**PEP 95 Edited\_Transcription**

[Daniel Hill] (0:05 - 3:16)

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 look forward to seeing you in there.

Success and failure are both very, very predictable. Let's get into it. How to build a multi-million pound portfolio with zero of your own cash.

This is a topic and an objective that's banded around a lot in the place of wealth development and property. And in today's podcast, I'm joined by one of the best in the game at this, Mr. Simon Zucci from the Property Investors Network. People say, why would somebody sell their property for a pound?

Why would somebody lease a portfolio to you rather than do it themselves? These things just don't make sense. Well, luckily these are the things that make up property magic.

These are the things that Simon taught me. And before people come on Property Entrepreneur, this is where they learn how to build a portfolio for less than a pound in property investment. So tune in for this one.

It's no money down, it's low money down, it's zero property investment, it's creative finance, options, lease options and everything you need to know. Join in the podcast and success and failure are both very predictable. Hello, ladies and gents, and welcome to another episode of the official Property Entrepreneur podcast.

We are taking a different angle today and moving away from business, which is what we primarily focus on. And I've got a very, very special guest for you, where we're going to look at some property things. So longstanding friend, mentor, business partner joining me today who actually taught me everything that I know about property and how to invest.

And one of the things that keeps cropping up recently is people are asking about... They look at the deals we're doing, whether it's small residential houses, or it's six, seven, eight figure developments. And they're asking, how do you do deals of that size?

And where do you get the capital from? Now, the biggest thing you'll learn when you start to understand how to invest is it's not necessarily about the amount of capital you've got, it's sometimes the amount of capital you've got access to, or even what we're going to cover in this podcast, the amount of strategies and creative solutions you've got access to. So coming in live today from the south of France on his birthday week in the nice sun is my longstanding friend, business partner, and mentor, Mr. Simon Zucci. How are we doing, Simon?

[Simon] (3:16 - 3:28)

Hello, Dan. I am fantastic. It's slightly warm here, as I know it is in England as well.

But thank you so much for asking on this podcast. And we've got some really valuable information to share, everyone. So thanks for asking me to share today.

[Daniel Hill] (3:29 - 4:13)

Yeah, it's a pleasure. I suppose the main objective here is to inspire people to what's possible. Because when I first read your book, Property Magic, you know, it's called magic for a reason, the strategies that you learn, and learn how to adopt, you just wouldn't believe that or you wouldn't know they exist, you'd never know they exist.

And you would even in practice believe, you'd struggle to believe that they're possible. And one of the conversations you and I had recently was around some creative strategies. And you were saying, you know, people always ask, why would a buyer do that?

Why would a seller do that? And we talked about a few case studies where I've done it from both sides. I thought, let's talk about it.

Let's inspire people. Let's give them some direction. And probably starting from the top, when we talk about creative finance solutions or creative strategies, what do we actually mean?

[Simon] (4:14 - 5:36)

Okay, great question, Dan. And I think the one of the first things to say is that, you know, when you invest in property, most people assume that you need a lot of money to invest because generally you need a deposit 25%, you might get a mortgage from the bank for 75%. And there might be some other money required to fix up the puzzle, add value to it.

And the point is that everybody runs out of their own money at some point, and they think they have to stop investing. But when you understand creative finance, you realize that actually, although some money is required, usually to do a deal, it really doesn't have to be your money. Now, I think most people understand the idea of a joint venture, where you might have a great property deal, but you've run out of your own cash.

Someone else has got money, but maybe they don't have the time or the knowledge or the inclination to do it themselves. So they put the money and you've got the deal. And there's a share of cash flow and share of extra growth.

I think a lot of people are familiar with that. And people think that's what creative finance is. There's so much more to creative finance than that.

Even there's more than just doing a loan where you give someone a fixed interest rate in return for lending you money. And those are all great. They work really well.

But there are a couple of more strategies I'd like to explore at a very top level. And then maybe we can talk about some practical examples. I know, Dan, I've taught you this way.

You've used these in practice. So I'll give you a bit of theory. Then we'll come into some practical examples, if that's OK.

[Daniel Hill] (5:37 - 5:37)

Yeah, absolutely.

[Simon] (5:37 - 7:53)

The first one is a lease option. Now, this is one that's called purchase lease options or purchase options or lease options. And a lot of people have heard about these magical tools, but they really don't understand them.

