
“Top 10 Things That Will Either Make Or Break Your Property Business In 2008”

By Vanish Patel

Full-Time Property Investor

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First A Little Bit About Me...

- Full-time in property since 2001
- Founded the largest Property Networking Club in the UK
- Regular speaker at property trade shows
- Vanish Patel, 39, lives happily with his wife Sandhya in Pinner, Middlesex



Now... A Little Bit About You

**“What Are You Going
To Focus Your Mind
On In 2008?”**

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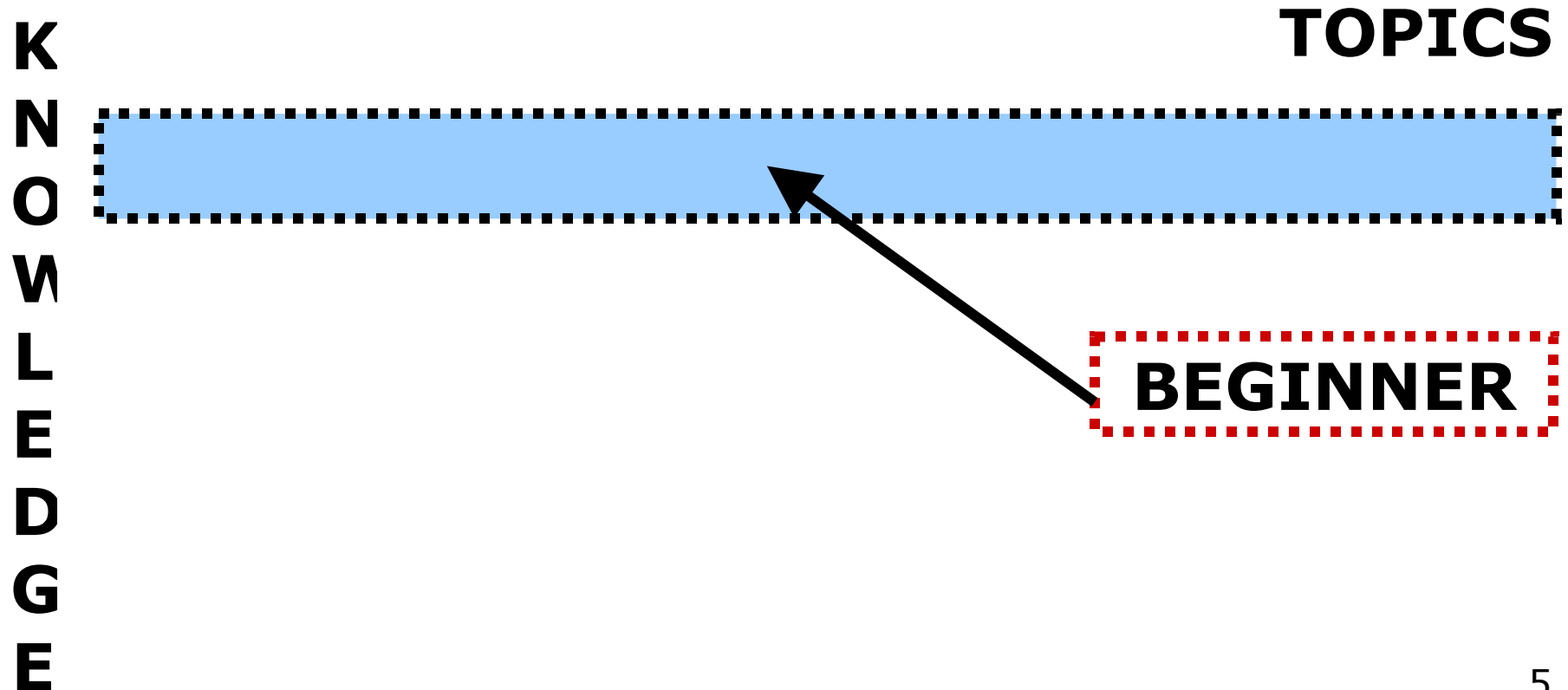
Property Beginner, Intermediary Or Expert?

