a unit, and then you wanna figure out what the yield you wanna get is.

And when you're looking at yield over purchase price, this'll tell you what's a deal and what's not. And this is really, really clever, but it's really, really straightforward. The arbitrage, the asset management piece of moving it from let to lease and increasing the rents and removing the outgoings, the number you're looking for is the number you can buy the unit at.

So say, in this case, that one I just showed you was 62.5 thousand pounds an apartment. What you wanna do is have a look, is on the rate you know you can get, so let's say it's LHA plus 10%, LHA plus 10% divided by 62,500 will give you the yield. And I would say, if you can get a yield in excess of 11%, there's a potential to be done.

The sweet spot, where I would buy it cash without looking at it, which is what I got on the Warwick Towers portfolio, it's what we're gonna get on this deal on Monday, is 13%. If you can get 13% gross yield over purchase price on the lease fee that you know you can get over the price you're paying, that's the sweet spot, that's the deal. And the Warwick Towers portfolio is 13.2%. The deal that Andy's offering on on Monday is 13.1%. The lease we'll get over what we'll pay. And then also, this is a great little hack, is, if you're not familiar, obviously multiple dwellings release got removed a few years ago, or last year, by the Labour government. I think it was Labour government. You can still get what's called the non-residential stamp duty.

And if you're purchasing more than six units, no, more than six or more residential units, yeah, if you're buying six or more residential units in a single transaction, you get a significantly reduced stamp. Because a lot of people send me deals, and I say, look, these deals now where you're paying a million, two million for blocks, the stamp duty just kills it. On Warwick Towers, I paid 180 grand in stamp duty at the reduced rate.

Over six units, you'll get a reduced stamp duty, and it makes a big difference. One of the blocks I bought was five units, which didn't qualify. So what I did was I actually linked it to another transaction, and you can link it just by putting the names in the contract, as long as it meets the criteria, which is basically a similar party, a holding company.

If you're buying them off the same land, or something like that, you can put them two together, which is what I did. And then finally is how you're gonna finance it. Well, on the way in, I would say you wanna be buying cash, or you wanna be using a bridge.

I've done both. The bridge is about 13%. Cash, we're raising at the minute anywhere between six and 12%.

Probably six to 8% is secured, first charge, on one of our unencumbered sites. Up to 12% is personal guarantee, but unsecured. That's how you get in.

And then at the back end, you wanna get out. And there's not that many lenders. Less than six units, there's more lenders, but there's not that many lenders.

We're actually using Shawbrook for the exit. I would like to have multiple lenders, and we've got five blocks, three with Shawbrook, two with another lender. And what we're getting is 75% loan to value on the increased value, and we're getting it between 5.5 and 6% when you add in all of the fees that are sort of hidden to try and trick you. In in cash, asset manage in three, six, nine, 12 months, whatever you need, and then refinance out at the higher yield-based valuation once you've completed the asset management. So that's the strategy. That is what I set out to do.

That is what I've done. This is what I'll be helping you to do over the next 12 to 18 months. But how did I do?

Did I actually make two million quid in 12 weeks? Did I actually make 200,000 pound cash flow? Did I actually deliver on what I set out to do?

Well, let's find out. So, here's the numbers. So, I said I'd do it in 12 weeks.

What we've done is we've secured, we've completed the purchases. We've also completed the leases. So we know all that's in place.

And now all of the applications are in for refinance. So the purchase is done. We know what we paid for it.

We know what the fees were. We know what the refurbs were. We know what the leases are, because they're agreed, they're secured, they're in place.

And we now know what the refinance is gonna be. So really all it comes down to is what is the value is the actual valuation. So what I've done is I've shown you three.

The first one is the entry valuation. And when you get bridging finance, the value will come out and say, once you've done this asset management and refurb, what's it gonna be worth? And obviously to me now, that's the worst case scenario.

If all we get is what they said on the way in, that would be the worst case scenario. The second is the exit valuation. And what we call an exit valuation is where we get all of our money back out.

I'm not interested in over gearing sites. I like having low gearing. So I just wanna get all my money back out and then cash flow the asset.

So although we'll get a slightly higher valuation, actually I just wanna get all of my money back out so there's nothing left in. That's the second. If we get all of our money back out, but don't take any extra money, what would that look like?

And then the final one is what we've actually applied for. So the third is I've applied slightly higher than what we need, about 8% higher than what we actually need. We've had our agreements and decisions in principle.

So the lenders have said for affordability, these numbers work, but obviously it all comes down to the valuer. The valuer's gotta go to site and say. So it's gonna be one of three.

This is gonna be the worst case. This is gonna be the best case. This is the target case.

