**TBP 242 Edited\_Transcription**

[Daniel Hill] (0:05 - 0:34)

Welcome to the Blueprint Podcast. In these episodes, I'm going to share with you my life's work boiled down into simple blueprints that I used to build a 10 million pound portfolio and retire with financial independence at the age of 35. You can listen to these podcasts in any order, and I guarantee you that when you execute them in practice, you will see that success and failure are both very predictable.

Let's get into the next blueprint.

[Josh Keegan] (0:40 - 1:36)

Ladies and gentlemen, in this episode of the Property Entrepreneur Podcast, we are joined by one of our Strategy Day award winners, Mr. Afam Sadiku. Afam was on stage and ended up second place in the Strategy Day presentations at the start of this Property Entrepreneur year. He is a very accomplished individual.

He started his property journey at just 19 years old, where he bought his first bike to let. He became financially free at 25 and left his job as a Canary Wharf banker and grew his portfolio to 30 properties before turning 30. He has a huge portfolio.

He joined Property Entrepreneur last year, and his presentation became second place in the Strategy Day awards, and for the reason you're about to see. In this episode, we're going to share with you Afam's presentation, so you can understand exactly what goes on behind the scenes at Property Entrepreneur, and the level we get to when deciding our strategies for the year. We hope you enjoy.

[Afam Sadiku] (1:41 - 11:41)

Good afternoon, everybody. My name is Afam, Afam Sadiku. So I'm just going to start off with a little bit about me, about what I do, and then we'll get straight into the presentation.

So as mentioned, my name is Afam Sadiku. I'm the founder and director of Getting Started on Property Limited. And before we get into the presentation, I just want to give everybody a little bit of a background about me, what I've done in my life, and how it's got me to where I am today in front of you good people.

So I guess my kind of business life started off at about 13 years old. When thinking about 13 years old, it all started from a girlfriend, like I explained to my table. So back in the day, my parents used to give me £2.50 every single day for school dinners, and that £2.50, I used to just save it, save it, save it. Because what I would then do is go to the city centre with my girlfriend and then go to McDonald's. And there was one time that I would go to the cash machine with her in the city centre and I had tried to withdraw £20 from the cash machine and it didn't come out. Tried it again, it didn't come out.

So I checked and I had like £14 in my account. So I couldn't take any cash out, which means I couldn't buy any McDonald's, which means I had to go and tell her I can't buy any McDonald's and it was quite embarrassing for me. But at that point, I said never again.

So the next thing I then decided to do, like never again. So the thing I decided to do next was I begged one guy that I knew worked in our estate to give me the connections to a different guy that could allow me to do a paper round. And thankfully, I was given the job, £15 a week, but that kind of kicked off my work ethics and also my kind of business mentality.

And thinking about the work ethics side of things is that being a 14 year old, 13, 14 year old doing a paper round is difficult. It might sound easy, but it's very difficult because rain or shine, you have to do it. After school, you have to do it.

You can't see friends. But it built a lot of discipline for me. Now, then thinking about the business side of things, this is where, you know, your clients would pay you every single week.

But when they miss payments, it means that you don't get your bonus. I'll contribute my own funds, which meant to get the bonus and I'll chase my client later on to get the to get the payment. Now, moving on to that, my mentality was save, make money and then reinvest.

So when I got into my secondary school, I was a typical kid that was selling chocolates, selling sweets. And I thought about what would make me different to other people. So then I started to freeze my drinks.

I started to bring in popcorn. I started to bring in candy floss, which most people didn't do. And then I systemized it.

So I'm thinking about systemizing it. If you think in my school bag, there's only a certain amount of chocolates and sweets that I can actually have. But other kids would want to sell, but they don't have money to invest because there was no saving.

So I used to do is I say to the kids, literally, I'll fill all your bags and I'll pay you five pound a day and bring me the money. So they will go and sell and then bring me the money. And I just kept on doing it over and over and over again.

And then when I got into sixth form, I said I can't be selling chocolates and sweets anymore. And I studied business studies. So at that point, I used to be like a little gangster and wear like baseball caps and things like this.

And I said, OK, let me just start selling baseball caps, because if they don't sell, I'll just keep them. And I list my baseball caps on eBay and literally it was incredible. This was like back in the day when online wasn't like a big thing for selling, but it was incredible because literally they sold out in the space of like by the time I had my first break and I made like one hundred and fifty pounds.

I said, I'm going to do it again and again and again. And then I built my first proper business, which was called 501young.com, went into eBay, started to sell wholesale to stores across the UK and it did very well. And I sold the business.

So I sold that business to, I was so young, I sold that business to an international investor, a guy that I met online, and they pay me forty five grand. And I was like, Jesus Christ, this is incredible. I thought it was incredible.

I was 17 at that point. Yeah, so that was quite, quite a shock. Anyway, moving on from that, I said, I don't want to do school no more.

I'm making money as is. I want to go and work for a company. So I joined Barclays Bank on an apprenticeship scheme, which was one of the best and worst things I've ever happened because I smashed the apprenticeship scheme.

