

Lesson 1 - Property Investment Made Simple

**“How I made £33,275
in Two Hours 42
minutes & ALL for A
Cost of ONLY
£279.50”**



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How To Get The Best Results From This Lesson

To really get the best out of this lesson it is important that you print it out and keep the entire lesson together in a file for future reference. I have left plenty of space for you to make notes. **Remember that the information I am going to give you literally cost me thousands to learn.**

If you have any questions please don't hesitate to contact me directly at

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Dear Fellow Property Investor,

May I take this opportunity to thank you for subscribing to my 7 Day course

Property Investment Made Simple

Once you have read the course thoroughly you will have the knowledge of a professional property investor, and have the ability to forge your own successful investment deals.

There's a simple reason for writing these lessons which I'll tell you about later.

I started investing in property less than 5 years ago. I've made hundreds of mistakes which have cost me dearly, but luckily I have learned from those mistakes.

When I set out I had no one to advise me, or to discuss investment ideas. I learnt the hard way, but my goal was to own £1m worth of property in 5 years. Over the past 29 months I have blown that initial goal out of the water, building up a property portfolio worth over £5.5m (with over £1.5m worth of equity) from scratch. I'm not telling you this to boast, but to convince you that anyone with determination and ambition can build their own successful portfolio with minimum risk.

Through my own property investments and helping countless BuyProperty4less members to buy successfully, I have built up a wealth of knowledge on the subject of the investment property market. People who know me in the property game often come to me for help and advice, or sometimes just a second opinion about a particular deal.

Property Investing Is Simple

**"Buy the right property for the right price
in the right area"**

"If it's that simple, why isn't everyone doing it?" I hear you cry.

The reason why people don't do it is simple- they do not have the depth of knowledge about the industry with which to make an informed decision.

That is why I have decided to spill the beans and uncover some of the myths of property investing. I don't like the cliquy arrogance of the industry which has always made it difficult for the average guy/girl to get ahead.

In these lessons I'm going to teach you some of the fundamentals which other companies only discuss on their expensive courses. (I'm not knocking courses by the way, I think they're great - I happen to be a bit of a course junkie myself!)

All I ask is that you sit down and read this information thoroughly - it has the power to transform your life.

People often ask me how I got started. - So if I may, I'd like to tell you a bit about my background so you can see I'm a pretty ordinary guy. I was not born wealthy.

In 2000 I was facing redundancy. The textile business that I had been in since leaving school was in decline. Factories in the UK were closing and there was consolidation within the industry. The textile trade was all I knew. I'd been working in it for over 12 years, ever since I had graduated.

I was ready for a change. I hated working for the same old boss who really didn't appreciate all the hard work I put in just to line his pockets.

So I decided, much to my wife's disgust, to spend over £5,000 to attend a three day workshop. The workshop was good, and it certainly fired up my enthusiasm, but when I woke up on Monday morning I couldn't help wondering how to get started. Sure I knew the theory, but could I put it into practice? Ideally I wanted someone else to find me property and pay them a fee. There was no one I knew who did this.

I was frustrated. I lost my enthusiasm and did nothing for a further 6 months. It was by chance I read a small classified ad in my local paper for another property seminar, (remember I said I was a course junkie!). This time I was more sceptical. I wanted to meet the organiser

before I parted with another penny of my hard-earned cash. The company was based locally so I made an appointment to see the organiser at his office. We had a great discussion. This guy had bought and sold over 100 properties in less than 3 years. I had finally found someone who "walked the walk".

The seminar was great, but it focused on refurbishing cheaper terraced houses. Now as anyone who knows me will tell you - I'm hopeless at DIY. So although I could see the benefits of the course it didn't suit my personality, (or renovating skills for that matter!). I knew that I didn't want to manage builders, but what I learnt was that it was important to have a mentor, especially when you are starting out. This guy, who's now retired, was a straight talker. After I had been to his office to meet him about five times he eventually said, "Damian, you're a great bloke - why don't you just get off your arse and get investing?" Now some people may have been offended by his manner, but it gave me the kick up the backside I needed.

That same day I started in earnest to plan my next move...

"So give me an example of a deal you have successfully conducted", I hear you ask.