- **Property Beginners Focus On:**
 - **Learning Everything About New Tactics**

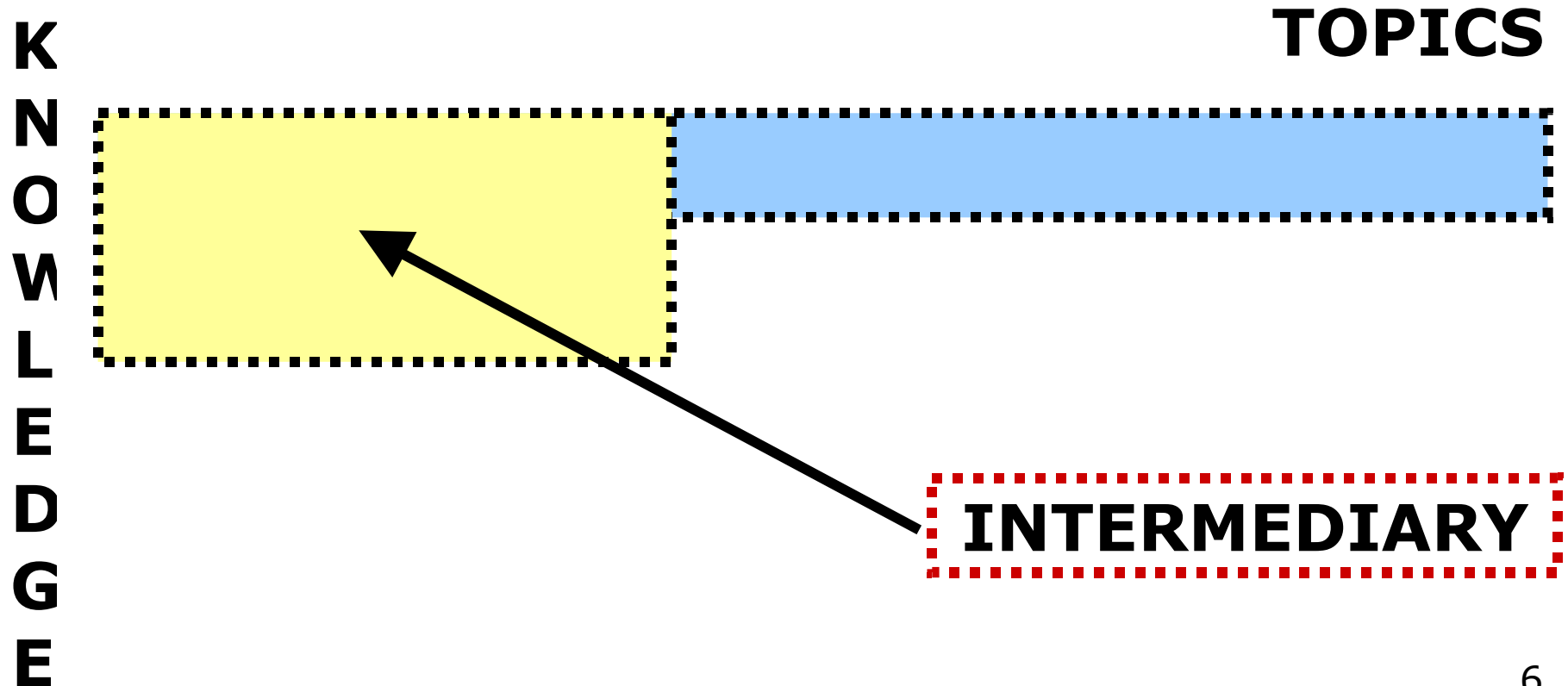
- **Property Intermediaries Focus On:**
 - **Improving Results From Tactics They Have Got Working**