And there's a lot of misconceptions and misunderstanding. To keep it as simple as I possibly can, you find someone... Let's talk about a lease option.

You find someone who's got a property. And for whatever reason, they don't really want that property anymore. Maybe they are a tired landlord and they want to retire and get out the game.

We're seeing more and more landlords retiring due to the potential EPC challenges in 2025 and the abolition of Section 21 and interest rates come out. So more and more landlords looking to get out the game. And if you imagine a landlord and maybe five properties, if they sold all of those properties in one go, they'd pay a lot of capital gains tax.

Whereas if they could spread the sales over a number of years, maybe do one property each year, each year they could use their personal capital gains tax allowance. And they would then minimize the amount of capital gains tax they're paying. And at the same time, someone comes in and takes away all the hassle and responsibility.

So rather than hang around for five years to get rid of the properties, they can go and sit on a beach somewhere and enjoy the rest of their life, knowing that someone else is looking after the property. And even they can make more money from the sale than a traditional sale right now. So that's why it works for tired or retiring landlords.

And as investors looking to take properties on, it means we can control a property. We don't need to put a big deposit in. We don't need to get a mortgage, which means we can actually do the deal in a few weeks rather than a few months.

We start getting cash flow and equity growth from a property we don't even own. So that works incredibly well when we're doing a purchase lease option. And I know, Dan, let's talk about you because I know you've actually done our training really well.

You started Rent2Rent to prove the model. You went on to HMOs, got a really substantial portfolio, built a lettings business around it. But I know that you got to a point where I don't think you wanted the hassle of dealing with your portfolio because you wanted to go into bigger developments and you made a lot more money by doing bigger developments.

So you've now passed your properties onto someone else on an option. That's right, isn't it?

[Daniel Hill] (7:54 - 8:56)

Yeah, absolutely. So people who are listening, who've not heard of purchase lease options before, what someone is explaining is a contract that's basically two parts. One is a lease where somebody else owns a property.

And rather than buy it, you lease it. It's the same as you would do in a Rent2Rent strategy, something like that. Then the real appeal for...

And that will give you a good cash flow strategy, HMOs, service accommodation, anything like that, back to back leasing. But then the option element is really attractive for us as investors, or rather for you as investors, because you can get an option to buy it at today's price, which might be £500,000, but you don't have to complete for five years. And if you think what that would have looked like over the last five years, it would have been a significant capital increase of say £500,000 to £700,000.

And then you would exercise a sale at £700,000. The option agreement will go to the solicitors, £200,000 will go to you, £500,000 to the landlord. And they've had the property looked after for five years and you've made yourself £200,000 on a property.

You might have only paid a pound to take control of, plus your legals.

[Simon] (8:56 - 9:26)

And Dan, just on that note, so there are two things you can do. You can either sell it on in that way you have and just make a profit, or if you have had a good bit of capital growth, there are some creative ways that you can actually buy that asset without having to put down a big deposit. And we won't go into that today because it would take too long to explain, but I just want to stimulate people's thinking.

Not only can you control the asset, get cash flow now and benefit from the potential capital growth, if there's been a good amount of growth, you can actually buy that asset, put it into your portfolio, again, using very little of your own money.

[Daniel Hill] (9:27 - 12:45)

Absolutely. And on the blueprints that you hear on Property Entrepreneur, when you think, I can't believe I didn't know that before, that's so straightforward. Property Investor's Network and Simon's Mastermind Program and PIN is exactly the same, but for property.

We do the business, Simon does the property, and you learn these magic tips and tricks and strategies that open the box to doing things you've not done before. And when you understand it, one of the things that, because it sounds so outrageous, you think, how would that... That sounds so lucrative, it could be really great.

The big question we always get is people say, well, why would the landlord not want to do this themselves? If they've got a HMO, why would they want to lease it to me? Why would they not want to run it themselves?

And this is one of the questions Simon asked me is like, as a landlord, as somebody who owns property, and I know how all this game works, why would I remotely be interested in leasing all of my HMOs to somebody else and then let them have the cashflow and let them make £500, £800, £1,000 a month per property for my property? Why wouldn't I do it myself? Well, all of this comes down to the same as a negotiation is understanding people's objectives.