So the first, if we only get the revaluation of what we've already had them valued at on the way in, our valuation will be 5.9 million. Our equity gain will be 1.3 million. Funds left in is 125.

And our net cashflow, the target was 200 grand, we'll get 235, which is, cashflow's great. I'm gonna have to leave 125 grand in. Not the end of the world.

Not hugely bothered. And we would have got equity gain 1.3 of the two I was aiming for. Thank you very much.

That's not a bad 12 weeks for that, right? So that's worst case scenario. If we get the, just all of our money back out and get that extra bit of money out, we don't overgear it, we'll actually be at equity of 1.5 million with obviously then slightly reduced cashflow because we'll have zero funds left in. So we're actually taking more money out, but we'll still be over the 200,000 and we'll be at 1.5 million pound equity. And then the final is what we've actually applied for. And obviously we won't find out for three or four weeks what that comes in at, but if we get the valuation we've applied for, then we would hit our 2 million pound equity.

We would get our 228,000 pound and I would have hit my target. If I wanted to, I could get 390 grand out on the refinance, but I'm not going to take a penny out. So you'll see the cashflow stays the same.

There'll be a higher valuation, but a lower gearing. So where are we going to come? It's going to be somewhere between 1.3 million and 2 million equity. It's going to be somewhere between 228 grand and 235 grand net cashflow after all costs. I put very little of my own money in. It would be all of our money out.

And that as an exercise with the exception of refinance was done within 12 weeks with no refurb, no development, no huge risk, compressed the time it took, leveraged up the asset management, the let to lease to get the valuations. And regardless of what happens, we're going to be over 200 grand annual cashflow and over a million pound in equity. Thank you very much.

So this is let to lease, this is asset management, and this is the block strategy. This is just one of the strategies that's available in the current market. It's the one we've done, the one we've nailed.

It absolutely works. And if you're not out there looking for these deals, I would have to ask you, why are you doing that? So I'm going to take this, I'm going to be helping you through the year, through the war room.

And for those of you that missed the announcement earlier, we did the war room in the pandemic, and it was one of the most exciting deals and one of the most amazing experiences we had. And the COVID pandemic period of lockdown was the most lucrative we had. We're now seeing that again.

So for the next 18 months, I'll be supporting you through advanced and the war room to actually go out there and do these deals in person. I've got time for two quick questions, if there's any questions before we finish. One at the back, please.

And then one from Chelsea.

[Speaker 13] (1:19:12 - 1:19:18)

Hello. I was just wondering who's responsible for any EPC improvements on those properties?

[Daniel Hill] (1:19:18 - 1:20:01)

Okay, it's a great question. A lot of that comes down to the lease you negotiate. With our tenants on actually all of the blocks so far, we've agreed that if it, so at the minute they're all compliant, I think I'd have to get the actual figures, but about 70% of them are C, so they've had new roofs, new double glazing, they've had new heating, they're all good.

Some of them are below, and we've actually agreed with the operators, if the legislation changed during their lease, we would invest in the building to increase them. So the good thing is when they don't meet EPC, it's a great lever to pull to get better discounts at the minute. And equally, you've got to go in with your eyes open.

If you're not prepared to do what we do, which is invest in the asset, then obviously you would want to build that into your lease or build that into your refurb. Chelsea, and then we'll go to Garrett. Have we got a mic for Chelsea?

Okay, we'll go to Garrett.

[Speaker 9] (1:20:02 - 1:20:17)

Hey, Dan. Just a quick one. When you're doing a search in say right now, what searches are you putting in?

What filters are you putting in? Because when I do say blocks of flats, I know you said 10 rooms, you were doing a search for 10 rooms, how are you identifying those? What search?

[Daniel Hill] (1:20:18 - 1:20:55)

Yeah, so if you're on Rightmove, it depends how big the city is, but for the cities that we invest in, you don't tend to get more than about 20 or 30 listings. We would put minimum five rooms, click a flat, which obviously just shows you flats with more than five rooms. Most of them are blocks.

And then if you go into the additional filters, it says freehold. Really, really simple, but it really is that simple. The other little hack is going into commercial because sometimes they're listed in commercial.

So if you go into the commercial section of Rightmove, there's no quick hack to do it in commercial. You have to literally just, I'll do commercial once a week for our areas, cover to cover, like top to bottom. I'll look at every single deal.

Chelsea?

[Speaker 5] (1:20:55 - 1:21:39)

I just wanted to add one other thing because obviously everybody is gonna now go out and do this, which is great. It's just something to think about is, what I do similar to this, not on this scale, blocks of studios are increasingly challenging. So if one bed would be much better than if you've got a full block of studios, a full block of one beds or loads of one beds with a couple of studios, that's absolutely fine.

