**PEP 93 Edited\_Transcription**

[Daniel Hill] (0:05 - 0:57)

Welcome to the official property entrepreneur podcast with myself, Daniel Hill. We are now ranked top 10 in the UK for all business entrepreneurship podcasts. Last year we were ranked the seventh top property podcast and every month we are ranked in the top 5% of all podcasts around the world by download.

Thank you to everybody who shares, subscribes and supports this podcast. It is literally my life's work in simple blueprints broken down to enable you to achieve everything you want in wealth, health and life by design. I hope you enjoy this next episode and if you're not already joined one of our exclusive and private VIP WhatsApp groups, check out the show notes, come join the party and I'll look forward to seeing you in there.

Success and failure are both very, very predictable. Let's get into it.

[Adam Goff] (1:01 - 2:39)

Okay, ladies and gents, thanks for tuning in to the property entrepreneur hall of fame. This is a special episode to introduce a new hall of famer to our property entrepreneur hall of fame. The hall of fame is a place where we recognize delegates of ours who've done an outstanding job and made game changing, shift changes to their life, their business, their health or often as so often is the case to all three of those things.

So it's my absolute pleasure to welcome our next hall of famer. He's a long-term property entrepreneur delegate and in the time since he rejoined us, he has successfully exited his trading business, so he sold his business. He's completed his financial fortress, which has allowed him to retire.

He's now a part-time property investor and he's bought over 60 acquisitions in the last two years. And on top of all that, he's completely transformed his health and lost 35 kilograms in the process. So that's a monumental set of achievements.

It gives me a massive pleasure to welcome to the property entrepreneur hall of fame, Mr. Mark Shaw. Congratulations, Mark. Thanks, Adam.

Appreciate that. Oh, you're so welcome. It's my pleasure to celebrate this day with you and that is an amazing set of achievements.

So like congratulations. So I'm looking forward to diving into this and sharing how you went about it and your challenges so that people listening can get some value. So before we start, though, could you just just confirm who you are and what your company does or did and how long you've been on property entrepreneur for me, please?

[Mark Shaw] (2:40 - 3:07)

Yeah, sure. My name is Mark Shaw. I used to have a business that sold in April.

It used to be a state agency in Lettings. And well, now basically I'm retired. I've been on property entrepreneur for a total of five years, back in 2015 to 2018.

More dealing with business side things, but recently the last two years specifically designing my life.

[Adam Goff] (3:08 - 3:44)

Fantastic. So you're a property entrepreneur 2015 to 2018, then you had a sabbatical for a couple of years and then you've been back on it now for what, two, three years? Yeah.

This is my second year. Second year back. Yeah.

So actually all these achievements have come in the last two years, but you've been applying the blueprint since 2015? That's right. Yeah.

Long time. Yeah. Long time indeed.

But you know, it takes 10 years to become an overnight success, right? Yes. So let's just rewind.

So where were you before you started PE? Maybe when you came back to us a couple of years ago, where were you there in terms of the businesses, your life, your health?

[Mark Shaw] (3:46 - 4:25)

Well, I mean, if I can go back to sort of originally 2015, the blueprint, I mean, we had a very, very busy estate in Lettings Agency. I think we had 17 staff. We just bought a new Lettings Agency as well.

Literally, we were very, very unorganized. So we had people come in and they were getting sacked the following week and we were trying to get new people in. And back then, we were sort of less than 50 properties a month, but everything was literally done from memory.

So very, very busy, very, very exciting, not that productive, but a lot of fun, but it wasn't really going anywhere. It definitely wasn't sustainable. Sounds noisy.

[Adam Goff] (4:26 - 4:40)

17 team members, 50 lets a month. Sounds noisy. Yeah.

Very. Lots of people resonate with that. They'll be in similar situations, I imagine, listening.

And so fast forward, yeah, seven years. Where are you now?

[Mark Shaw] (4:41 - 5:08)

Yeah. I mean, really, when we went back to Property Entrepreneur last year, October, something was said on that first session and I decided I was going to sell my business. So literally, I think I got back on a Friday night and I emailed somebody that had offered to buy it previously, gave them a price and said, this is what I'm expecting.

And we agreed to sell there and then. And that business, both businesses actually sells and lets in sold in April of this year. Unbelievable.

[Adam Goff] (5:09 - 5:42)

That's great. So I became retired. Yeah.

Congratulations. Retired man. Decided you were going to sell it.

Well, we talked, we talked about property. Maybe it was when we were talking about, you know, there's this big shift now about for generational wealth coming out of Covid and a number of us were selling our businesses and this is the time, you know, to actually have a big capital event. And it's textbook, isn't it?

The rich get richer, sadly, and the poor get poorer. So congratulations, Mark. That's, that is unbelievable.

So now you've retired. So that's gone. The noisy business is gone.

