

Chapter 3: First Steps into Property

Why Property?

The decision to step into the world of property investment isn't one that happens overnight. It's a journey that begins long before the first property is purchased or the first deal is signed. For many, it starts as a faint whisper—a vague notion that there must be more to life than the daily grind of a 9-to-5 job. It's the realisation that working for someone else, no matter how secure it might feel, is ultimately a path which presents limited growth and autonomy. The true freedom lies in building something of your own, and for us, that something was a property business.

Why property, though? This is a question many ask when they first consider taking the plunge. The truth is, property has an intrinsic appeal that's hard to resist. It's tangible, unlike stocks or other investments that exist in the abstract. Property is something you can see, touch, and improve. There is proof of permanence and stability—qualities that are especially appealing in an unpredictable world.

But there's more to it than just the physical appeal. Property represents opportunity. It's a means to financial independence, a way to build wealth over time, and a chance to leave behind the uncertainty of relying solely on a job. This realisation is often the catalyst for many to begin exploring property as a viable path.

For us, the journey started with a simple question: "Why not?" We were young, hungry for success, and determined to carve out our own path. The traditional route—working our way up the corporate ladder, saving diligently, and eventually buying a home—felt like a slow, meandering road that might never lead to the life we envisioned. We didn't want to spend decades waiting for the right time or for someone else to decide our worth. We wanted control over our future, and property seemed like the perfect vehicle to achieve that.

Why Now?

Timing is everything, or so they say. When it comes to property investment, timing can indeed play a crucial role in your success. But waiting for the "perfect" time can be a trap. The truth is, there's no such thing as the perfect time to start anything, including property investment. There will always be reasons to wait—uncertainty in the market, personal financial concerns, or simply the fear of the unknown. But in our experience, waiting often leads to missed opportunities.

For us, the decision to start was driven by a sense of urgency. We were aware of the risks, but we were also just as wise to the risks of doing nothing. The reality is that most people who wait for the perfect time to invest never actually do it. They keep waiting, telling themselves that they'll start when they have more money, when the

market improves, or when they feel more confident. But often, those perfect conditions never materialise, and the opportunity slips away.

We knew that if we wanted to build the life we dreamed of, we couldn't afford to wait. The property market, like life, is full of ups and downs. There will always be risks, but there will also always be opportunities. The key is to recognise those opportunities and act on them, even when the timing isn't perfect. This mindset was crucial for us as we began our journey into property. We were willing to take the plunge, to learn as we went along, and to adapt to any challenges which came our way.

The timing of our entry into the property market was also influenced by our personal circumstances. We were young, relatively unencumbered by responsibilities, and full of energy and ambition. We both recognised that these were significant advantages. We had the time to learn and grow from our mistakes, and we weren't afraid to take risks. We knew that the sooner we started, the sooner we could begin building the future we wanted.

The Allure of “Get Rich Quick”

Jumping into the world of property as naive 21 year olds, we were immediately drawn to the idea of "getting rich quick", captivated by the promises of overnight success and financial freedom. We saw countless YouTube videos and online ads claiming that we could invest in property with no money down and become “*financially free*” in no time. These promises were hard to resist, especially for two young lads eager to make their mark on the world.

The appeal of these "get rich quick" schemes is understandable. Who wouldn't want to achieve financial success quickly and with minimal effort? But as we soon discovered, the reality is far more complicated than the dream you are sold. The property industry, like any other, is filled with people looking to take advantage of those who are inexperienced and eager for success. We were sold dreams—dreams that were often just that.

We invested our hard-earned money into courses that promised to teach us the secrets of property success. We pulled thousands from our savings, as well as convincing friends, family and associates to loan money to us, convinced that these courses would give us the knowledge and tools we needed to make it big in property. But what we found was that these courses often provided just enough information to get you started, but not enough to truly succeed. They were designed to hook you in and then upsell you on more advanced (and more expensive) training.

This isn't to say that all property trainers are unscrupulous. There are gems out there—trainers who genuinely want to help people succeed. We've been fortunate enough to work with some of these individuals, and they've played a significant role in our success. But at the time, we didn't have the experience or knowledge to

distinguish between the good and the bad. We had to learn the hard way that success in property isn't something that can be bought—it has to be earned.

The experience taught us a valuable lesson about the importance of due diligence. In property, as in life, there are no shortcuts. You have to put in the work, learn the ropes, and build your success brick by brick. This realisation was a turning point for us.