And when I started my property journey with Simon back in 2010, 2011, initially, I wanted cashflow. So I started doing this strategy with other landlords, rent to rent, leasing off a landlord, and then leasing it on as a HMO, and that generated cashflow. As I started to get my cashflow and my experience up, I then started to buy properties and build a HMO portfolio, build it up to several hundred rooms.

And that was great. It paid cashflow. I owned the properties.

It did me really well. And I ran that business for... That paid everyone's salary, everyone's overheads, made profit every month and every year for five or six years.

But then five or six years later, those properties are starting to get a bit tired. The market's got more competitive. I'm off doing six and seven-figure developments.

And I've got HMOs with tenants drinking each other's milk. And I'm just sitting there thinking, do you know what? I don't need this cashflow anymore.

Or rather, I don't need the cashflow and I definitely don't need the headache. I need the time. But I didn't really want to sell because I knew the market was on its way up.

And I didn't want to dump all my stock because I had literally hundreds of units at one time. So I went looking for investors. I know what I'll do.

I'd be happy to take... I don't need the cashflow margin anymore. I just want the asset margin, which is basically the equity in the portfolio paying me 8%, 10% a year.

And somebody else who would like to do the hard work and put a bit of money into the properties and take over the headache and the responsibility, I'm happy for them to make the money if they take all those things off me. So I actually, for over a period of about six months, sold every single HMO that I own on lease options to another investor. And they had a five-year lease with an option that's now actually completed.

And they probably made a good maybe £250,000, £300,000 equity during that period. But I also made three quarters of a million pounds on the exit. And on the side with my time I brought back, I would have made several millions of pounds in other deals, which is far more lucrative for me.

So it really is a win-win-win. And that is really the aim of the game with any deal is making sure everyone wins. And that's why, from my side, I would do deals like that.

[Simon] (12:46 - 13:10)

As you know, Dan, it's that win-win we teach. And I think very often when someone is in business or in property, they're not just thinking about themselves. And you're so right.

You need to step into the shoes of the person on the other side, understand what do they really want. And if you can give them what they want, they're far more likely to give you what you want. You could find this mutual ground and negotiate a true win-win.

[Daniel Hill] (13:10 - 14:36)

And equally, it's like, don't waste your time. If you get this strategy and you're going to go and pitch people, if you've just seen somebody who's spent £200,000 developing an eight-bed en suite HMO, and their intention is to run it through an agent themselves, you're going to find it very, very difficult to pitch because they want the cashflow that you want. So it's like, it's not really going to work.

Whereas if you find someone, this is a really great strategy at the minute that I've sort of come across is, at the minute, obviously everyone's utility bills are going to go up. And that's in a house where you control your own usage. Imagine what that's going to be like in an eight-bed HMO where the thermostat is the window and the radiator is the drying rack.

It's literally going to burn through money, burn through margins. And you think that might have been a great deal two years ago, but with increasing interest rates, increasing utility costs, there's going to be some landlords that were great looking properties, but they just don't work. Whereas if you could then lease it and do a back-to-back lease, which gets them out of a difficult position, but you equally don't want to take on the problem of utilities.

But if you could offset that to a sector that doesn't need that, whether it's the council, housing associations, supported living, as long as you can make sure the strategy meets the property and the numbers work, rather than trying to absorb and accommodate those increased costs, you can actually offset them. And that's what I've done on all my, any HMOs I have still got, I've actually leased those all out now to third parties just on leases and I've kept them. And I do the same in my apartment blocks.

[Simon] (14:37 - 14:55)

Yeah. Yeah, exactly. Dan, it's just about, sometimes people, they learn a strategy, they do the strategy, they're very successful, they keep on doing it, keep on doing it.

And that's great, but what got you to where you are now might not do need to learn some new things and pivot with the market. The market changing is a really important thing to do, right? 100%.

[Daniel Hill] (14:55 - 15:33)

Yeah. And like I said, objectives, it's the same as working with investors. The first question you want to ask an investor is what are you trying to achieve?

And if they say, I need 20% return on my money, you know they're going to be a high risk investor, they're going to have to be unsecured, they're going to get that. Whereas if they say, I lost half a million pounds in Lehman Brothers when it went down, I don't really care about the cashflow, I need security because I've got a million quid in the bank and I don't want the same to happen again, you know you're going to be talking about first charge five and 6% deals. So it's exactly the same with investment strategies.

