

Lesson 2 -Property Investment Made Simple

**“How I made £37,876
by accident and in
less than 4 weeks”**



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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.

Many people ask, **"What was your first deal?"**

My first deal took 6 months of hard slog. I visited virtually every developer and agent within a 50 mile radius on Manchester trying to do my first deal. Most of them laughed me out of the office when I asked for a discount, but that didn't put me off. Rejection is hard for most people to handle, it was for me too! **BUT** I knew that I would have to ask the question many, many times before I got a yes.

I had re-mortgaged my house and withdrawn £50,000 to use as my funds to build a portfolio.

It was a chance meeting in a pub with an old business school friend that brought about my first deal. He'd just landed a new job and we were out to celebrate.

He had told me to meet him at a pub just off Deansgate. We would have a few drinks and then go on somewhere for something to eat.

Instead of driving I booked a taxi to take me into Manchester and arrived about 20 minutes earlier than anticipated.

It was a lovely summer's night so I decided to have a walk around a part of Manchester which was undergoing lots of regeneration. I'd heard there was a great new bar that had just opened, so I went looking for it.

Opposite the bar was a small site of 12 apartments about to be completed. I hadn't heard about this particular scheme so noted the number to call the next day.

The next day I rang the sales office and arranged to view the apartment. It looked great, with a contemporary

finish, and I could see the potential of it for letting as it was situated in an area of high employment, just a short stroll from the main shopping area in Manchester.

I explained to the sales lady that I would be interested in buying 2 apartments in the block if I could get a 10% discount. Remember this was my first deal! She explained that there were only 2 apartments left, both 1 beds. I said I'd buy them both, if they agreed to the discount.

I receive a call later in the day saying that they would not agree to 10% but would consider 7.5%. I stuck to my guns, and politely declined their offer and confirmed that if they would reconsider I would still be happy to go ahead.

I heard nothing for about a week. The developer rang personally and wanted to know how serious I was. He had just had a bad experience with another investor who had let him down.

I explained that I was serious and that provided he agreed to my discount I would be able to proceed right away. The developer reluctantly agreed, **PROVIDED** I could complete in no more than 6 weeks from that day.

I remember putting down the phone and having strange feelings of both excitement and fear.

I needed a mortgage broker and solicitor **fast**.

I used a local firm of solicitors and a broker that had been recommended to me.

When you are making your first property purchase it's both physically and emotionally demanding. If you talk to family and friends they can be very negative - often as a sign of jealousy. Don't be put off.

After the emotional rollercoaster of the next few weeks I received my mortgage offer exactly 20 days after I reserved the property, and we were on track to complete well inside the deadline the developer had proposed.

We completed exactly four weeks and a day from start to finish, and after all my costs I had made £37,876 in equity - Not bad for a month's work.

I was hooked - A property junkie looking for his next fix.

Over the next 12 weeks I went on to buy over £1.2m worth of property.

How Much Capital Did You Start With?

I initially re-mortgaged my home to get funds to invest. It's amazing how much equity people are sitting on without even knowing.

I started with £25,000, although I had funds available of approximately £60,000 if necessary.

TOP TIP: You must treat property investing like any other business and it must be properly funded.

How To Conduct Your Own Due-Dilligence

Whenever I launch a new property investment I invite my clients to visit my offices and together we go and look at the area. There are many useful websites that can help supplement the process, but nothing beats taking a physical look yourself.

Visit the area, talk to letting agents. Ask them what the demand is like. Remember **invest in haste - repent at leisure.**

In Lesson 3 I'll explain

- **How I bought over £1.2m of property in 12 weeks**
- How to ensure the discount you are getting is genuine
- **How I built my portfolio quickly and had a few grey hairs**
- Why people want to work with me to help them build their portfolios

Get ready to receive my next lesson tomorrow.

Happy Investing



P.S - I forgot to mention the mistake that cost me over £17,456. A few weeks after completion I met the developer in Manchester. He asked how I was getting on, and had I found suitable tenants, which I had. I asked if he was happy with my performance as an investor. He said the following, "Damian, you're a nice guy, I can see that. Why didn't you ask for any more discount?" I replied, "Why, would you have given me more?" He chuckled and said he would have considered a bigger discount, if I'd have asked in the first place.

That mistake cost me somewhere in the region of over £17,000. It's a mistake I never made again.

Some people are good at negotiating, some are too busy and some lack the confidence. That's why I can do it for you. Rejection can be a bitter pill to swallow.

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/>

Yours in Property



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