The Challenges of Starting Out

Starting out in property was far from easy. We quickly realised that there was a lot more to it than just finding a good deal and signing on the dotted line. The world of property is complex, and it requires a wide range of skills that we didn't initially possess. We had to learn these skills on the job, often through trial and error.

One of the first challenges we faced was understanding the sheer volume of information we needed to absorb. The property industry is filled with jargon, acronyms, and strategies that can be overwhelming for a newcomer. We spent countless hours trying to make sense of it all, feeling at times like we were drowning in a sea of information.

We also had to develop practical skills that aren't often taught in courses or even in school. These included communication, negotiation, project management, and problem-solving. Each of these skills are crucial to success in property, and we had to learn them the hard way—through experience.

Another major challenge was building credibility. As young, inexperienced business owners, we were often met with scepticism by those older & more experienced. Landlords, estate agents, and even potential partners questioned our ability to deliver on our promises. We had to work twice as hard to prove ourselves, to demonstrate that we were serious, capable, and trustworthy. This required not only knowledge and expertise but also confidence—a belief in ourselves and in our vision, even when it seemed everyone else doubted us.

Starting out in property also required a significant financial commitment. While it's true that there are strategies for getting into property with little or no money down, the reality is that you still need some level of financial stability to succeed. We found ourselves stretching our finances thin, juggling the costs of living, investing in education, and funding our initial property ventures. It was a constant balancing act, and there were times when it felt like we were on the brink of financial collapse. It's tough to see your bank balance go into the negative, to feel the pit of anxiety in your belly as you apply for yet another credit card, it requires a mindset shift to deal with this uncomfortable uncertainty of over-leverage.

But despite these challenges, we were determined to succeed. We knew that property was our path to financial independence, and we were willing to do whatever

it took to make it work. The lessons we learned during this time were invaluable, and they laid the essential foundations.

The decision to step into property is not one to be taken lightly. It requires careful consideration, a willingness to take risks, and a commitment to learning and growth. But for those who are willing to put in the work, the rewards can be significant. Property offers the opportunity to build wealth, achieve financial independence, and create a life on your own terms.

For us, the decision to pursue property was one of the best we've ever made. It wasn't an easy journey, and it required us to overcome numerous challenges. But it was also incredibly rewarding. We've learned more than we ever could have imagined, and we've built something that we're proud of. Our journey into property is far from over, but the lessons we've learned along the way have prepared us for whatever may come next.

The Struggle with Imposter Syndrome

One of the most pervasive challenges we encountered when starting was imposter syndrome. This nagging voice in the back of our minds constantly whispered that we weren't worthy, that we didn't belong in conversations with experienced business-people, that we didn't have enough experience to even be in the room. We questioned our right to pursue opportunities, doubting our capabilities.

This feeling is more common than you might think. Many people, regardless of their achievements, feel like they're pretending to be something they're not, and that sooner or later, they'll be exposed as a fraud. But here's the truth: imposter syndrome is nothing more than a sign that you're stepping out of your comfort zone, pushing yourself into new and unfamiliar territory. It's a byproduct of growth. When you are able to re-frame what imposter syndrome means, that is when you can truly use it as a superpower, realising it is a sign that you're on the right path is how you can use it to move forwards.

Overcoming imposter syndrome begins with acknowledging it. Understand that feeling like an imposter doesn't mean you are one. Everyone starts somewhere, and everyone has moments of doubt. The key is to not let these feelings dictate your actions. Instead, use them as motivation to learn, improve, and prove to yourself that you are more than capable. Remember, you are entitled to start, to learn, and to grow, just as the experts in any field once did.

There have been many moments when we doubted ourselves, when the weight of the unknown seemed almost too much to bear. But it was precisely in these moments of doubt that we found our strength. We learned that discomfort is not something to be feared but something to be embraced. It's a sign that you're pushing

your boundaries, that you're stepping into new territory. And in business, this is where the real opportunities lie.

The more we progressed, the more we encountered this feeling. It became a familiar companion, a reminder that we were on the right path. The key was not to let it paralyse us but to let it drive us forward. We realised that this feeling is a natural part of the journey, and rather than letting it consume us, we needed to learn how to operate within it. Over time, we have come to appreciate this feeling, understanding that it is a necessary part of growth and success.