And as the market's changing, it's just, it's getting creative with it. And yeah, we've used purchase lease options and options from both sides of the fence.

[Simon] (15:33 - 17:52)

Great. So the other strategy that again, people have sometimes heard about, but they certainly don't know how to use, or they think it's not possible is vendor finance. Now this is used a huge amount in businesses.

And I, you know, Dan, we send all of our mastermind shoes to you to learn about how to scale and grow the business. I know you send some of your guys to us to learn about property, right? That's the way it works.

But in business, many, many businesses are sold on vendor finance. And increasingly one of our mastermind students are buying properties of vendor finance. So what is vendor finance?

Well, basically it's where someone may not want to do an option. They don't want to create a sale in five years time. They want to get a sale done now, but they don't really need the cash.

The cash they're going to make from the sale, they might clear a mortgage. They may not, might own it a hundred percent, but the cash is just going to sit in a bank doing absolutely nothing for them. So this is a way that you as a buyer can go to someone and say, look, I'll give you the full asking price, maybe even slightly more than the asking price.

And then I'm going to buy the property and I need your help to do it. So some of their equity stays in as a deposit. Now, one of the challenges here is most UK banks will not lend you money to do vendor finance.

So they want to see you put money into the deal. They want to see you have some skin in the game. Okay.

So the way you actually do this, you'd probably buy it with bridging finance and a deposit from the owner. And then six months later, you'd refinance it onto a normal lenders. That's how you actually do it.

Right. But the whole point is that if someone sells a property, they lose all the income from that property. However, we can keep on giving them an income because the money they've left in, we give them return.

Now it might only be two or 3%, but that's still a lot more than they're getting in the bank. So someone could sell a 300,000 pound property. It might be the a hundred thousand that is left in the property as a private loan, but you might be giving them 3% on that money over the next five years.

So that's 3000 pounds a year, 15,000 over five years. So in other words, that 300,000 pound property, that's the true market value. They've effectively sold it for 315, 300 now, and then 15 over the next five years.

And eventually you pay the balance them that you're owed by refinancing or paying off from another deal. So again, you can do this to buy property. You could do it to buy business.

I know Dan, you're using this to buy your schools, aren't you?

[Daniel Hill] (17:53 - 18:02)

Yeah, absolutely. So in commercial, I'm not sure if they still do in residential. I know they did back in the day when I started vendor gifted deposits.

Are they still around now?

[Simon] (18:02 - 18:23)

No, you can have a 5% gifted deposit. When you started down, we could get, I think 15% gifted deposits. You can only do 5% now.

So you have to structure it like anything. There's a little bit of knowledge can be a dangerous thing. You need to know how to do these things properly.

But when you understand and you've got your head around it, it's actually quite straightforward. You just need to follow the step-by-step process.

[Daniel Hill] (18:23 - 18:28)

Yeah, absolutely. And yeah, that is a really important point because we're talking at quite pace here about how to do these things.

[Simon] (18:29 - 18:30)

So I was actually getting an idea, really.

[Daniel Hill] (18:31 - 20:15)

Yeah, absolutely. Simon's actually going to be running an event, which I'm speaking at in a few weeks, which we'll talk about at the end of this. And those of you that are serious about buying property with no or low money down using vendor finance lease options, make sure you carve out a couple of hours to attend that.

It's going to cover this in the detail you need. Yeah. And it's completely achievable.

I've been using this for 10 years and it absolutely works. And most recently, we've been using it for schools. So we're doing a roll up buying private schools.

And we've actually now, because it's commercial, we've actually got a lender on board, quite a niche lender. You are dealing with humans rather than the big corporates, but they've actually accepted deferred payments. So we've gone to our people we're buying schools off and negotiated deferred payments where an element of the purchase is actually paid later.

But because it's genuine equity, the bank is accepting it as basically a vendor gifted deposit, but it's vendor finance. And it just means that it takes the pressure off what we're doing. And you think, why would that person want to do that?

Well, in some cases, we're paying them more money. We're buying the school for a price that nobody else would buy it for on the basis that they agree to leave the capital in. Sometimes it's just a rate.

So we might pay them an extra 5% cash flow on the money because it gives them an extra amount of funds from that capital. And the other thing is security. A lot of these people are retiring and maybe their pensions are full or they've already used their annual allowance.