- **Property Experts Focus On:**
 - **Mastering The Fundamentals**

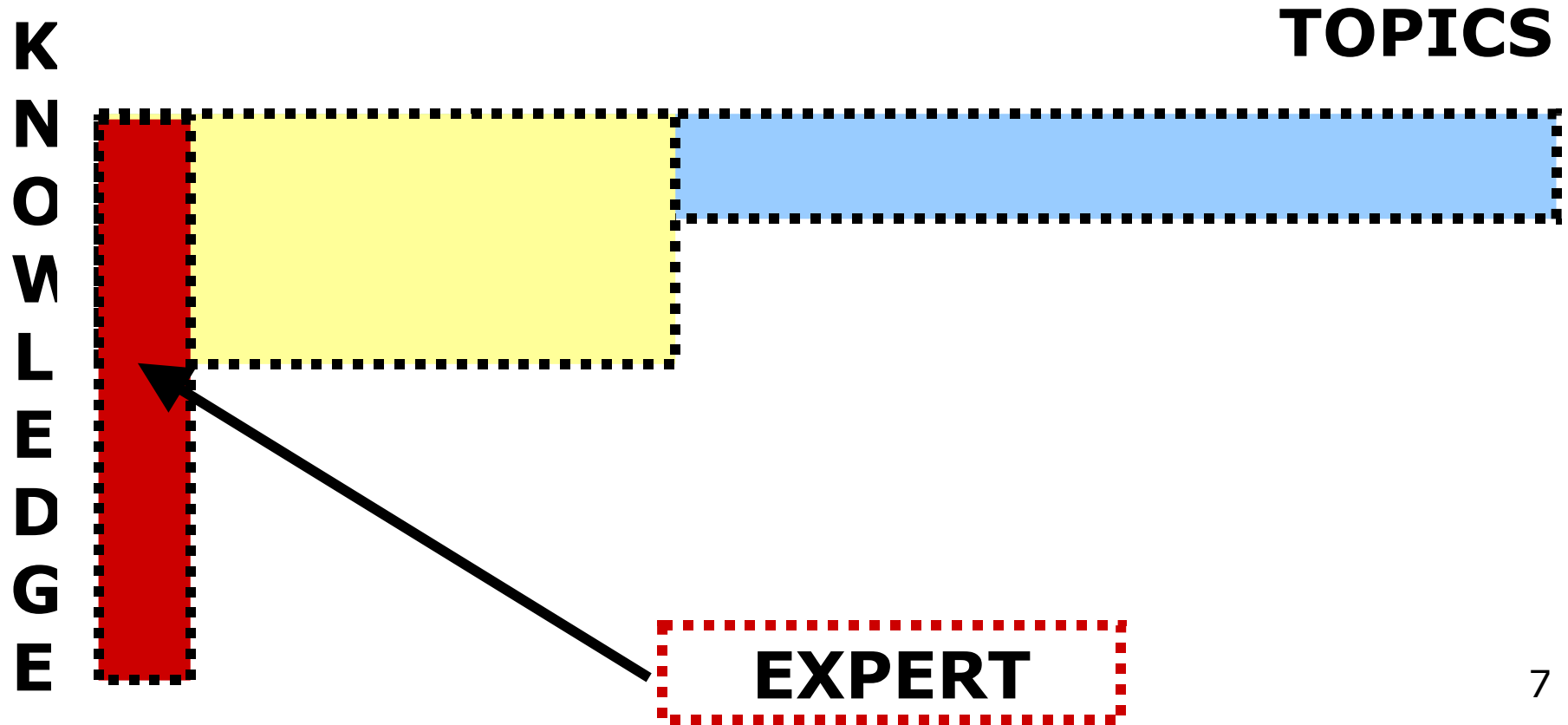
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Learning, Improving Mastering Property?

