**PEP 38 Edited\_Transcription**

[Speaker 3] (0:05 - 0:25)

Welcome to the official Property Management Podcast with myself, Daniel Hill. On this strip back podcast, we're going to be going behind the scenes with special guests to provide insight and inspiration on all things business, life, and the actual realities of high performance in practice. Success and failure are both very predictable.

We hope you enjoy.

[Adam Goff] (0:25 - 1:04)

Hello, everyone, and welcome to our next in our Hall of Fame series. It's my absolute pleasure today to introduce our latest Hall of Famer. This man has quadrupled the size of his service accommodations business.

He's doubled the size of his HMO agency business. He stepped out of his existing cleaning business, and to top it all off, as if those three things were enough, he's also lost 20 kilos in the process. That's absolutely incredible.

Oli, please tell us who you are, where you're from, and what you're doing, please.

[Ollie Ibbotson] (1:05 - 1:28)

How are you guys? My name is Oliver, and we've got three companies. We've got Houshia Heroes, which is the professional HMO management company.

We've got Darby City Apartments, which is the rent-to-SA company, and then we've got Snipp&Co Cleaner Services, which is the company that does all the cleaning for the HMO company and the service accommodation business.

[Adam Goff] (1:28 - 1:38)

Awesome. It all fits together quite nicely. Three different businesses there, so obviously quite an experienced entrepreneur.

How long have you been in business for yourself, Oli, and how long have you been on property entrepreneur?

[Ollie Ibbotson] (1:39 - 2:18)

I've been doing rent-to-rents, HMO rent-to-rents for 10 years now. That's how we started out getting into property. The HMO management company has been running for just under two years.

The service accommodation business has been running for about two and a half years, and the cleaning business has been running in the background for about six years when we're doing the rent-to-rents, just cleaning those. It's not been long with the HMO management company or the service accommodation business. I've been on property entrepreneur, this is my second year, so I've been on the course for about 18 months now, and it's been really good.

[Adam Goff] (2:18 - 2:27)

Okay, so an experienced entrepreneur, but then something happened a couple of years ago when you just suddenly decided to start a couple of new companies. Did something change?

[Ollie Ibbotson] (2:28 - 4:49)

Yes. Basically, what happened is I was doing some business with a local Latin agency whilst I was doing the rent-to-rent business. We took a few properties off them, and I got to know the director quite well, and I said to him, do you guys manage HMOs, and he said, what's a HMO, and I was like, right, okay.

I said, well, you understand HMOs quite well, this is what we do is rent-to-rent, we don't manage them, and it just came about that I went to view a potential property with a landlord, and he was like, I want X amount, we could offer him X amount, it just didn't work, there was a gap in the middle. I said, well, I could fill this property within two weeks, no problem, so then I went and spoke to the director of the Latin agency, and I said, look, they've got a landlord here, he's got a property, I said, I can fill it, I said, we're not geared up for managing HMOs, because we haven't got all the insurances and compliance and all that sort of stuff. He said, let's do a JV, and then we'll split it 50-50, so we did the first one, I managed to fill it pretty quickly, and then it kind of snowballed from there, so we did take on quite a few HMOs, and to begin with, the deal was really good, it was a 50-50 split, I was winning, he was winning, but then over a period of time, it started to change the agreement that we had, and slowly, I think it was greed got the better of them, to be honest, and I think they got to the point where they thought, well, we don't need him anymore, he's brought all these HMOs to us, you know, just try and push him out the door sort of thing, but because I saw it coming, I thought, right, okay, what I'm going to do is I'm going to set up my own company in the background, I was like, I should have done this from day one, really, so that's what I did, so I set up the company, and then a few months later, what happened is the landlords that I've sort of recruited and brought over to this other agency were ringing me saying, you know, what's going on, the rooms aren't being filled, there's problems with maintenance, this, that, and the other, and I just said to them, look, I said, unfortunately, I'm not there anymore, however, I said, I am setting up a company, so, you know, is the experience, is it very good, carry on, so eventually, one by one, these landlords that I originally took over to them started coming back, so that's, I think, that gave us a bit of a head start to begin with, because it meant we already had connections with landlords already in the area, so then slowly they started to bring their properties over, so that's kind of like how we started going, and I think probably how we managed to grow quite quickly in the timescales that we have.