Not only have they got the capital gains tax to pay, but if they've then got all of this capital, which is their life savings going into a bank, people may or may not be aware. You can't have any more than, is it 80 or 85,000?

[Simon] (20:15 - 20:32)

85,000, protected by the financial services compensation scheme. Yeah. So if you've got lots of money at the moment, you need to make sure it's spread across different bank accounts.

Because we saw in the last recession, we saw RBS, Lloyds Bank- Well, perhaps one of our business partners lost £300,000 in Lehman Brothers, but overnight.

[Daniel Hill] (20:32 - 20:33)

Absolutely.

[Simon] (20:34 - 20:52)

So only 85,000. And you've got to be also careful because you sometimes have a bank that's part of the same group. So it's only within groups as well.

So you've got to make sure you've got different banks, different groups, maximum 85,000 in that. You're going to have more money in the account, but you're only protected for the first 85,000.

[Daniel Hill] (20:54 - 22:07)

I just wanted to jump in to give you a quick update on the three-day grand finale blueprint events. Unfortunately, three weeks ahead of plan, all places have now sold out. So unfortunately, if you did not get a place, you have missed out for all events of 2022.

If you secured your place, congratulations. Enjoy the grand finale event at the end of August. And remember, success and failure are both very predictable.

If you missed your spot and you want to join the cancellation list, please send an email to the offices. Otherwise, congratulations on securing your seat. And let's get back to the podcast.

People listening to this thinking, this sounds too good to be true. It's like, this is just how we play the game. Whether it's the stuff we teach on Property Entrepreneur, things like direct devices or CDIS, EIS, it's like these are the magical things in business that work.

And this is exactly what Simon teaches on Mastermind, with the property magic side of things, is all about how to use these strategies. And you wouldn't believe that they existed when you first hear them. And then when you hear them, you don't believe that they actually work.

But I can say, I've done millions and millions of pounds of deals over the last 10 years, and 100%, they absolutely work.

[Simon] (22:07 - 23:28)

And Dan, it's great. People can either listen to keyboard warriors on the internet who don't know what this is. Oh, you can't do these things.

Well, if you believe you can or believe you can't, you're absolutely right, as Henry Ford said. So you've got to listen to people who have done these things and are doing these things. And if someone else has done something, it means it's possible.

And you need to learn how they've done it, obviously. But this is the whole point, guys. Your future is completely down to you.

But you have to take responsibility for it and arm yourself with the right tools to make the most of the opportunity. And Dan, we talked a lot about recession coming. And a lot of people, unfortunately, are going to do very badly in this recession if you decide to allow it to affect you that way.

It's completely your choice how you take this recession and recognise that people like Richard Branson, if you look at his book, Like a Virgin, he says in there, categorically, if he was starting from the beginning again, he would only buy during recessions, because things are always cheaper, and the investment is good for the economy anyway. So you've got to recognise, and you talk about this herd mentality, Dan, and observe the masses and do the opposite. This is exactly the time.

That is so true more than any other time before. You've got to be prepared, guys, because there will be some winners and losers, and you get to decide which side of the equation you sit on.

[Daniel Hill] (23:29 - 24:27)

Yeah, absolutely. And it's a very small window of opportunity. So the bounce back boom, which has been these last two years, there's three phases to it.

Whether you read what we put out there, or you read the government reports, there's three phases to it. The first two phases, the world nearly ended. We had pandemic, we had lockdown.

Economically, it was like nobody had ever seen it coming. But in phase one, we made 1.9 million pound profit on top of our existing businesses that we could never do before COVID, never do it after. In the second phase, we did 3.5 million and had our biggest year ever on record ever in all the companies that I've ever built. And now we've got phase three. Most people listening to this would have missed phase one and missed phase two. This phase three, as we go into this rebuild and come through the recession, come out the other end, there'll be a very small window of opportunity that we'll have in property, in business, in investment, in economics.

And then it'll be another 15, 20 years. And for some of us, we won't have the energy to go again in 15, 20 years. So we've got 18 to 24 months to really make the most of this.

[Simon] (24:27 - 25:46)

Dan, I remember back in 2008, we were only a couple of years into doing the mastermind program. And when we first started mastermind, we were using the same day we mortgage from mortgage express, find a motivated seller. As long as it's 15% or more discount.

I remember the market back in 2006, 2007 was booming. You could always find motivated sellers if you know what to do, no matter what the market's doing. And we were buying properties, no money down, getting paid to buy property.