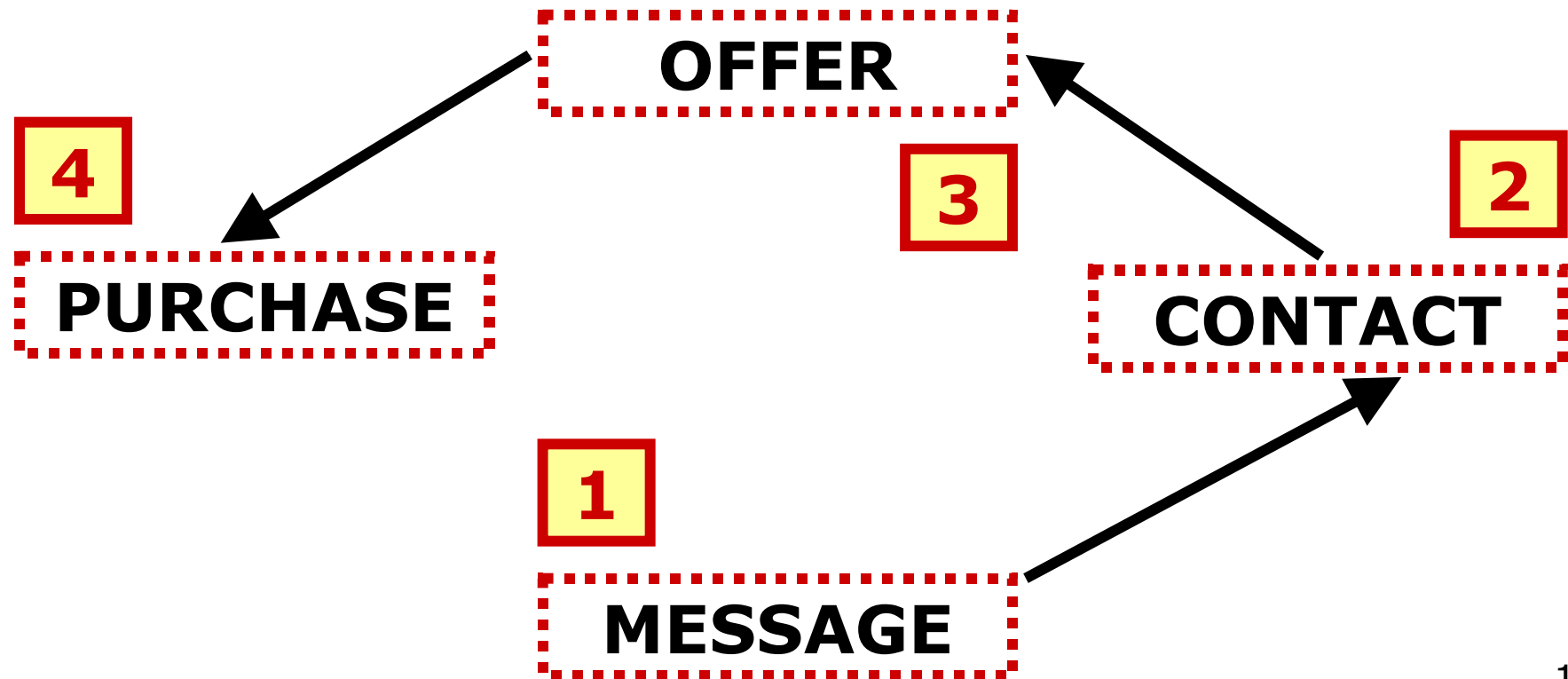
Focus Of Your Mind	Timescale (Hours)	Profit Potential
Learning...	10+	£1,000+
Improving...	100+	£50,000+
Mastering...	1,000+	£1,000,000+

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The Property Fundamentals

- There are **FOUR** steps to purchasing profit making property.
- There are **FOUR** fundamental property skills that you must master in 2008 if you want to have a profitable property business.