I did a GCSE level, an A level level and an advanced level, which is like a degree. But the thing that it took me away from, it made me a very good banker and they put me in front of everybody. But the thing that it took me away from was my dream of a business.

But anyway, I bought with the funds that I got from the sale, I bought my first house. It was a house in Liverpool, fifty three thousand seven hundred. And I was in Manchester at the point when I got my first rent and it was like four hundred and fifty five pounds.

And I said, that was just too easy. Like, that was too easy. Let me do it again and again and again.

And moving into London in 2018, I had about 15 houses at that point. And I was 24 years old. And a lot of my colleagues were asking me, like, how did you buy this many houses?

I said, Liverpool is cheap, like Liverpool is cheap. So I literally just said, like, I'll go and find houses for you and pay me a fee. And that's when we got into the sourcing business.

So that is just a little bit of a background to how I got into getting started in property and where we're at now. So moving on, long game. So this is just one year.

So I'm 29 years old and this is the first year of what it looks like. But what you'll see throughout the presentation today is when I get into some more detail. So the year of delegation.

So when thinking about the year of delegation, our business, my business partners over here, Liam, our business is busy. We have a lot of clients. We have a lot of attention.

But at the same time, I always see myself as I can do quickly. I can do fast. I'm the best at doing it.

But it's not starting to offload. It's simply because I'm starting to lose her and I'm going to go to Turkey to go and get it sorted. So I don't want that to happen.

So personal objectives. So what you'll see is the first slide, which is get my life back. So I used to be a beast like a year ago.

I was massive. But because the business got so busy, I stopped going. Well, I stopped going to the gym, but I reduced the time that I had going to the gym.

Open my eyes is now thinking about. So I don't live in the UK anymore. I moved to Spain about two months ago.

I have a gorgeous house in Spain, but I don't really value that. And then the last part, which is my gorgeous girlfriend. She's a 10.

But it's learn how to love. She's she's incredible. She's incredible.

But it's learn how to love because I haven't opened my heart up to love someone else. So professional objectives optimize the portfolio. So I have a range of buy select properties that I want to now optimize.

I don't want to grow the business and I want to really squeeze the profit that I can make from those businesses by looking at various different strategies, service accommodation, support of living, you know, many different opportunities. Next part is change the lives of others. So this is one girl that I met in Canary Wharf.

Young girl wants to get into property. We helped her find her first property and her second property. And you can really see how outcomes have now changed just from helping her with certain things.

And the next part is thinking big. And I must give credits at this point to my business partner, Liam, because Liam is the person that helped me think big this time. Last year, like January of last year, I bought this house.

It was a five bedroom house. It was one of the biggest properties I ever bought. By September, we took on a 14 unit block.

And this is all because of having great conversations with good people. Moving on. So headline strategy is systematically scale.

So when thinking about our business, it is very busy. We have VAs, we have staff in total, we must have about 15 people. But it's not how can we really optimise the things that we do have to scale because the business doesn't run unless we're currently involved in it.

Supporting objectives. So grow our service offering. So mine and Liam's, our brains work 24-7.

We're always thinking about new innovations. But one thing that we want to do is streamline the number of products that we offer and increase the level of services that we offer, because there's many great things that we can do to make additional income, which I'll speak to you guys about on a different occasion. So know your target market.

So by knowing your target market at the present moment in time, we just target anybody. Anybody wants to buy a house, we'll get one for them. When thinking about growing, knowing your target market is now really selecting your clients carefully and then maximise, sorry, maximise systems and resources.

So again, going back to our systems that we use, making sure that we really squeeze as much as we can get from them. So cash flow, profits and assets. So when thinking about the buy-to-let business, we want to systematically sell 15 buy-to-lets per month, 75% of those retained on a management basis.

When looking at the next part of our business, we also house a lot of homeless people. So we must have done over 100 homeless people in 2023. So we want to now do a 3 million turnover by the end of 2024, 100k per month on rental income, 100k per month in social housing income.

And then in terms of my own personal portfolio, which is currently sat at about two and a half million, I want to get that to now 3 million by the end of the year. But again, thinking about really squeezing the income from this. So 70-20-10.

So thinking about our business again, the first part is just GSIP on the business. So I want to be looking at the business. Then the next 20% is then spending time in the business or thinking about new innovations.

And the last 10% again, building the South Dakota Estates Limited, which is my own personal portfolio. And this is quite difficult for me. Liam knows me very, very well.

I'm the kind of guy that will walk out with holes in his socks. I can make all the money in the world, but I don't treat myself. This was very, very difficult for me to think about, but I think I might just treat myself to a Lamborghini this year.

Might do. Might just do. I'm not going to buy it in cash.

It is going to be on finance, which is the smartest thing for me to do at that point. But it's not thinking about myself and thinking more about my family. I want to treat my family to certain things like cars.

I want to retire both my parents, which will happen this year and basically give a life to the people around me that will make them proud of me. I'm proud of all of our achievements. And that is all.

Thank you.

[Daniel Hill] (11:45 - 12:29)

I hope you enjoyed this Blueprint podcast episode. If you're not already subscribed, sharing these, this is my lifetime's work. And every Tuesday, I'm giving you one Blueprint away for free.

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I'll see you on the next episode.