And suddenly in May 2008, mortgage express pulled the plug. You couldn't do it that way. And we had to adapt.

And I know people who'd bought literally hundreds of properties, 2006, 2007, and in beginning of 2008. But because they didn't adapt because they didn't change, they just stopped. They do not, they did nothing for years.

And I remember telling people in 2008, even though price had kind of said, guys, fill your boots now, this can be one of the best times this decade to buy. Those people who said, well, okay, so we're going to trust you when you're going to get on and do it, who did it have done so well. And the other said, well, let's wait and see, kick themselves for missing the best buying opportunity.

So Dan's right. This thing doesn't happen very often. And if you don't take action and really learn about this and know how to do it and get in and stuck in, in the next 12 months, you're probably going to miss this.

And you have to wait another 10, 15 years for an opportunity like this.

[Daniel Hill] (25:47 - 27:31)

I think, I think a big part of it as well is just being savvy, savvy enough and having the like being savvy enough and sort of dynamic enough to change as well. Because a lot of us, a lot of people get comfortable, especially when you start making some money and start to think, you know, sort of rest on the laurels, everything will pass, bury the head in the sand. And unfortunately, you know, not Warren Buffett says when the war goes out, you find out who's been swimming naked and the war's going out.

You've got, you know, you've got going out very fast. Yeah. You've got two choices right now.

It's get really savvy about this and take some of this stuff on board and do it. Or, you know, the tide's going to go out and it's, you know, it's going to take some people with it. I mean, give people an example of what this looks like in practice is in this first six weeks of the lockdown, I made, I had millions of pounds worth of developments going on.

And I said to Jen, I had a portfolio builder in the first six weeks of pandemic, I said, we need to go from the top of the market to the bottom. And that was in the first six weeks of the pandemic. We didn't know if it was going to last six weeks or six months or six years.

And we strategically in the middle of developments, went from the top of the market, which was high end 900 pounds studio apartments a month, all the way down to the bottom of LHA, homeless, social housing. And that strategy has made us more money over the last two years than any other strategy we could have done, because we changed our whole business model on its head in the middle of the beginning of the pandemic. Now, we're going to see the next phases of the market change.

And as things happen, market calls, utility costs go up, interest rate goes up, GDP comes down, a lot of stuff's going to be changing. And now is going to be the next period to make those adjustments of what is it? Is it build to sell?

Is it build to rent? Is it lease options? It's like you need to have all these tools in your arsenal to make those decisions.

[Simon] (27:32 - 27:56)

The thing I love about lease options, Dan, is no matter what strategy you're doing, if you're new and you're doing rent to rent, you should absolutely do lease options instead of rent to rent because it's so much more powerful. If you're already doing HMOs or service accommodation, if you're doing commercial to residential development or just commercial property, in the right circumstances, lease options can work across all of those. So lease options is not really a strategy, it's really a tool that can be used to control property using very little of your own money.

[Daniel Hill] (27:57 - 28:48)

Yeah, absolutely. I've done lease options on 80 grand houses. We've got clients, we've got board members on Property Entrepreneur who've used it to do 10 million pound developments and they've paid like a quid or 10 grand or 100 grand in some cases.

But it's a big difference between putting a million pound down and putting 10 grand down. It's very, very powerful. Simon's got an event coming up, Property Magic Live, where I'm going to be speaking and there's going to be a number of other experts talking about these creative strategies.

Simon, for people that have listened to this and they like the idea of acquiring property, controlling property without having to have that huge capital outlay, whether it's small houses or it's seven, eight, nine figure developments, what is Property Magic? What are we going to cover? When is it?

And I know we said that we'll be able to do a special offer for the Property Entrepreneurs on the podcast. How can they get themselves a place?

[Simon] (28:49 - 35:21)

Great. Okay. So first of all, Property Magic Live is an annual event.

We started back in 2008 when actually I'd written the book in 2008 and the market completely changed and everyone was panicking. They're like, guys, let's get your head straight here. So there's a lot of mindset stuff in there to really keep people on track and focused and in the game.

That's the first thing. But actually, we always look at what's happening in the market. What are the best strategies for moving forward?

So this year, we're going to be really focusing on what we've just talked about, purchase options, lease options, and also vendor finance. Because none of us know what's going to happen in the market, Dan. We'd be very surprised what's happened the last couple of years.