Four Steps To Purchasing Profit Making Property



Skill #1 – Create Awareness

- **Get home owners to know that you exist**

- **Develop methods for constantly letting home owners know you are in a position to purchase their property**

Skill #1 – Create Awareness

- **Craft a message that will attract your target audience**

- **ONLINE**
 - **Promote your website**

- **OFFLINE**
 - **Promote your phone number**

Skill #2 – Generate Enquires

- **Get home owners to make enquires about your property buying service**

- **ONLINE**
 - **Complete online enquire form**

- **OFFLINE**
 - **Contact your call centre**

Skill #3 – Qualify Prospect

- **Figure out WHAT the deal is**
 - **Ask them why they contacted you**
 - **Ask them about their situation**
 - **Ask them about their property**
 - **Ask them about what they want**
 - **Ask them when they want it**
 - **Figure out their basic needs**

Skill #3 – Qualify Prospect

- **Figure out WHO can do the deal**
 - **YOU - Do the deal**
 - **FRIEND – Someone you know**
 - **3rd PARTY – Someone you don't know**
 - **NO ONE – Move on**

Skill #4 – Purchase Property

- **Present Your Property Solution**
 - Make a written offer
 - Put a time limit on the offer
 - Outline the next steps
 - Offer a strong guarantee of completion

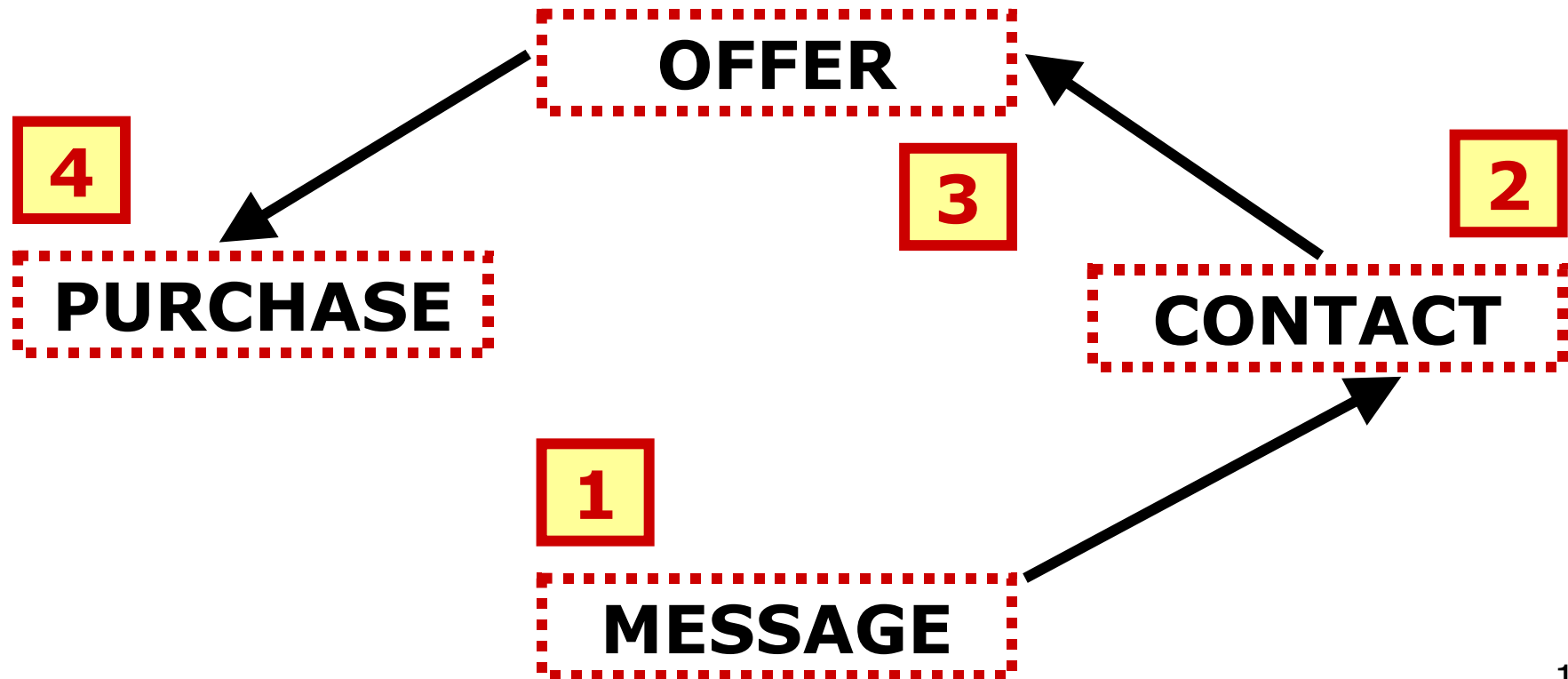
- **Have your finance and legal team in place before you make your offer**