The Power of Saying Yes & The Importance of Saying No

In the early days of our property journey, we were quick to say "yes" to almost every opportunity that came our way. Whether it was a new deal, a networking event, or an invitation to learn from someone more experienced, we jumped in with both feet. We were hungry to get started, eager to move forward, and this eagerness served us well. By saying "yes" more often than not, we opened ourselves up to a world of possibilities that might have otherwise passed us by.

However, as we gained more experience, we also learned the importance of balance. Whilst it's crucial to be open to opportunities, it's equally important to approach them with a level of calculation. It's about finding the sweet spot between enthusiasm and careful consideration. As your business grows & your skills develop, you realise that sometimes saying "no" will serve you better than taking every opportunity.

The Importance of Building Relationships

A critical aspect of saying "yes" in property is the willingness to build and nurture relationships. Property is, at its core, a people business. The connections you make, the trust you build, and the reputation you develop are all crucial to your success. We quickly learned that the more conversations we engaged in, the more we cemented our knowledge and positioned ourselves as trustworthy and knowledgeable individuals within the industry.

Networking isn't just about collecting business cards or attending events; it's about genuinely connecting with people. It's about listening, learning, and offering value where you can. The relationships you build at the start of your journey may not yield immediate results, but over time, they can become some of your most valuable assets. We've had many instances where relationships we fostered early on have come back to benefit us years later, often in ways we couldn't have anticipated.

When we first started out, we were advised to document and share our journey. At the time, it seemed like a strange piece of advice—why would anyone care about what we were doing? But as we began to share our experiences, something remarkable happened. People started to take an interest in our journey. They felt

connected to our story and were more inclined to trust us and even offer their help. Documenting our journey wasn't just about marketing; it was about building a community of people who were invested in our success. And as our network grew, so did our opportunities.

Leveraging Your Network

As you dive deeper into the world of business, you'll quickly realise that you don't have all of the answers—and that's fine. One of the most valuable lessons we learned early on was the importance of leveraging our network. When faced with a question or a challenge, we turned to the people we had met along the way. These individuals, with their diverse experiences and expertise, often provided the answers or guidance we needed.

Learning to ask the right questions is a skill in itself. The more you ask, the more you learn, and the more confident you become. It's a process of continuous discovery—one question leads to another, and before you know it, you've gained a deeper understanding of the property industry. This relentless curiosity & hunger to learn is what will drive your success. It's what separates those who dabble in property from those who truly excel.

We spent months educating ourselves before attempting our first property deal, and this was a crucial part of our journey. The education we received, both formal and informal, laid the foundation for our success. But education alone isn't enough—you need to apply what you've learned, to test it in the real world, and to learn from your experiences. This is where saying "yes" becomes so important. It's about taking that knowledge and using it to seize opportunities, even when they come with risks.

The Value of Practical Experience

One of the most valuable aspects of our early property deals was the hands-on experience they provided. By investing in our first rent-to-rent deals, we were thrown into the deep end. We had to solve problems, deal with customer issues, and navigate the complexities of property management. This practical experience was invaluable. It taught us skills that no course or textbook ever could—how to communicate effectively, how to manage relationships, and how to remain calm under pressure.

Every deal we took on was a learning opportunity. We made mistakes, of course, but each mistake was a lesson that helped us to grow. We learned to ask better questions, to anticipate potential issues, and to develop strategies for dealing with the unexpected. Over time, these experiences built our confidence and our competence. We became more adept at identifying good opportunities, negotiating deals, and managing properties. But most importantly, we learned that success is

about more than just making money—it's about creating value, building relationships, and continuously learning and improving.

It's important to remember that everyone you speak to in this industry has been where you are now. They've had the same doubts, faced the same challenges, and made the same mistakes. Don't let fear hold you back. Push through it, embrace the learning process, and know that with each conversation, you're getting closer to achieving your goals.

The best decision you can make is to start.

Chapter 4: Building Knowledge and Skill

The Importance of Learning First

Entering the world of property without a solid foundation of knowledge is akin to setting out on a journey across treacherous terrain without a map or compass. The allure of diving straight into action—of securing that first deal or buying your first property—can be strong. Many newcomers to the industry, eager to get started,

make the mistake of underestimating the importance of learning first. However, this initial haste often leads to unnecessary risks, costly mistakes, and wasted time. In this section, we'll delve into why prioritising learning is the most critical first step in your property journey, exploring how it can serve as a safeguard against the pitfalls that await the unprepared and how it can ultimately save you time, money, and stress in the long run.