Whether the market's going up or whether the market's coming down, these tools work incredibly well. So if you were not using these already, you are absolutely missing a trick. And just to be clear, purchase options don't work on every deal.

Vendor finance don't work on every deal. You want this toolkit so when you meet a seller, you find out what's going on for them, and you can pick the relevant tool that helps them, gives them what they need, and also gives you what you need. So if you've only got one tool, if you've only got a hammer in your toolkit, everything starts looking like a nail, right?

And it's not going to be appropriate. So it's about giving you a toolkit to make sure no matter what happens in the market, whether it continues to go up or does start to decline, you've got the relevant strategy to move using forward. Now, that's if you are looking to buy property, but also if you're selling.

Dan, you and I have both sold properties over the last couple of years. I recommend all people who have been in property for a while to every year look at their portfolio and really analyze it. What are the good deals?

What are the ones that are not so good? I've been investing for 27 years, Dan, and I bought a number of properties over that time, which at the time might have seemed like a really good deal, knowing what I knew at that time. But knowing what I know now and happening in the market, if I had a second chance, some of those I wouldn't buy.

So those properties I'd generally get rid of, take the equity out and use it elsewhere. So whether you're looking to buy properties or even sell properties, understanding these two tools, when the finance and purchase options are incredibly powerful, it just gives you far more choice. And no matter which side of the equation, it can help you make more money.

So those are the two shots we're going to focus on. And what I also do, you're quite right, you said, Dan, sometimes you hear about this, oh, it's amazing, but I don't believe you can actually do it, particularly in today's market. We get some of our current mastermind students who over the last 12 months have been doing these strategies, even in this booming market, doing very, very well.

And we get to share what they've done because it builds a belief. If these people have done it, it means it's possible, it means you can do it as well. So it helps build your mindset, helps build your belief, will give you the actual strategy you need to move forward, gives you a real boost to your motivation, and also helps you connect because we're doing it as a hybrid event this year.

The dates, by the way, are the 9th to 11th of September. So Friday the 9th to Sunday the 11th, there's a full three days. And we're doing it as a hybrid event.

So having a very small number of people live in the room in Birmingham, just by Birmingham NEC. And that's going to be my main mastermind students, people like Dan, guests, and obviously, anyone who goes through a VIP. So a small group in the room, but then also the majority of people are going to be watching virtually from the comfort of their own home, thanks to Zoom.

And we got people from all around the UK, we also get a lot of international investors who want to access the UK market, they want to meet people on the ground in the UK. So you want to pick up international investors or connect with those kind of people. Again, this is a great way to build your network.

And I'm a great believer that your network is your net worth. So that's what the event's all about. Now, the tickets are typically 1000 to 2000 pounds, depending on what level you go for, whether it's virtual or physical.

And the reason we do a paid event, Dan, is because we attract a more serious type of person. We do lots of free things, we have lots of free webinars, and you'll be having to have some free events. And they're great.

I go to free events, I know you do as well, you can always get value from those events. But you know what? I want to be a bit honest here, if that's okay, Dan, a bit of true love.

Sometimes people go to free events, because it's free, they don't value it. And they don't take action. Sometimes it's not the best people to network with.

And whenever I go to an event, even if it's a low cost, I will always pay to upgrade to go VIP, because I want to connect with the other people who have also invested themselves who are also VIP. So that's why this is a paid event, we get a much higher caliber of person, people who are completely new, starting the journey through who are very experienced, who've done mastermind many years ago, they're really successful, they keep coming each year to get an update on their knowledge, to get that boost of motivation and connect to more people. So it's an incredible event.

You can find out all about the event, I think we'll probably put a link in the show notes as well. The website is propertymagiclive.co.uk, all the details about the event are there. But Dan, as we agreed, for anyone who listens to the Property Entrepreneur podcast, we have a bit of a special deal.

If they take action quickly, I like to reward action takers, because action takers, people with decisive journey, more successful people. So we've got a little bit of a hidden page, I'm going to tell you the link to it in a moment, where if you go, you can get I think instead of a virtual ticket, instead of 1000 pounds, you get about 200 pounds per spot. And if you want to come and join us physically in the room for three days, get all your food and everything included, instead of 1500 pounds, because you listen to the Property Entrepreneur podcast, I think get it for 497 plus spots.