[Adam Goff] (4:49 - 5:08)

Well, you seem like a person who's prepared to grab an opportunity when you see it, so just to give everyone an idea, people who are listening, I mean, obviously, it's very impressive what you've achieved since you've been on Property Entrepreneur, but just cast your time back to when you joined, like, where were you when you joined, obviously, you've had all this success today, but where were you a couple of years ago when you first

[Ollie Ibbotson] (5:09 - 6:20)

started? Yeah, well, I was six months in, I say we, I was six months in to sort of the company, I was the one doing all the viewings, doing all the referencing, drawing all the contracts, sort of check-ins, check-outs, basically everything, I was doing everything, checking the rents, making payments that I know, and then, so because I was sort of, I drafted quite hard, and I managed to get a few properties on, after a space of about six months, I managed to replace my sort of, I say replace my income, I managed to get my income back to a level that was sustainable, and then, so then I recruited a business partner, Danny, he left his job, and then he came on board in June, so there was me, myself, sorry, me, myself, me, myself, and I, there's me and a business partner, Danny, and then we recruited somebody to do viewings, because it started to get busy, it was back to square one again, I was, you know, on the treadmill, and it's like, I can't do all of this, so we've got a letters negotiator in civil screen of us, so I remember coming to the property entrepreneur, you know, in the breaks, I was going out on the phone, I was like, is everything okay, have the wheels fallen off, and you know, what problems are going on, this, that, and the other, and then,

[Adam Goff] (6:20 - 6:27)

So you couldn't even really do a day out of the office, because you were so in the businesses, all the businesses, were you very much at the start?

[Ollie Ibbotson] (6:28 - 7:08)

Obviously, there was the letters company, but there's also the cleaning business as well, which I was also having to take phone calls for, trying to organize staff and jobs and stuff that had gone wrong, and then obviously going through the blueprint, you know, it's about getting your staff in place, getting your systems in place, and your processes, and then I started to implement these, so then it went from three of us, we've got 10 members of staff now in the HMO company, so that's grown quite quickly, and it's given me the opportunity to sort of step back to all those jobs that I was doing to begin with, they're all allocated, we've created the systems, and it's running quite smoothly now, so I can hopefully speak to you on interrupted.

[Adam Goff] (7:09 - 7:40)

Well, I was going to say, because it sounds like, you know, and when I first met you, I remember you were a very, very busy guy, I mean, I would say that you're almost so busy that I hardly ever saw you on the course, you know, you always come and you were a very busy man, you obviously had a lot going on, but now it looks like you're relaxed, you're in good shape, we'll talk about that later, but you know, you're chilled out, you're here, you're doing the interview with me, it's changed now, is it?

You say you've stepped out of one business, how's life compared now to how it was then?

[Ollie Ibbotson] (7:42 - 8:16)

It's a lot less stressful, I'd say, I feel like I've got a lot of time back now, I remember sort of casting back, even just 12 months ago, I would do a full day in the office, and then I'll go home, and then I'll probably do a full day again, so it'd be about midnight, one o'clock in the morning, by the time I finished getting everything done that I needed to do, so obviously getting the right team members in place, they take away that stress, because they're doing their jobs during the day when they're supposed to be done, so that's been a bit of a game changer, so yeah, obviously getting my time back.

[Adam Goff] (8:16 - 8:56)

I mean, there'll be so many people listening to this who will resonate, we've all been there, we've all worked a day, and then felt like we've done another day, and sometimes it can go on for weeks, months, or even years, so I just think congratulations for getting that, it must be a great feeling to have your time back, I mean, we've talked about how you've now got there in two years, it's not a lot of time, if people are sat there now thinking, God, that's me, I'm absolutely snowed under, I've got four businesses going on, I can't get out from under it, you've sort of touched on it a little bit, but let's go through it in a bit of detail, so it sounds like the first thing you did, was the first thing you did recruit people, was that what you did initially, was it recruitment that changed?

[Ollie Ibbotson] (8:56 - 9:20)

The first thing was obviously to get the cash flow there to obviously pay someone's wages, the way I did that initially with the letters negotiator is it's 100% commission-based, so they get paid for every letter that they do, so if they don't fill the room, then they don't get paid, so it works for us in the fact that there's no fixed cost there, and it also works for them because they've got the incentive then to fill as many rooms as possible, so that's how we did the first member staff.