Just recently we had a scheme nearing completion in my local area. It was a mix of 1 and 2 bed apartments. I knew the area well, having lived there for over 20 years. After doing my initial research to find out the typical rental demand in that area, I conducted three very brief telephone conversations with local agents. They confirmed my own initial research- the area was very strong for lettings. **(Total Time: 15 mins/ Cost £1.50)**

I then got the local free newspaper and to look up comparables in the area. The nearest comparables I could find were some two beds ranging from £209,000 to £239,000. These apartments were larger (approx 150-200sq ft), but the ones I was interested in were a better fit for the BTL market. **(Total Time: 10 mins/ Cost FREE)**

Okay, now things were getting interesting. I knew there was a strong lettings market, and the prices were in line with the market,(if not a bit cheaper), all I needed to do now was instruct a formal valuation. I knew the deal was right

from the start. So with a quick call to my broker I had arranged for a survey to be carried out by a qualified surveyor. **(Total Time: 2 mins/ Cost £275)**

After a couple of days my broker called me saying the 2 bed apartment had been valued at £185,000, a little better than my own initial valuation of £175,000.

Now was the time to strike! I rang the agent who was selling the apartments and said I wanted to put in an offer to buy 20 apartments (I knew I could sell these to my Platinum clients). When making an offer I am always a little bit cheeky - so I said I wanted a 20% discount. The phone went very quiet. The sales lady, who I knew very well, said that she thought there was little chance the developer would agree to such a large discount. I said I'd put my offer in writing and asked it to be passed to the developer. (This is a great technique by the way! Often I have found that the sales staff are too scared to pass my offer to the developer as they think it will be laughed out of the office!)

I had done a lot of research and knew that the developer had sold the site to an investor who was wishing to realise a gain on about 25% of the apartments to help with his closing costs, and that if he was forced to complete, his stamp duty bill would be hundreds of thousands extra. **(Total Time: 2 Hours/ Cost NIL)**

I received a phone call saying that if I could sell the 20 apartments he would give me a maximum of 15% discount. I dug my heels in and said I would meet him halfway at 17.5%. After several minutes on the phone I relented and agreed to 17%. (I'm always a soft touch so close to Christmas!) **(Total Time: 15 Minutes/ Cost £3.00)**

So the deal was struck. All I had to do now was to sell the units.

Over the last few years I have built an excellent reputation. I have several clients who were waiting for deals as great as this one. These apartments would never reach the website, unless I could not sell them to my platinum members. My partner and I sent out brochures and hit the phones. Within 72 hours we had names against the 20

apartments. In fact we had a waiting list of purchasers in case any other units became available.

The average gain on each apartment was over £30,000.

Needless to say we had 20 very happy clients.

The developer had a few extra odd units which were snapped up in less than 12 hours.

We sold 25 units in less than a week and saved our clients over £30,000 per apartment. Some of my clients even snapped up more than one apartment.

In Lesson 2 I'll explain

- **How I made my first investment**
- How much capital I started with
- **How I built my portfolio quickly**
- How one simple mistake cost me £17,456
- **How to get your first investment property**
- How to conduct your own due-diligence

Get ready to receive my next lesson tomorrow

Happy Investing



As I'm sure you'll agree the main thing you need to make money from investing in property are the right contacts.

I can bet you that the contacts I've built up over the last 5 years are some of the best in the business.

When I started investing I knew no one and learnt the hard way, making many mistakes along the way. I have built up a small select clientele who know that to get ahead and save

thousands in the process they need to have someone who has experienced it all and can handpick the prime property investment deals there are out there.

My "Dream-Team" of advisors includes

- One of the UK's leading Mortgage Brokers
- One of the UK's "Top Ten" tax advisors
- The North-West's leading law practice
- The No.1 furniture provider for BTL property
- Some of the most successful letting agents

I'd like you to answer this question:

If I could do 2 deals per year like the one I mentioned in Lesson 1 - How big a portfolio could I have in say 5 years and what would it be worth?

What figure do you get?

What difference would it make to my lifestyle?

As I mentioned earlier in this lesson I want to work with a few select clients who want to get ahead in the property business.

I do all the hard work finding you property and doing the deals. You reap the rewards.

I'll personally introduce you to my dream team of advisors who I hand-picked, purely because they are the best in the business.

You'll receive each property deal exclusively via email BEFORE it hits my website. You can choose the best plots before they're snapped up by other investors.

To find out more about my platinum and platinum mentor services please click the following link below

<http://www.buyproperty4less.com/platinum-membership/>

That's the end of today's lesson. In tomorrow's lesson I'm going to show you a great deal that I happened to fall on by accident which netted me £37,876 in less than 4 weeks

Yours in Property

A handwritten signature in black ink, appearing to read 'K. Damian Qualter', written in a cursive style.

K Damian Qualter BA MBA