

# MY HIGH 5 TIPS FROM 2017

Well, we've made it to the end of 2017 and what a year it has been! We have experienced a number of changes in the property industry and by the time you read this, you will be aware of the increase in interest rates – the first in ten years.

For this month's article, I am offering up my top five Christmas tips for property investors.



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## 1 SAY THANK YOU AND MEAN IT

If you are anything like me, the people in your office will have seen you get ecstatic when things go to plan ... and equally not quite so much when things are not going quite so well. There are also other people that you see on a daily basis, so make sure to say thank you to the colleagues, professionals and service providers who have helped you throughout the year.

For me, this would include:

- Business partners
- Staff
- Workmen and tradespeople
- Professionals (solicitors, accountants, architects)
- HMO caretakers

It is essential to value the hard-working dedication of other people that makes your business work every day. Alternatively, if they aren't helping your business work, now might be a good time to have that all-important chat. Be honest and constructive about what you are looking for and how you can make that happen together.

**"To win in the marketplace you must first win in the workplace."**

DOUG CONANT

## 2 APPRECIATE THOSE WHO YOUR JOB WORTH DOING

Like it or not, tenants are customers. Without them, you wouldn't have a business! Therefore, the better you treat them, the more likely they are to stay with you. 'Tis the season to be jolly, so spread some of that merry cheer to your HMO and single let tenants alike. Every year, I send my tenants a Christmas card and a gift in the form of chocolates for HMOs and, in some cases, a bottle of wine.

As well as providing presents, I also recognise that Christmas can be a particularly lonely time for some people, so I always make sure to pop in and visit vulnerable individuals during this period.

**"Coming together is a beginning. Keeping together is progress. Working together is success."**

HENRY FORD, FOUNDER FORD MOTOR COMPANY

## 3 TAKE TIME OUT – SPEND TIME WITH FAMILY AND FRIENDS, RESET YOUR MOOD, GET PERSPECTIVE

Every year my wife insists I take two weeks off work over the Christmas period, which will ensure that I manage to get four actual days off. She says it takes me the first week to switch off, finalise deals, complete projects I have on the back burner and start to relax. Then, after I've finally wound down and relaxed for a couple of days, I start thinking about the year ahead.

A huge part of the programme for Elite Property Tribe members is about getting into the right frame of mind to always be hungry for success. However, in order to work to your optimum, you have to give yourself quality time with the people who make it all worthwhile for you. It gives you a chance to gain a perspective on your successes and value the hard work you have done.

You have worked hard all year round. Now is the perfect time to take some time out without feeling guilty and without FOMO (Fear Of missing Out). Everyone else is off, so enjoy time with your families and loved ones. Over this period, I try not to check emails or do any work-related activities unless it is a real emergency.

Admittedly, I am a self-confessed workaholic. I love what I do, therefore I struggle to switch off. However, this year my wife insisted I left my phone at home when we went on vacation and do you know what? ... I actually felt like a different person. I had stopped and spent time with my family, and felt refreshed as a result.

Take some time out, laugh, enjoy and get merry!



## 4 REFLECT AND PLAN YOUR MINDSET IS YOUR GREATEST ASSET

This time of year is the perfect time to sit back and reflect on what exactly has happened over the past 12 months. Ask yourself the following questions:

- 1 What went right this year?
- 2 What would you have changed about those things?
- 3 Have you met any of the goals you set at the start of the year?
- 4 What actions would you have changed this year?
- 5 What does the next year look like?
- 6 How are you going to achieve this?
- 7 What strategy are you going to embark on?
- 8 What will you define as success for the next year?
- 9 Where do you want to be this time next year? And (in my case) ...
- 10 If I continue to wake up at 5.00am to deal with emails, will my wife still be with me?

Once you reflect on the past year, you can decide whether it has met or exceeded your expectations. I tend to be hard on myself as I always want to do better. Over 2017, we are on target to have successfully traded 500 properties, which is equivalent to two a day, five days a week, yet I think we could do more. But it's a fair assumption that some investors will never do that many transactions within their lifetime, so it's a matter of perspective.

**My advice? Never get stagnant; keep reinventing yourself; STAY HUNGRY.**

Finally, I would like to wish you all well over the Christmas period, and every success for this coming year. Thank you for your continued support, I really appreciate the kind words I receive from the YPN community. I look forward to sharing more property wisdom and experience with you in 2018, and perhaps meeting you along your property journey.

Happy Holidays!

Arsh

## 5 BE KIND TO YOURSELF

December is full of Christmas lunches, parties and generally being social. I like to attend as many events as possible over the month because I find that people tend to let their hair down and you get to know them better. I have built some fantastic business contacts at social events as opposed to formal networking events, as both parties have got to know each other on a social level first before discussing business.

Ever heard the saying, "a tidy house is a tidy mind"? Well, that's true for your desk too. Starting the New Year with a clear desk starts the year off well. Before I break up for Christmas, I clear my desk and also TRY to clear emails out of my inbox, allowing me to start afresh in January.

However, if like me you don't go into full-on Christmas mode at 5pm on December 1st and are still looking for something to keep your mind busy, consider this ...

For the majority of the property world, December seems to be a dead month. Almost everyone switches off as soon as they hit December 1st and goes into 'wind down mode' as the festive period kicks in with activities like Christmas parties. But I have found that December can be an extremely productive month. I tend to go and view more properties during this month than any other. Many estate agents consider December to be quiet so as a property investor, now would be the perfect opportunity to pounce.

My reasoning behind this is simple. Most homeowners have resigned themselves to the fact that their property is not going to sell in December or January, as most estate agents will have informed them that the market is generally quiet in these months. As an investor, you have the perfect opportunity to meet with agents who now have some time to spend with you.

My advice would be to go and view as many properties as you can – and also offer. You will be surprised at how many offers get accepted, as agents spend more time trying to get your offer through to the vendor. The agent will be happy to sell some more properties in what they thought would be quiet time. That in turn boosts their figures, which will help them smash their targets.



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