[Adam Goff] (9:23 - 9:45)

We talk about that, sorry to interrupt you, but it's just such a good point, because people think they can't afford team members, but if you give them, put them on the right package like you've done, it's an absolute no-brainer, team members should be an investment, not an expense, right, they should make you money, and I know that's something we teach, less fixed costs, more variable costs, performance-related pay, so you absolutely nailed it on that one, sounds like it worked out pretty well as well.

[Ollie Ibbotson] (9:46 - 10:27)

Yeah, that worked pretty well with that particular sort of member of staff, but then you can't do that with all your team members, you can't put assistant on performance-related pay, because how many emails you respond to, it doesn't really work, so for those members of staff, obviously, we got them in at part-time, so it works quite well, because they're in five days a week, and they work ten till two, so they get all of the admin stuff done within those four-hour window, so it's not a full-time member of staff we're paying for, so it means we've got three members of staff all on part-time, but they're doing probably the same amount of work that somebody could do on a full-time wage, if that makes sense.

[Adam Goff] (10:27 - 10:42)

Brilliant, I love it, again, part-time work, we're big advocates of the ten till three model of part-time, it's an absolute no-brainer, you haven't got one single point of failure, you've got a few people to count on, and often, you get better people who want part-time jobs, did you find that, you got a higher quality?

[Ollie Ibbotson] (10:42 - 11:11)

Yeah, definitely, 100%, I think, because most people that want to go hours out between ten and three, it's obviously people who've got children, and the lady that works for us, as you referenced, Charlotte, she's worked in Lanes for a long time, she's got children, so she's looking for a job between those hours, so it works quite well for us, because we're getting an experienced member of staff on a part-time wage, so that works, and it's working really well with the cleaning business as well.

[Adam Goff] (11:13 - 11:27)

Yeah, let's talk about the cleaning business, how have you managed to get yourself out of that, and obviously recruiting people, what did you have to put in place to actually help these people run the business, so you don't have to be looking over their shoulder, telling them everything they need to do, them asking you a million questions a day?

[Ollie Ibbotson] (11:28 - 13:33)

Well, there's a couple of things with that, to be fair, actually, so I tried to do it before, and it didn't quite work, and I'll sort of go through it, so this was just about 18 months ago again, I wanted to step out of the cleaning business, because I was doing the lettings, I was doing the service accommodation stuff, and then trying to manage cleans, it just wasn't working, so I got somebody that I knew quite well to step in, I said, look, I'll give you 40% of the business, this is what I want you to do, I basically want you to run the business for me, and manage all the staff, and the cleans, and all that sort of stuff, it didn't work, because it was the wrong member of staff, so although I knew her very well on a personal level, with regards to professional level, it was just a disaster, because I was getting six or seven phone calls a day, she was losing her mind, screaming down the phone, this has gone wrong, that's gone wrong, I don't know what to do, and I was just like, right, okay, well, what's the solution to these problems that you keep bringing to me, and then she'll just tell me what the solution is, we'll just go away and do it, but I don't think she just wasn't the right member of staff for it, I think she's more of a sort of blaze style, not very good at managing staff, and then eventually what happened is, I had to step back in, it just, it was running into the ground, so I stepped back and I said, look, let's just, I paid her off, I was like, this just isn't working for me, so we did have a lady who was already doing the admin for us, she was quite calm, collective person, always got on with everyone, and I said to Claire, I said, look, do you want to step up, I'm happy to do the same deal with you, because this is what I want, x, y, and z, and then obviously being a property entrepreneur, you need all your systems and your processes in place, so I went away and I was like, this is what we need to do, these are all the systems, this is how you use the software, this is how you book in the jobs, this is how you, x, y, and z, and she's just run with that now, and I speak to her probably once every couple of weeks, just as a catch-up, and I'm like, how's things going, she's like, yeah, we've got this job, we've got a new wedding bar coming on, I'm like, amazing, it just runs amazing now. It's definitely down to selecting the right member of staff, I think, to making it work, I think you can make it work, but if you get the wrong member of staff in, it just doesn't work.

[Adam Goff] (13:33 - 14:10)

I mean, completely, well, there's actually a few points there, isn't it, it's worth picking out, it's like, yeah, you've got to find the right team member, they've got to be the right profile, you know, how often do we hear it, unfortunately, that personal relationships don't transfer into business, it's just a story out here over and over again, sadly, sometimes they do, but more often than not, they don't. You've got to put them on the right pay package, sounds like you've got that 40% deal in the business, you know, they've got to be motivated, so they can act like it's their business, and the key thing, I think, which we haven't really touched on, which is clearly what you've been doing, is you've been, you've systemized the business, you wrote down all the processes, so there was something that they could, in order not to call you six or seven times a day, so has that been a theme throughout the businesses that you've done?