The Power of Preparation: Saving Time and Money

Consider for a moment the difference between setting out on a road trip with a clear, well-planned route versus embarking on that same journey with no knowledge of the roads ahead. The latter may seem adventurous, even thrilling at first, but the reality is far less glamorous. Without a proper plan, you're likely to make wrong turns, encounter dead ends, and experience a great deal of frustration. You might eventually reach your destination, but not without unnecessary detours, wasted fuel, and a significant amount of lost time.

This analogy perfectly encapsulates the journey into property. The temptation to jump straight into the action is understandable—after all, who doesn't want to start making money as soon as possible? But the truth is that those who take the time to educate themselves thoroughly before diving in are far more likely to succeed, and to do so more efficiently.

When we first decided to venture into property, we quickly realised that knowledge would be our most valuable asset. We understood that the property market, like any investment landscape, is complex and full of potential traps for the unwary. To mitigate the risks, we committed ourselves to learning as much as we could about the industry before making our first move. We consumed a vast array of resources: books, videos, podcasts, webinars, and seminars from industry experts who had already navigated the path we were about to take.

This initial period of intense learning was invaluable. We crammed in learning wherever we could; in the mornings, evenings, whilst travelling, and even at work! By absorbing this information, we were able to approach our first investments with at least a decent level of confidence and understanding that would have been impossible had we rushed in blindly.

One of the key benefits of this preparation was the ability to avoid costly mistakes. Property investment, by its nature, involves significant financial commitments. Mistakes in this arena aren't just inconvenient—they can be financially devastating. By educating ourselves before taking action, we were able to identify potential pitfalls and steer clear of them. We learned to recognise the signs of a bad deal, to understand the importance of due diligence, and to appreciate the value of patience.

Moreover, this foundation of knowledge enabled us to save time in the long run. While the learning phase may have delayed our first investment, it paid dividends by allowing us to move more efficiently once we did begin. We weren't stumbling in the dark; we knew where we were going and how to get there. This allowed us to make informed decisions quickly and with confidence, reducing the time spent on indecision or rectifying errors.

Understanding Your Market: Tailoring Your Strategy

Another crucial aspect of our learning journey was developing a deep understanding of the market. The property market is not monolithic; it's a patchwork of different segments, each with its own dynamics, opportunities, and challenges. To succeed in property, it's essential to tailor your strategy to the specific market segment you're targeting.

For our airbnb management business, for example, different properties attract different types of guests. A city centre apartment might be ideal for business travellers, nurses, or tourists looking for a weekend getaway. Whereas a large property on the outskirts of town can appeal more to contractors looking for a longer stay. Both have their advantages & nuances in strategy.

Understanding these different market segments is crucial because it allows you to align your strategy with the demands of your target audience. This alignment is the key to maximising occupancy rates, rental income, and, ultimately, the return on your investment.

In our early days, we made it a priority to study the market dynamics of the areas where we were considering investing. We analysed demographic data, tourism trends, and local developments. We sought to understand not just the current market conditions but also the factors that could influence future demand.

For instance, when evaluating a potential property, we asked ourselves questions like: Who is the likely guest for this property? Which amenities and attractions are nearby that would draw people to this location? What are the long-term prospects for growth in the area? By answering these questions, we were able to make informed decisions about which properties to pursue and which to avoid.

This market knowledge also helped us set realistic expectations for our investments. We knew that a property in a high-demand area which wasn't over-crowded with competition would likely command high rates and experience good occupancy. This understanding allowed us to feel comfortable taking the risk of investing and make strategic decisions about pricing, marketing, and management.

The Importance of a Support Network

Another critical lesson we learned early on is the value of a strong support network. The property industry is complex and multifaceted, and trying to navigate it alone can be overwhelming. Having a network of knowledgeable and experienced individuals to turn to for advice, guidance, and support can make all the difference to your success.

For us, building this support network was a deliberate and ongoing process. We sought out mentors who had already achieved the kind of success we aspired to. We attended industry events, joined property investment groups, and connected with peers who were on the same journey. These relationships provided us with invaluable insights and perspectives that we would not have been able to gain on our own.

