



PROPERTY ACADEMY

INFORMATION + INSIGHT + IDEAS + INSPIRATION

ENABLING ESTATE AGENCY OWNERS TO FULFIL THEIR POTENTIAL

- Peer group meetings
- Interactive workshops
- Expert advice

MEMBERSHIP

Call: 01372 372 372

Email: pk@propertyacademy.co.uk

Web: propertyacademy.co.uk



Profiting in a tougher market: how to thrive

Many people look at business owners and think “how lucky are they?” without the first idea of what it’s really like. They don’t see the stresses and strains – how we wake up in the early hours wrestling with an idea, or how we find it hard to switch off. To the outsider, running your own business is plain sailing: lots of money, nice house and holidays – in reality, we might have accumulated some material things, but often at a huge price. We carry the weight of our employees’ expectations - they trust us to know the answers. Sometimes it’s hard to let even our nearest and dearest know just what we’re going through.

Several forecasters are suggesting that 2019 is going to be tougher than tough. With Brexit and the tenant fee ban, continuing pressure on fees and reduced transaction numbers, they could be right. So, whom can you turn to for confidential advice? Who can you share your burden with? Who will inspire

you to keep going, show you how to up your game and give you practical suggestions based on proven methodology, so you don’t just survive, but profit in these testing times?

The answer for many leading estate agents is the Property Academy. For a decade, we’ve run our Mastermind Groups

to help leaders develop and in turn to grow their business profitably. Many have

been with us for three, five, seven years and longer and have said that this coming year they feel their membership will be more valuable than ever before.

Membership isn’t for everyone, but if this message resonates and you’d like to get a taste of what we are all about, please get in touch.

All the best,

Peter Knight
Founder

For many leading estate agents, the Property Academy is the answer.

JOIN A MASTERMIND GROUP AND MAKE BETTER BUSINESS DECISIONS

Master the issues that stop you from realising your potential

Our members are business owners and directors of single branch, small and medium-size estate agency firms. Regardless of size, location or business model, in our experience, all leaders face common issues:

- ✓ Do you wish your sales activity could be more effective?
- ✓ Do you wish you could spend less time managing staff issues and more time getting the best from your people?
- ✓ Do you want to know how to build and maintain a great brand?
- ✓ Are you suffering from the growing pains associated with expansion or wondering how to manage your costs without reducing service?
- ✓ Would you like advice on how to deal with industry-related change?
- ✓ Do you wish you could predict the impact of economic uncertainty?
- ✓ Do you sometimes question whether you’re making the best decisions?

YOU ARE NOT ALONE!



Why I make time to work on my business: and you should too

I was so busy working in my business, I didn't think I could afford the time to work on it. I was invited to attend a trial meeting and the experience changed my life!



Frank Webster,
Former Vice Chairman,
Finders Keepers

SUCCESSFUL FORMAT

You get to visit 5 different estate agency firms each year, which means you can experience and learn from other businesses.

You take part in workshops run by some of the most talented business practitioners in the country and benefit from their expertise.

You get access to workbooks, scripts and step-by-step guides that make it simple for you to implement what you've learned and build a better business.

Perhaps, the most powerful thing that I experienced, was the chance to discuss the challenges and opportunities that you face with industry peers and benefit from their experience & ideas.

THAT'S NOT ALL! MEMBERS ALSO RECEIVE:

- Weekly coaching tips
- Monthly coaching video with Josh Phegan - Australia's #1 estate agency coach.
- Monthly book reviews.
- Annual Home Moving Trends, Landlord & Tenant Survey Results.
- Priority notice and booking on tickets for Property Academy events, including the property industry's most prestigious conference The EA Masters.

After every meeting, I feel inspired and reinvigorated - joining was one of the best decisions I have ever made.

HIGH-POWERED CONNECTIONS THAT WILL BENEFIT YOUR WORLD

Imagine having access to a team of experts, helping you to overcome your challenges and providing you with a blueprint for achieving a more successful future.

Property Academy understands the issues that affect your business and connects you with some of the best business minds to really get to work on addressing them.

We have secured 5 world-class speakers to work with our members in 2019. Each one is a renowned expert in their field, which include: sales performance, strategy execution, digital marketing and brand management, talent management, negotiation skills and the economic climate.

2019 Programme



ROGER MARTIN FAGG

More accurately assess the risks and opportunities for you and your business in the foreseeable future: insider tips from the authority when it comes to the UK economy.



GLEN DALEY

Turn your plans in to action: Discover the five areas you should be measuring to drive future performance.



ROB WHITAKER

Discover a fresh approach to prospecting that will make your sales activity more effective.



ELIZABETH MILLS

Stop spending your limited time dealing with employee issues and learn the secret to unlocking the potential in your best people.



RICHARD MULLENDER

Learn acute listening skills and how to be more persuasive from the man who successfully negotiated the release of hostages from the Taliban in Afghanistan.

Peter Knight

The Property Academy was founded 15 years ago by Peter Knight to inspire individuals to achieve their potential.