[Ollie Ibbotson] (14:11 - 15:05)

Yeah, it has, we've basically done the same thing in the HMO management company as well, so for each section of the business, whether it's referencing or viewings or responding to inquiries or dealing with landlords or maintenance, we've basically just got systems in place, so we've got check, it's very simple, it's just checkpoints, step one, you know, respond, step two, send the application, step three, you know, put my reference in, so it's quite, they just, if they work through the list and everything's ticked, then it runs, so that's basically, yeah, yeah, so sometimes there's things that come in that are a little bit curveball and they don't quite work, and then it's like, okay, well, how do we, how do we account for that next time that comes through, so I think doing, get some systems in place, and then I think you're constantly modifying those systems to make them better, so it kind of covers any problems that sort of arise as it goes down the line, that makes sense.

[Adam Goff] (15:05 - 15:22)

Yeah, that's fantastic, I mean, honestly, it just goes to show that we, no entrepreneur, not many anyway, want to hear that actually the secret to freedom is to actually build some systems in their business, because it's not easy building systems, is it, it was, you know, what was your experience of building those systems, and did you use our Winterhills to build the system?

[Ollie Ibbotson] (15:22 - 15:27)

I struggle with things like this, you see, because it's more of like a steel task.

[Adam Goff] (15:27 - 15:28)

What profile are you, Ollie?

[Ollie Ibbotson] (15:30 - 16:06)

Mechanic creator, so I've got to come up with ideas, I get started, and I'm really enthusiastic, but then I quickly lose interest, and then it's like, it's half done, and that will kind of do, you know, years going, and I've noticed you just have to be militant, I think, with it, and you just have to make sure that that task needs to be done, you get that task done, and then once it's done, and you pass it to somebody else, you haven't got to worry about it again, that's, that's the main thing that I've realised from doing it, so I think it's just forcing yourself to do it, even if you don't want to do it, and if you don't want to do it, then find someone who can do it for you, and get them to do it instead.

[Adam Goff] (16:07 - 16:36)

Absolutely, yeah, absolutely, like, it's honestly, like, it's textbook, absolutely textbook, so right, so you've, you've, you've got the team members in place, you've systemised the businesses now, and then you've had this growth, how did, how did the growth come about, because it's one thing stepping out, you know, it's quite an achievement, but then to get this quadrupling of the SAE business, doubling of the HMO agency business in such a short frame of time, and during as well, we've had Covid, as well, let's not forget, so what's the secret, Ollie?

[Ollie Ibbotson] (16:37 - 18:12)

I think it's, obviously, your marketing, it's your marketing, I think, and I know Dan's got the content calendar, which we're going to be using heavily now, the next six months, because of the plans that we've got moving forward, that's, that's one of those, again, where it's like, I kind of, I'm quite good at reading between the lines with things, and I'll talk about that when I talk about the body's transformation, I'm quite good at reading between the lines, so it's like, okay, so this is how it works, do I have to do it exactly the same as that, or can I do it my way, and I think that's what I've done with the social media, I've done, I've done the posts, regular posts, putting them out there, but I've kind of done it my way, if that makes sense, absolutely, yeah, so maybe not as structured or polished, probably is the word, probably not as polished as, as they should be, but I think it's just getting the content out there, with the HMO agency, we've, we've had one of the vans wrapped, so that's, that looks pretty good now, it's all wrapped up, all the branding, see the sign behind me here, we've got some signage going up, got signs on the office, and then we've got all of our boards now, all, all of our properties around Derby, we've got all our boards, so the leads are coming in from different areas, if it's Facebook, or if it's the boards, or if it's just the website, so I think exposure and, and putting yourself out there has been, been quite key for us, with the cleaning business, most of our, most of our business comes through Facebook, and it comes through the website, so I think building a strong brand, and a strong website, and getting the exposure on Facebook is, I think, been the key to, to what we've done.

