

"EMPOWERING YOU TO BUILD  
YOUR PROPERTY EMPIRE."



## 6 MONTHS PROGRAM - COURSE OUTLINE

### COURSE INTRODUCTION

- What is Expected of You?
- Complete The Personal Profile Questionnaire
- Complete The Property Questionnaire
- The SWOT Analysis of You
- The Genius Test
- Book a 1-on-1 Action Plan Meeting
- Mindset
- Goal Setting

### SETTING UP

- Systemisation and Outsourcing
- Forming the Correct Company Structure
- Joint Ventures & Collaborations
- Introduction to Your Power Team
- How to think like a brand



### UNDERSTANDING THE PROPERTY

#### SECTOR

- Why & How Property Works - understanding the market forces
- Rules & Regulations
- Understanding how strategic housing policies and plans affect your business model in terms demand & supply when developing

### INTRODUCTION TO THE DIFFERENT BUSINESS MODELS

- Buy Refurbish Rent Refinance (BRRR)
- Listed Building to Boutique Hotel
- Commercial Conversion
- HMOs
- Flips
- New Builds



### YOUR GOLD MINE LOCATION

- What is a goldmine location?
- How to identify your gold mine area
- Using online property related platforms
- Criteria for your chosen model

### THE DEAL ANALYSIS



- What is a Deal Analysis and how you can use it for competitive advantage
- The Purchase Cost
- How to Work Out Your Build Costs
- Operational Costs
- Assessment of the Gross Development Value (GDV)
- Analysing Different Exit Strategies
- Deal analysis for your chosen model
- Packaging your deal analysis



# 6 MONTHS PROGRAM - COURSE OUTLINE

## HOW TO SOURCE DEALS

- Direct from the Vendor
- Off Market Deals
- What Websites to Use
- How to outsource to your virtual assistant
- How to negotiate with vendors, agents and motivated sellers by using the nurturing steps

## CONSTRUCTION / BUILDING WORK

### FUNDAMENTALS

- Feasibility, suitability and accessibility
- Outline of the build phases
- My top secrets on: first fix, second fix, closing up and finishes
- Thinking with the end user in mind
- Dealing with builders & managing your site
- Understanding: tenders, specifications and drawdowns



## CASE STUDIES (LEARNING FROM THE PROJECTS WE HAVE DONE)

- New build - Hertfordshire
- Grade II\* listed building to luxury boutique hotel - Somerset
- Commercial to residential units
- Colchester
- BRRRs & HMOs - London

## FUNDING THE DEAL

- The refinancing process
- The different ways to finance your deal
- Leveraging your buy to let portfolio
- How to raise commercial finance using your pension SIPP/ SSASs
- How to raise money from private investors
- Bridging finance
- Creative Financing: lease options & delayed completion
- How to market your deal for valuation purposes
- Capital Allowance Claims
- Identifying Government Development Grant Incentives

## SCALING UP YOUR BUSINESS MODEL

- How to rinse and repeat the business model
- How to force appreciation others can't see
- Thinking like a brand



## GENERAL

Most of the theory will be covered on our online portal. You will be provided with your own unique login details to access the course content and learn at your own pace. This is supplemented with:

- Three 1-on-1 meetings with me - one at the beginning, middle and end of the 6 months
- Weekly live Q&A sessions
- Assigned accountability partners that you can share the details of your journey with to keep each other on track
- A VIP Facebook group for students only
- Additional support via email where necessary