And what's life like now?

[Mark Shaw] (5:42 - 6:24)

Yeah, I'm really enjoying it at the moment. Something else that kind of came out of Property Entrepreneur that was totally unexpected. It was to do with the charity, you know, the walk for the charity.

I basically offered to do a coaching course for charity, got so much interest that I set up an online mastermind. So really my time now goes into an online mastermind, but it takes eight hours of my month. And that's a business that I enjoy, it's teaching people how to property invest.

And obviously that's had a knock on impact on my property investing as well. So as you mentioned, I don't know, yeah, over 60 acquisitions in the last two years, but really it's from having that time freed up.

[Adam Goff] (6:25 - 6:45)

That's amazing, that really is great. Well, I wanna hear, hopefully you can tell us all about that at the end, that'd be great. Congratulations, that's amazing.

And health-wise, I mean, talk us through that, because I've said at the start of the call, you've dropped 35 kilos. So you're literally half the man you were. Yeah, probably quarter, yeah, yeah.

[Mark Shaw] (6:46 - 7:09)

Yeah, no, again, it was part of my year off. I turned to health as wealth, and at that point, I just wanted to transform absolutely everything. So I am sort of one of these hot and cold type people, so I just went all out for it, had the time, because I've obviously retired, which helped.

And yeah, turned it completely around, had my first shoot on Thursday, and as you say, lost over 35 kilos.

[Adam Goff] (7:10 - 7:48)

That's an absolutely amazing achievement. It's like you said, how you do one thing is how you do everything. And you can't do it all at once, but if you focus on one thing at a time, you can get there.

And yeah, it tends to be that you get that financial freedom, and you can then really focus on your health, right? So you can't skip the gears, so amazing. Right, so it's been a hell of a transformation in all the main three areas that we talk about on Property Entrepreneur, which is health, wealth, and life by design.

But it hasn't been easy. If it was easy, everyone would do it. So what have been the things, the challenges that you've experienced along the way, Mark?

Could you share those with us, please?

[Mark Shaw] (7:48 - 8:13)

Yeah, I mean, when I'm looking back, it's the same that I think that everybody has problems with. Top of the list for me, I had no strategic plan. Everything was going kind of well and exciting, but I knew it wasn't leading to anywhere.

So it's just a really, really busy, busy business. And I was working full-time in it. So that was a big issue for myself.

So yeah, it was not having a strategic plan.

[Adam Goff] (8:14 - 8:24)

So that's kind of like, I mean, lots of people resonate with that. It's like running on the treadmill and you don't really know where you're going, where you're gonna be in one, three, five years. But none of that, you had none of that, really.

[Mark Shaw] (8:24 - 8:58)

No, you just don't have time to think. You're just reacting all the time. I would say second biggest problem, which again, I think everybody experiences, staff and recruitment.

Really, I had no time. Our staff used to turn up and put their own desks together. They didn't have an email station, nevermind email.

And that's how it went on for years. It's always been the case. So people would try and learn from myself, but I wasn't necessarily doing it right.

So again, there was no training. There was nowhere for them to go. So they would leave and we'd get new people in.

It's just a turning circle, really.

[Adam Goff] (8:58 - 9:00)

So what changed? What did you do to solve that?

[Mark Shaw] (9:00 - 9:37)

Because lots of people have had that problem. How did you, what did you do? How did you solve it?

My hard moment is wealth dynamics. I realized that everybody's got their own strengths. And I'm a creator, a very dominant creator.

So I realized straight away that I didn't want any staff that were going to be like myself. And so I actually started shifting people around to new positions. And that's the first time we put a management team together because we were using that profile.

And that's where it really starts to get a little bit more comfortable dealing with people. And I could trust people to do a better job than myself because they were, they were better. They just didn't have the time before to show me.

[Adam Goff] (9:37 - 9:54)

So you made the investment. Well, first of all, you've got a strategic way you're gonna have, but you just made the investment in more team and some managers that could actually put together. What your team, your frontline team needed, you know, team members need, they want to be led and they want to be managed.

Is that fair?

[Mark Shaw] (9:54 - 10:14)

Yeah, absolutely. Because it came up in conversation that they never really listened to me because they knew by the time I'd come back downstairs with the cup of tea, I would have changed my mind. Right.

When we had people that were a little bit more stable in certain positions, everybody knew the direction they were supposed to go. And I literally had to kind of back away and start working from home a little bit more because I was just too disrupted.

[Adam Goff] (10:15 - 10:29)

Sounds terrible. Having to work from home back in the day. I'm sure lots of entrepreneurs are like green with envy right now.

So yeah, but it's textbook. I mean, it literally is textbook. You make that decision to make the investment and let the professionals get on with the job.

So they're going to do a better job than you.