[Adam Goff] (18:13 - 19:03)

Again, you've executed it so, like, honestly, like, it's so predictable, the success, because brand, like, perception is reality, your house share heroes is a really cool brand, for those people that are watching this that don't know, you should check out the website, it's a really strong brand, you've got the blue and yellow colours behind you, office is branded up, you've got a blue t-shirt on, you know, it's like, it's a strong brand, and the other thing is, as well, is that when you come to marketing, if you, if you wait for the perfect bit of copy, or the perfect image, you'll never put anything out there, it's much better just to start, like, we say start now, get perfect later, and it sounds like, yeah, you weren't, perhaps, doing it, like, perhaps Dan is executing it at his level, but the key thing is to get started, and look at the success it's brought you, so people who are sat there thinking, I'm not sure, it's not right, I'm not good enough, it's not correct, it sounds like you just got it out the door, and it's worked.

[Ollie Ibbotson] (19:03 - 19:53)

Yeah, I think that's definitely key, I think just getting yourself out there, I think just showing up, and this is probably something else which has worked quite well for us, so networking, for me, I'm not very good at networking, well, I must be good at it, because it's worked, but I don't enjoy it, if that makes sense, so going into a room of people I don't know, I can't think of anything worse, standing up on stage and talking to people, I can't think of anything worse, but I've just forced myself to do it, so I've gone to networking meetings, and I've put myself in those positions that I don't like, and I find uncomfortable, just because I have to do it, because I feel like this is what I need to do, in order to get the connections, and meet the landlords, you know, go to the places where these people are, because they're your customers, basically, so I think that's something else that I've done, which has massively helped over the last couple of years, is just networking, going to the meetings, and just speaking to people that you don't know, putting yourself out there.

[Adam Goff] (19:53 - 20:03)

Just showing up, I mean, that is a great one, isn't it, just, you've got to be in the game to win it, talking about games, can I ask you what is on your t-shirt, please, because I could just keep looking like...

[Ollie Ibbotson] (20:03 - 20:11)

It says Red Stew. Does that mean... I've just got water on that as well, so that's not going to be...

Oh, no.

[Adam Goff] (20:12 - 20:50)

Brilliant. Well, because I heard, I'll tell you what I thought it meant, I don't know if it does mean this, but I heard a, someone showed me a really good quote the other day, and obviously, Red Stew, because you've got tenants, and that's funny, but actually, have you heard the saying, success is never owned, it's rented, and the rent is due every day? Oh, no, I haven't, actually.

That's a really good thing. That's a cool quote, and when I saw Red Stew, I thought, I wonder if it says rent's due every day, or is rent's due today, because showing up every day is actually what it's all about, that's what we're saying, isn't it? You turn up, you know, you want to get fit, you turn up at the gym every single day, right?

[Ollie Ibbotson] (20:50 - 21:03)

Well, I was in the gym, and I saw someone wearing a t-shirt that says Red Stew, and I thought, I quite like that, obviously, because we're in Lettons, so then I got Hannah, who does customised clothing, I was like, can you make me this t-shirt, and she put our branding on it, how's your hero, so I just thought I liked it.

[Adam Goff] (21:03 - 21:06)

I think it might be the same thing, I think that you might have had that quote on his t-shirt.

[Ollie Ibbotson] (21:06 - 21:09)

Probably is, yeah, as we're thinking about rent.

[Adam Goff] (21:10 - 21:26)

We've talked about, you've just touched upon fitness, and obviously, I said you've lost 20 kilos, you know, I mean, that is a, goodness knows, that must have been a quarter of your body weight or something when you started, I don't know if you've worked it out. Yeah, yeah, I started at 89. 89, and what are you now?

[Ollie Ibbotson] (21:26 - 21:33)

I got down to 68. Wow. 68, when I did the photo shoot, yeah, so 21 kilograms, yeah.

[Adam Goff] (21:34 - 21:44)

Fantastic, that is incredible. What has spurred you to do that? What's given you the inspiration?

What was the journey like? How's it affected your business? I've got so many questions.

[Ollie Ibbotson] (21:45 - 22:32)

Yeah, yeah, so it's affected it massively. Sorry, let me just turn this notifications off. Yeah, so it was the end of last year.

You know when I said to you earlier, I was doing a full day at work, and then I was going home, and I was doing another full shift, and I just felt like I was working, and then I was getting into bad habits. I was going home, and I was picking up some beers on the way home, and I was having a few beers whilst I was carrying on working, and then over the space of about a year, I just put on quite a lot of weight, and it got to towards the end of last year, and I just thought to myself, I was just like, I need to sort myself out. I need to lose some weight.