So massively discounted rates. And by the way, as usual, we have our money back guarantee. What that means is you can come either virtually or physically in the room after a whole day and a half.

If you don't think it's one of the best property training events we've ever done, if you can't see how you get at least a 10 times return on your investment, or you might say, look, it's a great event. It's just not for me. Just let us know.

And my team will give you a full refund. That's up to halfway through. Now, I know people are not going to want their money back.

People never ask their money back to this event. It's just amazing. But that's there to take away the risk.

So the special page you need to get these discounted tickets because you're a Property Entrepreneur podcast listener is write this down www.propertymagiclive.co.uk forward slash PE for Property Entrepreneur. Nice and simple. I'll tell you one more time.

www.propertymagiclive.co.uk forward slash PE. And I'm sure we'll put a link in the show notes down, won't we?

[Daniel Hill] (35:21 - 36:19)

Yeah, absolutely. Ladies and gents, if you're serious about going into property and making the most of it over the next few months and years, this is where I learn how to do these strategies. And like I said before, I've used it on small terrace houses.

I've used it on big six and seven figure developments. And if you want to start getting involved in property for the first time, or you're experienced and you just want to stop relying on the traditional methods of raising private investment and capital, the strategies that we taught on Property Magic Live are the ones to use in this capacity. I'll be there.

I'll be speaking there. It's the 9th to the 11th of September, three day event. Those prices are an absolute no brainer.

Get yourselves booked onto that domain name now. It's in the show notes. It's propertymagiclive.co.uk forward slash PE. And I can personally vouch for the content, the training, and the fact that this stuff does actually work in practice. And I'd recommend spending a day or a few days with Simon to learn it for yourself and put it into practice. Anything before we finish, Simon?

[Simon] (36:19 - 37:29)

Well, I was going to say thanks so much for that. Hopefully people got real value from this podcast today. The whole idea was to inspire you and to open your mind.

It's going to be doom and gloom for many people the next year or so, but it doesn't have to be that way. You get to choose. You need to make a decision.

And you know what? Just thinking about Property Magic Live one more time, if I lost everything and had to start again, I would be using purchase lease options. It's got to be the fastest way to get cash flow and potentially let it grow from property you don't own.

But even down at your level, I think you're probably using more of this creative finance on the bigger deals than you did even on a smaller deal. So no matter what stage you're at, you're going to love this event. And come and spend some time with me, spend some time with Dan, and connect with some switched on investors from all over the UK, in fact, all over the world.

So Dan, I'll just say thank you so much for inviting me on the podcast. I hope we've inspired people today. I look forward to seeing many of you physically in the room or virtually online for Property Magic Live.

And just keep up the great work you're doing, Dan. You're changing lives, you're inspiring people, helping people to step up to the next level in business as we do in property. And it's great to be connected with you.

And I look forward to our next skiing trip, Dan.

[Daniel Hill] (37:30 - 39:14)

Yeah, absolutely. Always business and pleasure. Work hard, play harder.

Simon, thanks for joining us. Those of you that have been listening, remember, success and failure are very predictable. And when we talk about observe the masses and do the opposite, what you're going to see in the paper, in the press, in the market at the moment, is you're going to see more and more doom and gloom, bad headlines.

And it's going to make people run for the hills. And just remember that low competition means high margins, but only if you've got these tools in place. So get yourselves booked onto Property Magic Live.

I will see you there. Simon, thank you again. Enjoy the south of France.

And guys, I'll catch you next Tuesday for the next episode of the Official Property Entrepreneur Podcast. Success and failure are both very, very predictable. I'll catch you then.

I hope you enjoyed this episode of the Official Property Entrepreneur Podcast. If you are not already subscribed, click subscribe now to make sure you never miss an episode. Again, if you're not already following me on social media, Instagram is Property Entrepreneur underscore, Facebook is Dan Hill.

And if you're not already in the Official Property Entrepreneur community on Facebook, there's over eight and a half thousand of us in there now. Join that group. And if you're not in one of the private WhatsApp groups, maximum of 20 people in each group, in the show notes, type VIP podcast and send it to the number that's in the show notes on WhatsApp.

And we'll get you added to one of the private VIP WhatsApp groups where you can request your own podcast. It will be dedicated to you and your business. And every Tuesday I'm in there answering questions, giving you one-to-one direct support.

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