PETER'S CREDENTIALS INCLUDE:

- International speaker
- Author of best-selling book *The Highly Effective Marketing Plan*
- Co-founder & board member of Agents Giving Charity
- Business coach and chair of Mastermind Groups
- Former MD of 34-branch estate agency Jackson Property Services
- Former owner of award-winning marketing agency

DALE NORTON, ROMANS

Peter devised and delivered an on-going learning programme that helped us to exceed our already ambitious plan, resulting in the sale of the business for a record multiple. His inimitable presentation style, knowledge, case studies, enthusiasm and humour make him a valuable asset.

RACHEL RITSON, GRISDALES

As an owner of a small business, I found Peter's one-to-one coaching sessions invaluable. Working with Peter has had a dramatic and positive effect on both my professional and personal life.

BOB BATTYE, VISTAGE

I would describe Peter as an exceptional individual, one of the most creative business people I have ever had the privilege of knowing, with an enthusiasm for life, business and people that led him to be awarded businessperson of the year. If you ever have the opportunity to meet him or attend one of his talks then take it! You will not be disappointed.

SALLY SHUTTLEWORTH, CEO OF THE MARKETING CENTRE SA

There are few people that attack life with the tenacity and energy that Peter has. Peter is a real teacher, someone with the extraordinary ability to challenge (and hold) everyone he meets, and one of the most memorable speakers and individuals I have encountered. Working with Peter was one of those lifetime experiences, which I talk about to this day. Working with Peter is an adventure....do try to keep up!

IAN WEBB, MARKETING DIRECTOR, DAVID WILSON HOMES

Peter is simply inspirational. If you need someone with heaps of innovative and intellectual thinking capacity, combined with the rare skill and passion that is required to drive a concept through the heart of an organisation, winning hearts and minds along the way then Peter is your man.



WHAT OUR MEMBERS SAY



NIGEL KEENE, WHITE KNIGHTS

It's great to discuss real business issues with quality estate agency business owners. The Mastermind format is refreshingly different and highly effective.



IAN PRESTON, PRESTON BAKER

The speakers are all exceptional and have helped me to transform our business with some truly innovative ideas.



JULIE TWIST, JULIE TWIST

It's great to visit so many top quality estate agents from around the country and take back their best ideas for your business.



CHARLES ROBINSON, JONES ROBINSON

I've made some of my most important decisions after discussing issues with the Group - it's brilliant to have other business owners to bounce off.



MARK MANNING, MANNING STAINTON

Amazing meetings with so many great ideas from the speakers matched by more gems from the Group members.



BOB HAY, STREETS AHEAD

Hugely valuable - the other members of the group have become friends and confidantes.



TONY ROBINSON, ROBINSON JACKSON

They are always great sessions and more importantly, I get usable ideas to put into practice.

Each week you'll receive three ideas under the headings: People, Systems, Brand. I don't expect anyone to take them all on board, many apply to businesses at different stages of growth or development, but I do hope they will all cause you to stop and think about what you do in each of these three key areas.

Here's an example from January 2019.

People

I'm grateful to Ian Preston of Preston Baker for this suggestion from Tim Ferriss, author of 'Tribe of Mentors' - I've done something similar each year and now only very rarely have a meeting or even a phone call I don't enjoy.

I'm often asked about how I approach New Year's resolutions. The truth is that I no longer approach them at all, even though I did for decades. Why the change? I have found "past year reviews" (PYR) more informed, valuable, and actionable than half-blindly looking forward with broad resolutions. I did my first PYR after a mentor's young daughter died of cancer on December 31st, roughly eight years ago, and I've done it every year since. It takes 30-60 minutes and looks like this:

1. Grab a notepad and create two columns: POSITIVE and NEGATIVE.
2. Go through your calendar from the last year, looking at every week.
3. For each week, jot down on the pad any people or activities or commitments that triggered peak positive or negative emotions for that month. Put them in their respective columns.
4. Once you've gone through the past year, look at your notepad list and ask, "What 20% of each column produced the most reliable or powerful peaks?"

LEARNING FOCUSED ON PEOPLE, SYSTEMS & BRAND

5. Based on the answers, take your "positive" leaders and schedule more of them in the new year. Get them on the calendar now! Book things with friends and prepay for activities/events/commitments that you know work. It's not real until it's in the calendar. That's step one. Step two is to take your "negative" leaders, put "NOT-TO-DO LIST" at the top, and put them somewhere you can see them each morning for the first few weeks of 2019. These are the people and things you *know* make you miserable, so don't put them on your calendar out of obligation, guilt, FOMO, or other nonsense.

That's it! If you try it, let me know how it goes.

And just remember: it's not enough to remove the negative. That simply creates a void. Get the positive things on the calendar ASAP, lest they get crowded out by the bullshit and noise that will otherwise fill your days.



Systems

The most important system to grow your business profitably is prospecting on a continuous basis.

Every single day, without fail, first thing in the morning (it's the best time), call 20 people. That's 100 a week, 5,000 a year. Do this and your business will flourish. Here's how to structure it.