What's going on? Why am I doing this? So, I started- This was while you were on Property Entrepreneur?

This was kind of like- While I was on Property Entrepreneur, yeah, yeah.

[Adam Goff] (22:32 - 22:35)

First year, yeah. This was back in the last year, actually.

[Ollie Ibbotson] (22:36 - 22:41)

Okay. Because I was so engrossed in the business, and getting everything going, I kind of neglected my health a bit.

[Adam Goff] (22:41 - 22:42)

Health took a back seat, yeah.

[Ollie Ibbotson] (22:43 - 24:06)

Took a back seat, and yeah, it got towards the end of last year, after we just finished Property Entrepreneur last year, and I was like, I need to sort myself out. So, my goal for this year, because we did the year off, my year off was trim the fat. I was like, I need to sort this out.

So, I started the RNT Body Transformation 10th of January, and it was 22 weeks, and I managed to lose 20 kilograms, or 21 kilograms in total. It's been a bit of a game changer, to be honest, because I think the main thing for me is probably like taking control, taking back control of what was going on in my life with regards to how I was living. I felt as if habits and things that were coming in were controlling me, and I wasn't in control of my health, my health.

When I started to lose the weight quite quickly, I felt like as if I was getting back into control of my life again. So, then it kind of then cascaded into everything else that I was doing. So, with regards to the businesses, managing the staff, sorting the systems out, and sort of the processes, everything started to fall into place.

And that's when we started to grow quite quickly. We managed to get the staff on board, train them all up. And I think, you said quite a lot, the way you do one thing is how you do everything.

And I definitely understand what that means now.

[Adam Goff] (24:08 - 24:28)

That's really nice. Honestly, it's amazing to hear, and it sounds like 2021, you just kind of, something's, like the penny's dropped. You've looked at yourself, and you've said, enough's enough.

I'm taking back control. And wow, what an impact it's had, because it sounds like a lot of your growth has actually come this year. 2021 has been a big year for you.

[Ollie Ibbotson] (24:28 - 25:10)

It has, it's been a big year this year. So, yeah, I think it's, yeah, it's definitely, and the key to all of it has been having the plan. So, having the R&T plan, and then committing to the plan, and just consistency.

So, even on those days where I had to go out, because I was doing about 15,000 steps a day, get to half past 10, and I've been rushing around working, and I'm like, I don't want to go out walking now. It's raining, it's half past 10 at night, I want to go to bed. And I was just like, no, I'm just going to stick to it.

So, no matter what, I just, I went out, and I was out until half past 12, 1 o'clock in the morning, getting my steps in. And I was just like, it's consistency. And the results, I think, show for themselves.

[Adam Goff] (25:11 - 25:40)

I mean, they really do. I mean, I just think the way you put that with the control, I don't think I've ever heard anyone say it quite so eloquently. It is about taking back control.

It's a really nice way to look at it. And then, it obviously fills into everything else in your life. So, congratulations, Ollie.

I mean, honestly, like, it's very, very impressive what you've done. I hope, you know, I'm sure this isn't the end. This is just the beginning.

For people that are listening, if you had to give them three top tips, what would they be?

[Ollie Ibbotson] (25:42 - 26:12)

I think the first one would be, well, decide what it is you want to do first, I think. I think that's the main thing. Decide what it is that you want to do, whether it's with your business or with your health.

And then, once you've decided what you want to do, either get a plan, get a blueprint, or create a plan, and then stick to it. That's probably the three top tips, I would say, I think, because that's what I've done. And it seems to be working.

Decide what you want to do, create a plan for it, and then just stick to it. No matter what.

[Adam Goff] (26:13 - 26:49)

Stick to it. And probably, and it sounds like as well, you know, obviously, you've got the accountability in the Property Entrepreneur Group. We all stand up.

We serve on our years of, and there's accountability there. For your fitness, you had accountability with R&T. You're a specialist body transformation company.

And you've got peers, right? You know, you're around other people. We're supporting each other.

So set a goal, make a plan, commit to it, and get some accountability. Get around other people that are doing it. You can't do this stuff by yourself.

How many people? I mean, maybe you did it. You've been an entrepreneur for a long time.

Maybe you tried to do it by yourself for a while before. You know, how much different is doing it?