[Daniel Hill] (10:31 - 11:22)

Just jumping in quickly to let you know that the brand new Boom or Bust report is now out at www.boomorbust.co.uk. And what I've done in there is I've listed out the top five things that I'm doing now as recession is coming to make sure that 2022, 23 is the making of our businesses, not the breaking and how you can do exactly the same. Also, if you've not yet secured your place at the last three-day blueprint event, the grand finale on the 24th to the 26th of August at the Belfry Golf and Spa Resort, you can secure your place on the same page, www.boomorbust.co.uk, or go in the show notes now and get access to the VIP podcast group where you can get VIP access and discounts to come to the last ever event of 2022. Back to the podcast.

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

So you came up with a plan, you fixed your team issues by getting some managers in and making that investment and stepping away. And I totally agree with you on the changing your mind thing. We can talk about that for hours.

What was next?

[Mark Shaw] (11:41 - 12:21)

It was systems and processes in that we didn't have any. We literally ran the business by memory and obviously everybody else had different members from the other members of staff. So it was a case, it was very, very reactive and we would have to go to people and ask them what was actually happening.

So we actually started to formulize it. We started putting an operations manual together and we actually started, well, I didn't, but somebody in the office started to train people that was more suited to that than myself because I used to get too excited, you see. Yeah, so it kind of became a little bit more stable and we started looking at the numbers and started to work out where the time was being wasted as well, which was invaluable.

[Adam Goff] (12:22 - 12:24)

I can't believe you ran the business from memory.

[Mark Shaw] (12:24 - 12:46)

You had no systems and you were doing 50 let's a week, 50 let's a month and 17- Yeah, it was, and just to give you an example, because you used to take deposits and some people used to move in and pay you in advance. We were driving around with carrier bags with 9,000 pounds in and carrier bag of keys in the car and it was just kind of bring it back to the office. It was, you look back now and it's ridiculous, it's scary.

[Adam Goff] (12:47 - 13:30)

It was just get it done, seat of the pants stuff, right? I mean, so many people will be in that situation and people say, I've got my own business, but really they've just got this mess they've created or this is what business is for so many people. It's an all-consuming job and you're the boss and you're the worst boss going.

So, wow, well, good for you. So you put in some systems, some processes and started to actually normalize things. Interesting what you said about changing the energies because you're a dynamo, which means you will naturally create things and people who haven't done the Wealth Dynamics test, we always recommend doing it.

So what Wealth Dynamics did you bring in that changed that energy, that wasn't the new starting, everything's a great idea energy? Out of interest, what were they?

[Mark Shaw] (13:30 - 14:10)

Well, the first thing I realized when we'd actually bought another business, I lost my partner who was my manager. She moved into the business and straight away we realized we had to pre-file her and she was a mechanic. So she came in to help with the systems, but really the first person we went after was a tempo for the office manager.

We had blazes, but we had them in the wrong position trying to deal with spreadsheets and they just wanted to be out talking to the clients. So we had enough people to shift around and then we specifically started recruiting really for the back office site system just to tie it all up. We didn't really go after any more blazes at that point.

[Adam Goff] (14:10 - 14:34)

Yeah, well, you just, you textbook, you just called everything down. You know, you got the mechanic is a steel which is gonna cool everything down. The tempo is gonna suddenly start to understand timing and pacing everyone.

I mean, that's textbook. That really is, to be honest, a manager is a tempo. I think I had a tempo manager and they were great.

They were absolutely fantastic. They just like, they like to roll their sleeves up and be involved, don't they? And just run things.

That's exactly it.

[Mark Shaw] (14:34 - 14:44)

And what it did as well is it impacted the culture because everybody found and got to do what they enjoyed. Whereas before I was putting them all in the wrong position so it's always like a little bit more stressful.

[Adam Goff] (14:46 - 14:56)

Let everyone excel at what they're good at and get on with it. Amazing. So that's three of the problems.

Any more problems you came across on the way?

[Mark Shaw] (14:56 - 15:25)

Yeah, again, everybody's got the same problem in working in the business, not on it. I really enjoyed it, but it was a case that I'd be working out if I was at home and on weekends as well, just catching up. And I knew that I had lots of ideas and I knew that I wanted to stop putting things into action, but it wasn't until I actually had that time from working from home and that strategic plan that I could actually think, what do I need to do next?

So that was the big issue, what everybody's got. I'm just in the business all the time. You don't get time to think.

[Adam Goff] (15:26 - 15:37)

So you suddenly got time to work from home and then you were like, right, I'm actually gonna build a business now. I've sat myself effectively from the job and now I'm gonna become a business owner.

[Mark Shaw] (15:37 - 15:45)

Yeah, that was exactly it. And first thing I did was I gave my mobile phone to a member of staff so nobody had my new number and the difference that made was incredible.