But four blocks of studios can be quite challenging. And just something else to note again is the location. If things are really far away from transport links, even bus routes, it's just, I don't want people to go out and buy something really random and then have a trouble finding a lease on the other side.

So yeah, transport links are quite important for the providers.

[Daniel Hill] (1:21:39 - 1:22:07)

Yeah, absolutely. So Chelsea arranges leases for any of you that are looking for those. And I'd agree with that.

What you find is a lot of blocks that are built on industrial estates where people have done real high density commercial to resi. And the reality is they're just not in great, they're in the middle of nowhere in industrial estates. I'm gonna have to hand over now.

Oh, sorry, one more. So yeah, you'll see a lot of stuff in the middle of nowhere, they're not deals. What are hallmark for deals is great buildings in good locations.

That's what we do. Yes, hello.

[Speaker 11] (1:22:07 - 1:22:18)

Just to say, when you say you exit from them, obviously you take your money out. Do you always then just keep them sitting and you just keep them as your assets? Or do you, because you've got your money out already or do you sell them on?

[Daniel Hill] (1:22:18 - 1:22:28)

Yeah, so a lot of this wealth creation is about owning assets. So this is a really great way of acquiring assets, no money down, in, out, no cash in, and then just holding them for the long term.

[Speaker 14] (1:22:28 - 1:22:29)

Yeah, absolutely.

[Daniel Hill] (1:22:29 - 1:22:33)

That's where you'll get the increased cash flow, the increased equity gain, all the stuff I talked about earlier. Did you enjoy that?

[Speaker 14] (1:22:34 - 1:22:34)

Yeah.

[Daniel Hill] (1:22:34 - 1:22:38)

Excellent. We'll get some deals done over the next year. So welcome back to the stage, Shivari, ladies and gents.

[Shiv Haria] (1:22:38 - 1:30:35)

♪ I feel like a millionaire, I feel like a millionaire ♪ ♪ Whenever she comes around, whenever I hear that sound ♪ ♪ I feel like a millionaire ♪ Guys, I don't know if you can see, but half of my brain is missing right now because it's just been mind blown. This is stuff that you're not gonna get anywhere else. And one of the things I always say to people about what Dan does here is when you, I said to the Blueprint summer retreat, the VIP lot two weeks ago, that when we think about doing deals, we think about doing biceps, we think about doing HMOs, we think about doing service accommodation.

But when Dan thinks about doing a deal, he thinks about putting this thing with this thing and finding this little tiny niche, crest of a wave, which no one else is doing. And really, he's telling you all, this is what you need to do. So what do you need to do to be successful?

You need to, say it with me, guys. Follow the Blueprint. No, one more time.

What do we need to do? Follow the Blueprint. All you need to do is follow the Blueprint, follow what he's telling you to do.

And I said to the guys, some of the guys at the Blueprint summer retreat, that Dan's gonna say this to a group of 200 property entrepreneurs in this room. And out of the 200, maybe, if we're really lucky, 2% of people will actually do something about this. That means that you've got four people in this room that are gonna do something about this and you're gonna be one of them.

So you've got, in the whole country, maybe four people that are gonna do this plus Dan. Yeah? You're gonna be one of them.

That's what you need to ask yourself. Now, I said to Dan, he always talks about speed of implementation. And he said this sort of similar strategy on the, not on the blocks of flats, but just on single lets, about three years ago, Dan, I think it was.

Maybe four years ago. And the first year, I was like, well, I'm not sure, not for me. Second year, I was like, maybe I should get onto this.

So I started doing that process. And literally just yesterday, my wife sent me a spreadsheet that says, here's what we expected to achieve. We've now put all of our properties, all of our single lets onto leases.

Here's what we were doing before, the numbers. Here's what we expected to do. And then here's the actual, because we've now had a year's worth of run, like everything running on the leases.

This number over here, the difference between this number over here and this number over here was 100% increase in cashflow. My cashflow on my single let property portfolio has doubled because I listened to Dan. I think that deserves a round of applause, guys.

Come on. I'm blowing your mind now, but really all I'm telling you, say it with me one more time, guys. All you need to do is follow the blueprint.

Good, okay. Good, it's catching on. All right, another special announcement, guys.

This is, now we're getting down to like, where are you actually going to land with all this stuff? We always say that you come for the content, but you stay for the community. And there is this amazing opportunity for you to, if you are not decided about where you want to sit, is you've got this community membership.

