

# /Manifesto

# The Mission

Owning property is the best wealth creation method on planet Earth. The problem is that most landlords don't own enough property or love what they do. We want to change that.

We have seen the impact that a well built, professionally managed, property portfolio can have on the life of a landlord; allowing you to make choices you would not otherwise be free to make.

It is also true that a badly planned and managed portfolio can become a millstone around your neck, or worse, a nightmare that never seems to end. Let's be realistic, good things don't come easy, but it is possible to channel your hard work where it will make the most impact.

There's no need for you to waste time and money trying to reinvent the wheel! We have a tried and tested process to build and manage a property empire that is proven to work over decades. We don't keep this process a secret – in fact we share it freely.

The process is yours to adopt. If we can help, we will help.

Our process isn't just for beginners. If you have a property portfolio already, we work with seasoned Landlords get their empire running at peak performance. We will plan to optimise the key drivers of performance in your portfolio using our system.





**Property can be the ultimate lifestyle business.**

There is a limit as to how hard you can work. Can you have two jobs? Can you have 5 jobs? Can you have 10 jobs?

Can you own 5, 10 or 20 properties? It's our mission to make sure you do.

A stable asset-backed business is the only way to take control of the time you have available, allowing you to create the lifestyle you want.

# What it takes to be a successful, chilled out landlord

**A word of warning: It is possible to build a property empire that makes you work hard, swapping one job for another.**

We see landlords with dozens of properties, who still work awfully hard and are miserable as a result. You must avoid this at all costs! Our process teaches you the right way to be a landlord and how to avoid the hassle.

Growing a portfolio, then managing it, takes time, effort, and skill. You will need help - no one person should attempt this all by themselves, there's too much at stake.

Landlords often feel that they are doing things right but getting professional input will produce vastly better results. We are here to make the property investment dream come true for landlords who are open to being taught a new way of working.

We want to put a smile on your face. We want you to have some fun and enjoy being a landlord! We want to teach and inspire you to build your empire because we know it will give you the time and breathing space to be able to say: "life is good".



# You can make money *and* be proud to make a difference.



There is no shame in saying a landlord's first aim is to create value because a wonderful thing happens when you do.

A good landlord is an asset to UK Plc and our landlords can be proud.

You will be doing overwhelming good by investing your capital into an area. Where there was once run down, poorly maintained and sometimes dangerous houses, you create decent, safe and affordable homes for long-term renters.

ForTheRenters.com is our showcase for this part of the vision and it's not to be overshadowed by the exciting money-making opportunities.

We improve communities and we need you to enable us to do more of this meaningful work.

We are proud to be able to support several charities through the B1G1 organisation. All are high-impact projects, in line with UN development goals to create a sustainable future for us all.

This will be a business that you can be proud of.



# Are we right for each other?

We choose carefully who we work with. We're a group of people with shared values.

We promise to always do things right, or at least try to. You need to promise yourself, and us, to do the same. To be a successful, happy landlord, you need to engage and commit.



There are no shortcuts to success, but you don't have to spend any time working out the winning formula – we share our process, you just need **to be teachable**.

We might be doing the lion's share of the work, but these properties are your responsibility. To grow an empire you must, amongst other things, treat your renters right, keep up with maintenance, be organised with your accountant and get good mortgage advice. You must remain present.

# A free gift

If we sound like your kind of people, we make it really easy to join us in your own way.

Our process is yours for free, a gift from us to any landlord.

Everything we teach is readily available online. If you're happy to stand on the side lines for now, watch our videos, try our tutorials, download the guides and templates. You can absorb our knowledge and get a flavour of the good life. If you have a question, just get in touch.



**You can also begin watching our free property investment training videos over on YouTube. Be sure you subscribe so you don't miss anything.**

As good as they are, most people need more than a video tutorial to gain real traction. **Join our tribe** and you'll get exclusive invites to events like our **regular, free landlord meet-ups, deal clinics and intense workshops**. Open to all, from beginners through to portfolio landlords, we want to teach you our process and ensure you achieve your goals.

**Get all this, join our tribe by subscribing here now.**

**Better still, if you are ready to go, come and meet us! Complete the form on this page to join us on one of our Discovery Calls.**

**We've always got time for a chat** with you to discuss growing and managing your portfolio, call our **Discovery Team on 03333 448 148**

**If you are a Landlord, with 1-1000 properties, book a Discovery call to explore what our benchmarking process can do for you. Click here to book.**

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