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Skill #4 – Purchase Property

- **Project Manage Vendor From Offer To Completion**
 - Give vendor a list of tasks to complete
 - Get other people to contact them
 - Make sure something happens each week
 - Touch base with vendor once a week

Four Steps To Purchasing Profit Making Property



#1 – Who's On Your Message List?

- **How many home owners see your marketing message?**
- **ONLINE**
 - PPC - List Of Keywords
 - SEO – Content Pages / Website Links
- **OFFLINE**
 - LEAFLETS - List Of Home owners
 - ADVERTISING - List Of Newspapers readers¹⁹

#2 – Opening Headline

- **What are the first 10-15 Words from your marketing message?**
- ONLINE
 - 70% of website visitors will not stay on your site for more than 8 seconds
- OFFLINE
 - 70% of home owners don't read past word 15 from any leaflet coming thru the letter box

#2 – Opening Headline

- Need To Sell Your Home Quickly?
- Quick Cash For Your Property
- Hassle Free Solution To Your Money Worries
- Divorce / Separation? – Make A Fresh Start

#3 – Why You?

- **What are the reasons why home owners should contact you?**



#3 – Why You?

- We stop repossessions
- We offer a hassle free sale
- We are a local family firm
- We offer a discreet and confidential service
- We pay your legal fees
- We make an offer after just one viewing

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#4 – The Tangible Offer

- **What does the home owner get for making contacting?**
- **ONLINE**
 - Downloadable Ebook
 - Instant online quote
- **OFFLINE**
 - Informal Chat
 - Offer within the next 24 hours

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#5 – When Are You Open For Business?

- **When can the home owner contact your business?**

- Make sure you are open 24 hours a day so that you don't lose any enquires

#6 – What's The Initial Customer Experience?

- **What feedback do you give your home owner after they make their initial enquire**
- **ONLINE**
 - Email confirmation
 - Text Message / Voice Broadcast
- **OFFLINE**
 - Text Message
 - Letter / Postcard

#7 – Focus On Getting To “NO”

- ❑ You will do business with less than 10% of the home owners that contact you.
- ❑ The “YES”s will take care of themselves.

- ❑ 05% - YES – You will do the deal
- ❑ 15% - MAYBE – Your JV Partnerships
- ❑ 50% - UNKNOWN 3rd PARTY
- ❑ 30% - NO ONE

#7 – Focus On Getting To “NO”

- You will spend 90% of your time with the “NO”s.

- Get good at quickly figuring out why you should **NOT** do the deal.
 - They have other better options
 - They don't have capacity to accept offer
 - They require too much of your capital
 - They require too much of your time
 - They require too much development skills

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#8 – Have The Cash Waiting In The Bank

- **When home owner says “YES”, be in a position to make one phone call to make the deal happen.**
- Most Property Buyers are not in a position to make a cash offer happen within 2 weeks.
- Spend time building Your Finance & Legal team so that you can put yourself in a position to do deals that others cannot. 29

#9 – What Do You Measure?

- **Cannot improve that which you don't measure on a monthly basis.**

- **Measure & Improve:**
 - MESSAGES PUT OUT
 - CONTACTS MADE
 - OFFER LETTERS
 - DEALS DONE

#10 – Your Peer Group

- **You become like those that you spend most of your time with**

- **Who do you hang out with each month?**

Questions From The Audience



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