**TBP 290 Landlord Trap Edited\_Transcription**

[Daniel Hill] (0:00 - 9:46)

Many people get seduced into property based on the romance of doing deals, making loads of money and having a great time. However, in reality, they get stuck in what we call the landlord trap. And this is not where you want to end up.

If you want to ascertain where you are on your journey and whether or not you are stuck in this landlord trap, here are five signs that you might be stuck in the landlord trap and what you need to do to get out of it. Now, there's three layers to being in property. There's a landlord, an investor and an entrepreneur.

And we want to get you up to that top level where you own the business, you're working on it, not in it. And you're genuinely making seven figure net wealth, six figure income without actually having to run a business or do a job. These are five signs that I see consistently about people in property who've fallen into this trap and actually aren't property entrepreneurs.

They're not creating a significant amount of net wealth and actually they've fallen into the landlord trap of running the portfolio, being a landlord and working in it rather than on it. 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.

The first is a mindset piece. And if your focus every year is on making more money, I would say that this is a sign that you're actually stuck in the landlord trap. Now, the reason for that is that this is a bit of a trick question.

You do not want to actually make more money. Making more money means working more, it means taking on more responsibility, and it means creating more income on a monthly or an annual basis. This is a level one thinking.

This is a landlord trap thinking that you want to make more money. You want to make more money. You want to spend more money.

You want a bigger house, a bigger car, nicer holidays. That's actually a trap. You don't want to make more money.

You actually want to own more assets. And if you're in that mindset that you want to make more money every year, start to change that and think about level two and level three in wealth creation. And actually you want to own more assets, not make more income.

Making more income is level one. It's cash flow. It will never get you wealthy, and it will always require work.

It will require being busy, spending more time, generating more income. It's not what you want. What you actually want to do is work once and earn forever by owning more assets.

If you think about income is what you earn. So income is what you make basically from going to work, running a business. Income is what you earn.

Assets are what you own, which is what we actually want you to do. Increase your net wealth, increase your asset base, own more properties, own more assets. But time is all you have.

And the landlord trap is a place that eats your time. You do not want to be spending time. You want to get more time back and less work, but also creating more wealth and creating more money.

The second is your phone rings. So my phone's here. I can't remember the last time that my phone rang.

If your phone is still ringing, you are in that landlord trap. If people have to ring you on a daily basis, solicitors, letting agents, tenants, trades, maintenance, that is not being a property entrepreneur. That is being stuck in a business, running a company.

If you know your tenants' names and they have your number, you have their number. If you're speaking to trades, agents, tenants are calling you, that is the landlord trap. If you're doing any of those things, you are wasting your time running the business.

We need to get you up to the next level where you're working on it rather than in it. The third is project management. So if you are still project managing refurbs, you're dealing with contractors, you're going to site, you're choosing wallpapers, you're ordering materials, you're doing site visits, that's very much a landlord trap.

That is work. That's a job. That's not business ownership.

We want to get you above that level where you have teams to do that. And you don't need to have a big team to do that. It depends how many sites you've got on, but you would need, say, a site coordinator or a senior site coordinator, an EA or a PA who manage a project manager or a main contractor.

You just want to get those game-changing people in and have gatekeepers so they're not talking to you. But if you are still going to site and managing refurbs, you really are in that landlord trap. Jumping in quickly with a huge opportunity for you.

It is your once-a-year opportunity to join us for the Blueprint Summer Retreat. It is three days at the Belfry Five Star Golf and Spa Resort, or join us virtually from the 15th to the 17th of July. Go to www.theblueprintretreat.co.uk now. In three days, you will learn the UK's highest-rated business and property training blueprint, start to finish. It is action-packed. It is massive value.

It is a three-day retreat off the grid. The highest-value three days you will spend on your business this year with 100% money-back guarantee. You have nothing to lose.

You have everything to gain. If you're somebody who likes to learn and then actually execute, you cannot miss this opportunity. It is the 15th to the 17th of July.

Go to www.theblueprintretreat.co.uk now to secure one of this year's annual places. Success and failure are both very predictable. Make sure you take action and secure your spot.

Back to the podcast. The fourth is in a similar capacity. It's just day-to-day.

If you have anything to do with maintenance works, so you're dealing with everything from a tap being blocked to a door lock, a key snapping in a door, any day-to-day maintenance work on the portfolio, you are definitely stuck in the landlord trap. At number four, sign off maintenance works and be involved in the day-to-day. That's still very much being in the business.

Now, yes, you want to have control of the costs, and you want to make sure that you're not overspending and that the property is well looked after, but that should not be your job. That is a job, and it should not be one that you fulfill. The two things you need for that is a gatekeeper.

You need somebody to go there and become that person that's between you and the portfolio. That's the person, the gatekeeper. Then the second is the process.

Yes, you want to have control over your margins, and yes, you do want to maintain the property well, but it's all about ultimate results. The process you need is not to be deciding whether taps or snapped keys and locks are fairly priced or required. It's having a process, and the process we would use there would be having a budget in actual, which sets the monthly budget and yearly budget for whoever's going to run that part of the business for you to manage.

You just say to them, the budget is 10 grand a year, or it's 100 grand a year, depending on how big the portfolio is. On a monthly basis, your job is to manage that process to make sure that quotes are accurate and you're not overspending. It's just labels and materials.

Now, get them to labor. How many days is it? What's the day rate for the labor?

Does that look realistic? And then materials, what materials are they using? What's the cost?

Then a quick chat, GBT or Google search will tell you whether it's accurate or not. You do not need to be managing maintenance work yourself. That is the landlord trap.

Then finally is just the fact that you're actually working. If you're working out of hours, not only are you working potentially more than you would in a normal job, but you're actually potentially doing it for less money. If you are still working, not out of choice, if you have to take calls, emails, work in the evenings, weekends, or even when you're on holiday, that is the landlord trap.

That is a job, not a business. That is you spending your time rather than building a company. And you really need to be building in systems and team members to run the company for you.

If you've heard any of that and you've thought, you know what? I'm kidding myself. I am a property owner.

I am an investor. I am a high net worth individual. But I'm still answering the phone and dealing with blocked toilets.

That is the landlord trap and we need to get you out of that. If you've not already secured your place at one of our annual three-day events, three-day Blueprint Retreat will be taking place at the Belford Golf and Spa Resort. The first event sold out in record time.

Before we even got to the end of February, May's event was already sold out. There's two more dates left this year. And if you go to www.theblueprintretreat.co.uk, over three days at that retreat, five-star resort, three-course dining, the full Blueprint start to finish, you will understand the five problems you need to overcome to get out of that landlord trap and take your business to the next level. I hope you got value from that. Take note, take action. And remember, success and failure are very predictable.

I look forward to seeing you on the next episode. 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. These things are unique. They're proven.

They've enabled me to build over a 10 million pound portfolio in a few short years. And over the last 20 years, start, systemize, scale and sell over 40 different companies. If you like them, share them, subscribe, make sure you don't miss a single episode.

And tune in every Tuesday for a brand new episode. And then follow me daily on Instagram for free content, post twice a day, completely free of charge. Success and failure are both very predictable.

I'll see you on the next episode.