If you sign up for this community membership, you will keep your 9,000 pound discount that you get for PEA, and then you'll have access to the super events, you'll have access to the Facebook community, you'll have access to the mid-month mentoring, and you'll also get a game of four quarters workbook and come to the planning session. So this is an option for you as part of the community membership. You have access to the special events like the Financial Fortress, you also get access to the GUGB as well, and we will freeze the price for you.

So that means that if next year you decide to come back to Property Entrepreneur Advanced, it will be there available for you. The price of the community membership is just 2,400 pounds plus the AP. So now we're saying, we have these other options, if you're like, those aren't for me, I'm taking a year out, whatever it might be, the fact of the matter is, people come for the content, but you stay for the community.

And hopefully you can all agree, as you've been here today, on the break times and the lunch times is really where you get the conversations going. I always say that the board and the masterminds is really where the value is, because you're then in a group. Josh and I and Adam and some of us have been on that same board, building our businesses together for the last like eight or nine years.

And I remember when Josh was like, oh, I can't do this, and I was like, yeah, help me out. How do you hire? I don't know how to do that.

And now here we are, we've all grown together. So in this community, when you can get in front of all these people, that's where you're gonna find the real value. As well as that, if you join the community, you also have access to this.

This is Dan's, Mystic Dan, I call him, not Mystic Meg, Mystic Dan's new economic model, which he's gonna launch in the October Super Event. So October Super Event, because you can come first to Super Event, Dan's gonna launch his new model. He's gonna tell us exactly what's gonna happen in the market.

And all you have to do is just follow, do what Dan does, follow what he's telling you to do. He's gonna tell you the latest strategies to use, and ultimately, what is that niche? Because he is an absolute genius, trust me when I say this, and he just comes up with these things.

And I don't know where he comes up with them, but no one else out there knows about these things. No one else out there is doing these things. He's finding the things that are the easiest things for us to do.

Hopefully you'll agree, the things that he talked about there, they're half the amount of effort, but they make you double the amount of profit. Yeah? Perfect.

And then if you're, on the other hand, thinking, oh, I wanna go traveling, or I wanna have a baby, or I wanna take a year out, then you have this option available to you as well. This is the sabbatical option, and this will basically mean that you can secure your place for 2027. So you can defer your current entry until 2027.

In this, you'll get access to GUGB, and you'll also have your price frozen, because obviously every year the price has gone, but your price will be frozen at today's rate. And this is 1,000 pounds plus VAT. How do we think about it?

Now, I told you it's a special, special announcement. So we are at a super event. Thank you for coming here, and to thank you for making your effort to be here, this is the offers that we're gonna give you today.

For the community, it's gonna be 99 pounds per month. You join the community, you're still part of this. You don't get to come in person, but you can come to the two super events.

Or you have the sabbatical option, which is just 495 pounds. And, and here's the best bit, I said to Adam, can we make it like this? And he was like, okay, fine, we can have this.

You pay the 495, and that then counts towards the price that you pay next year. Okay, so it's not an extra 495, it's literally part of the price that you're gonna pay next year that'll be taken off next year. However, and he has told me to stress this, just like we did at the Blueprint Summer Retreat, the prices that we give you are here literally for that day.

And the reason why we say that is because we're trying to get you guys to say, this is important, commit to it now. Once you're gone, you're gone, you're not gonna do this anymore. So commit right now.

The prices that we're giving you right now are available only for today, and they will not be here going forward. As a result, there's one request I have for all of you guys. If you're sitting on the fence, do yourself a favor, sign up, pay your 500 quid deposit, whatever it is, and then take a couple of days to decide what you wanna do.

Because the fact of the matter is that if you sign up, you've secured today's rates. If you don't sign up, I guarantee you it'll be more expensive tomorrow. If you're sitting on the fence and you're not sure, and I spoke to a couple of steals at lunchtime, steals wanna protect the downside.

Here's how you protect the downside. You say, I'm gonna sign up, and then I can decide which one of these options I want to do. I can decide whether I wanna do virtual or hybrid or whichever one it's going to be.

Does that make sense? Perfect. Last little bonus for you.

We also talk about PEAI, which is this amazing thing that property entrepreneurs are putting together. I guarantee you that in a year from now, Dan, mark my words, there's gonna be a virtual Dan standing here answering all your questions, because that's what ABBA are doing, and Dan's pretty much as famous as ABBA at the moment. And this PEAI, which we're going to launch, if you're doing the community membership, this will be available to you for just 6,000 pounds.

So 6,000 pounds, community membership, you get the PEAI as well. Feel like that, yes? Perfect.

We're gonna just break for a bit of coffee right now, and we'll see you back here in 20 minutes. Is that right? Thank you.