[Adam Goff] (15:46 - 16:18)

Amazing, that is amazing. I love that. I did a similar thing, actually, when I sold my business.

Changed your number. It's the best way, it's the best way. It's a heartbreak.

Mark, that is incredible. I mean, you've come across, yeah, we say success and failure are very predictable. They are very predictable problems, but you've solved them in your own way using our blueprint, which is obviously fantastic.

And yeah, looking at you now, congratulations, man. If you had to give three top tips to people that were listening to help them on their journey, what would they be?

[Mark Shaw] (16:20 - 16:52)

I mean, the first one would be, and we've touched on it, the wealth dynamics. If you've got any kind of relationships or you're working with a team, for me, that was the biggest game changer because it had an impact on absolutely everything, not just myself, but other people. So I would definitely, I would imagine that most people have done their own profile, but I would do the profile of every single person that works in the office.

And anybody you're thinking of recruiting as well, we used to send the link as part of the interview process for them to actually, you know, as you show, for them to tell us what the profile is. And so we would interview on that basis.

[Adam Goff] (16:53 - 17:03)

That is a great tip. Honestly, I think you'll think that everyone does it, but most people won't have heard of it or won't have done it. So I think that's a fantastic tip, 100%.

Next one.

[Mark Shaw] (17:03 - 17:40)

Second tip is called the winter's hit list. It's where you actually sit down and start to think what needs to be done. It's the planning and thinking about the business is invaluable, but where it really comes in on its own is you start to think how much can I actually fit in that time?

Because again, most people think they can fit a lot more in the time that they've got and they can't. So you get to structure what your plan is going to start to look like. Yeah.

And to mirror that in with your calendar, I use Google Calendar, like many people do. And again, that's a game changer because you start to plan your day and your time now.

[Adam Goff] (17:41 - 17:56)

So plan out your time, use the winter to build the business on it, not in it, and be realistic. Because everyone thinks they can achieve it all in a day, right, in a week, right? But the reality is the older I get, the more I realize that just isn't the case.

That's it.

[Mark Shaw] (17:56 - 18:05)

And it's not a one time. You have to do this every year, because you're in a different place and your business is in a different place and it's now time to move on to something that you couldn't fit into the list a year before.

[Adam Goff] (18:06 - 18:14)

Fantastic. You've got to be consistent. That is a great tip.

That's two great tips. What are you going to do to top those two? Okay, the big one, and this is the one that's had the dramatic impact on me.

[Mark Shaw] (18:14 - 18:34)

Oh yeah. And this is where I would say, this is where you design your life. It's that strategic plan.

You know, the Unproperty Entrepreneur, they spend that three months thinking about, that was the eye-opener for me. And that's specifically that in the last two years is what's allowed me to achieve everything I have in the last two years. You get to really think about what you're going to do.

[Adam Goff] (18:35 - 19:36)

I think most entrepreneurs struggle with clarity. And we spend three months, like you said, every year, just figuring out what the next year is going to be. And because that's way too long.

And it's not long enough. It's not long enough. And yeah, Mark, I mean, honestly, the way you've taken to the methodology, the second time round, I didn't know you the first time round, but the way you've taken to it, you've been an absolutely star student.

Like to teach someone who takes it on board and just runs with it is absolutely amazing. And in two years to have solved the business, lost all the weight, retired, and set up another business that's eight hours a month that you love doing, it seems like it's a piece of cake for you. It's just amazing.

So I just want to say from everyone on Property Entrepreneur, from Dan, Josh, everyone who's involved in the team, congratulations once again, man. Massive high fives for you. So well done.

And if people listening to this want to get in touch with you, obviously they've got your old phone number. They're wondering where the hell you've gone. How would they get in touch with you?

Or what's your company called now? Any information you could give us would be great.

[Mark Shaw] (19:36 - 19:48)

Yeah, I mean, I don't promote the company. It's just on my social media, which is literally Facebook and Messenger. That's my only communication.

I'm not a tech person. So I just enjoy Facebook and Messenger. So find you on Facebook.

[Adam Goff] (19:49 - 19:55)

Mark Shaw. Mark Shaw, just Google Mark Shaw. If they see a guy with a picture with his top off in the gym, that's probably him, yeah?

[Mark Shaw] (19:55 - 19:58)

No, I saw a picture with Stallone when I met him.

[Adam Goff] (19:58 - 20:10)

So yeah. Oh, okay. So look for the picture with Sly Stallone.

Thank you. Mark, thank you for joining us. Thank you for sharing your insight and congratulations once again, man.

Brilliant. Thanks, Adam. Thanks.

No worries. Cheers.

[Daniel Hill] (20:14 - 21:13)

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And we don't know how long we're gonna keep these open for. Success and failure are both very predictable. I will see you on the next episode.