1. Classify your database into different sections: (My top 5 are: On market with other agents, Anniversary of moving, Withdrawn from market, Ten month tenant applicants, Current landlords)
2. Each evening, print out the next day's call sheet and a copy of your diary - make sure this is printed so you don't have to access your computer during the call session
3. Identify the reason for calling each group of prospects that day and ideally rehearse the call/message with a colleague
4. Make 20 calls.
5. Update the database with the details of the conversations and put the appointments made onto the system diary.

If you really want to grow your business and have a £million+ office then do two sessions a day, that's 10,000 calls a year.

LEARNING FOCUSED ON PEOPLE, SYSTEMS & BRAND

Brand

It's not true - Boxing Day isn't the busiest for Rightmove traffic, that typically happens in February.

However, the traffic does begin to build immediately after Christmas and in January there's often the highest ratio of people looking v stock available.

In part that's because owners don't get their act together for a few weeks into the new year and also because the same can be said of agents too. In simple terms that means that theoretically, properties have more chance of selling in January than at most other times of the year. You can take advantage of this by contacting NOW everyone that withdrew their property and hasn't moved over the last few years and pointing out that this is the window of opportunity for them.



SURVEYS

This new data will make you rethink your service proposition

Now in their 12th year, the Property Academy's Home Moving Trends, Landlord and Tenant Surveys are among the longest running and largest of their kind. Each year, c. 5,000 home-movers, landlords and tenants take part and we use the results to understand the underlying drivers of customer satisfaction during the buying process and track changes in consumer expectations.

Our surveys are a key source of data when providing insight, advisory services and training to estate and letting agency owners. Mastermind Members are among those that are invited to take part and are provided with a personal set of results that compares the responses given by your customers against the national average.



BENEFIT FROM OUR INSIGHTS

Likeability

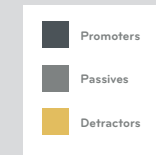
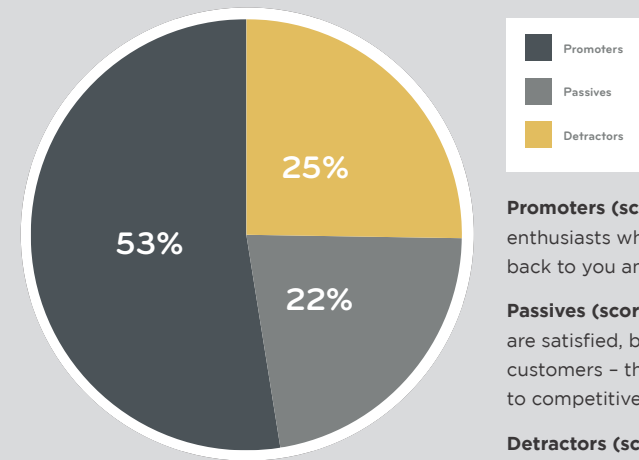
Listening, courtesy and professionalism are the key drivers of trust.

What factors help establish trust?

- Listening to and understanding the customers' needs (65%)
- Courtesy and professionalism (65%)
- Being knowledgeable and informative (61%)
- Being able to respond quickly to questions (50%)

Recommendability

When asked how likely they are to recommend their agent on a scale of 0-10, a quarter of vendors were unhappy with the service they had received, scoring 6 or less.



Promoters (score 9-10) are loyal enthusiasts who will come back to you and refer others.

Passives (score 7-8) are satisfied, but unenthusiastic customers - they are vulnerable to competitive offerings.

Detractors (score 0-6) are unhappy customers who may damage your brand through negative word-of-mouth.

PRICING

Mastermind Membership

| | MASTERMIND MEMBERSHIP £399 + VAT PER MONTH |
|---|--|
| PEER GROUP MEETINGS | ✓ 5 PER ANNUM |
| MASTERCLASS WITH EXPERT SPEAKER | ✓ 5 PER ANNUM |
| ALL MEMBER'S DAY | ✓ 1 PER ANNUM |
| COACHING TIPS - PEOPLE SYSTEMS BRAND | ✓ 3 PER MONTH |
| VIDEOS | ✓ 1 PER MONTH |
| BOOK REVIEWS | ✓ 1 PER MONTH |
| PRIORITY BOOKING EA MASTERS | ✓ FREE VIP UPGRADE |
| SURVEYS | ✓ |

It's important for any entrepreneur to have a great network of like-minded people to engage with and use for support. It helps to have people around you who are constantly looking for and solving problems. It gives you an opportunity to brainstorm and get a different perspective on your ideas and make better decisions as a result.



READY FOR MEMBERSHIP?

Contact us to attend a free trial meeting

- ✓ Gain different perspectives
- ✓ Access expert advice
- ✓ Make better decisions

If you are interested, you can request to attend a free trial meeting.

Once you have experienced the meeting, if you decide it is not for you, there's no charge and no hassle.

If you decide to join, membership is £399 + VAT per month. There are no contracts or lock-in periods, we ask for one month's notice.

Places are limited with each group having a maximum of 14 members (none of whom compete in the same area) and are filled on a first come first served basis.

Contact

Call: 01372 372 372

Email: pk@propertyacademy.co.uk

Web: propertyacademy.co.uk

01372372372