[Ollie Ibbotson] (26:49 - 28:27)

Yeah, with other people. Yeah, 100%. I don't agree with that.

So before, I've been in similar positions before, was that I need to do some way. You know, I want to sign up to doing this course or, you know, I'll download a plan off the internet. And because there's no one there kicking you up the arse to say, why have you had a drink this week?

There's not that accountability, like you say. So every Sunday with R&T, I had to check in with Ed and I had to write down. And I was honest with him.

I thought there's no point in me lying to him saying, oh, yeah, I've done 100% and it's been great and no issues. You know, I've been honest. I've been like, you know, I had a bit of a drink last week or, you know, I had a cheeseburger or whatever, no matter how small it was.

I just told him. And he'll come back and he'll be like, well, did you think that was a good idea or whatever? And it not made me feel bad.

But then I thought, well, there's a reason he's telling me this, because he wants to get the best results out of it as well. You know, I'm paying him for him to give me the results. So if I'm not following the plan, you know, he's kicking me up the arse every Sunday.

So after that week, every week, I was like, no, I've not been doing this. I've not been doing that. I've been sticking to the plan 100%.

And then that's when you start to see the weight starting to fall off because you're sticking to it. But you definitely need the accountability. Someone that appears around you, you know, that you talk to and ask them what you're doing.

Have you done that yet? You said you was going to go out and get four HMOs. How you get on with that?

Like, if no one's asking those questions, it's just in your head and you can just go, oh, it doesn't matter. You know, it does give you the kick up the arse that you need to make sure you do it, I think.

[Adam Goff] (28:27 - 29:05)

It really does. And it's all those things added together as well. It's having the hunger to do something, the accountability, the support of someone who's done it before because they know what you're going through.

It's all linked. If you get all those things, it'll fly. And it's absolutely flowing for you, Ollie.

So thanks very much for sharing your story, man. Honestly, it's been an absolute pleasure hearing it. Like I said, I've got big hopes for you.

I mean, it's our awards session coming up in a couple of months. So I'm hoping your presentation is going to be, I mean, you've got the content to make it absolutely amazing. So I wish you the best of luck with that.

And how can people get hold of you? You know, you've got a number of businesses and, you know, you're an inspiring bloke. How can people get hold of you?

[Ollie Ibbotson] (29:05 - 29:40)

Yeah. So just with House Your Heroes, so we're actually opening offices in different cities now around the UK. That's the next plan.

So over the next six months, we're sort of getting provisions in place to partner with people in different cities. So we're going to basically launch as many cities as possible around the UK. So we are looking for partners to join us to open offices in different cities.

So if anyone's interested, they can just visit our website, houseyourheroes.co.uk. That's very exciting.

[Adam Goff] (29:42 - 29:43)

That's very exciting.

[Ollie Ibbotson] (29:43 - 29:58)

That's going to be the next thing that we're moving into now. I'm really excited about that. So obviously we've got everything sorted with the business.

And so now I've got time to go out and help train other people, basically give them the knowledge to do what I've done here in Derby or in other cities. And we're going to do like a JV.

[Adam Goff] (29:58 - 30:10)

So if people want to get started with an HR agency or they're looking for some cash flow, maybe they want to start a part-time thing or leave their job and start wondering what they can start, potentially they could start a business with you in their city.

[Ollie Ibbotson] (30:11 - 30:31)

Yeah, yeah. That's it. That's the plan.

So yeah, houseyourheroes.co.uk. The apartments is derbycityapartments.com. And then the cleaning business is smithcocleanerservices.co.uk. So you can find us on our website or if you go onto Facebook, hopefully we'll pop up because we've been doing quite a lot of social media. So we should be on there.

Yeah, absolutely. Well, I'll make sure.

[Adam Goff] (30:32 - 30:51)

Send me the links to all those and I'll put them in the post and people can click the link in the description to go straight there if they want to get in touch. Perfect. Ollie, thanks once again.

Congratulations for making the Property Entrepreneur Hall of Fame. It's an absolute pleasure working with you. And I'm looking forward to seeing you.

Well, I think I'm seeing you tomorrow for our next workshop.

[Ollie Ibbotson] (30:51 - 30:53)

Yeah, yeah. Perfect. Cheers, Adam.

[Adam Goff] (30:53 - 30:55)

See you next time. Good man. Take care.

Bye-bye.

[Speaker 3] (31:00 - 31:24)

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