Our mentors, in particular, played a crucial role in our development. They helped us navigate the complexities of property sourcing, from understanding legal contracts to negotiating with landlords and investors. They also provided us with a broader perspective on the industry, helping us see opportunities and challenges that we might not have recognised otherwise.

But perhaps most importantly, our mentors instilled in us the importance of learning from mistakes. In the early stages of our journey, we made our fair share of errors. Mistakes that were frustrating at the time, but looking back they provided valuable learning experiences. They encouraged us to analyse what went wrong, understand why it happened, and apply those lessons to future decisions.

This approach to learning—viewing mistakes as opportunities for growth—has become a cornerstone of our growth. It has allowed us to continually refine our approach, improve our decision-making, and build confidence in our abilities. Over time, this confidence has translated into greater success and a more sustainable business. It allows us to lean into risk, rather than avoiding it.

Leveraging Knowledge to Raise Finance

One of the most immediate and tangible benefits of prioritising learning was our ability to raise finance for our early projects. In property, access to capital is often the difference between seizing an opportunity and watching it slip away. However, raising finance—especially in the early stages of your journey—can be challenging. Investors want to know that their money is in capable hands, and that requires demonstrating not just passion, but also competence.

Our commitment to levelling up gave us the knowledge and skills necessary to present ourselves as trustworthy partners. When approaching potential investors, we were able to articulate our strategy clearly, explain the risks and rewards, and outline our plans for mitigating potential challenges. This level of detail and confidence reassured investors that we were serious, knowledgeable, and prepared to succeed.

We quickly realised that knowledge was our most valuable bargaining chip when it came to raising finance. By demonstrating a deep understanding of the strategy, we were able to build trust with investors and show them that their money would be well-managed. This trust was crucial, especially in the early stages when we had limited track records to fall back on.

For example, when we approached investors for our first rent-to-rent deals, we knew that they would be concerned about the risks involved. After all, rent-to-rent involves taking on a property and then legally subletting it for a profit—a strategy that requires careful management and a keen understanding of the market.

We explained how we had thoroughly researched the area, identified a property that met specific criteria, and developed a plan that would maximise occupancy and income. This level of detail and preparation not only alleviated investors' concerns but also positioned us as experts in our field, even at an early stage.

As a result, we were able to secure funding that we needed to move forward with some of our projects. This not only provided us with the capital to invest, but also to grow our business & improve our belief that we can be trusted with other people's money. Investors who worked with us on those initial deals were more likely to invest again in the future, creating a virtuous cycle of trust, success, and growth, components which are so important in business.

Learning from the Mistakes of Others: A Shortcut to Success

One of the most powerful benefits of mentorship—both direct and indirect—is the ability to learn from the mistakes of others. As the saying goes, “Smart people learn from their mistakes, but wise people learn from the mistakes of others.” In the property industry, where mistakes can be costly and sometimes even catastrophic, this ability is invaluable.

Throughout our journey, we've made it a priority to learn from the experiences of others—both their successes and their failures. By studying others who are further ahead, we've been able to avoid many of the common pitfalls that can halt progress.

Learning from the mistakes of others doesn't just help you avoid potential pitfalls; it also gives you the opportunity to develop strategies for overcoming challenges when they arise. By understanding how others have navigated difficult situations, you can prepare yourself to handle similar challenges with greater confidence and resilience.

We've found that some of our most valuable lessons have come from indirect mentors. For example, listening to podcasts featuring successful property investors & entrepreneurs has given us a window into the thought processes and strategies of some of the most successful people in the industry. Reading books has provided us with a deeper understanding of how markets can change, investment strategies, and the importance of mindset in achieving success.

Attending events and seminars has also been a powerful way to learn from others. These events offer the opportunity to hear from experts, ask questions, and network with other like-minded individuals. While the direct advice and insights offered at these events are valuable, we've also found that observing how successful individuals conduct themselves—their professionalism, their confidence, their approach to problem-solving—can be just as instructive. On top of this, connecting with others who are in your field can increase your chances of success through collaboration & recommendation.

The Power of Networking: Expanding Your Circle of Influence

Rather than simply attending networking events and hoping to meet the right people, we took a different route — we **built the kind of community we wanted to be a part of**. Instead of waiting to be invited into circles of influence, we created our own.

It started small: a simple WhatsApp group where people we'd met at events or online could stay in touch. But we knew from the start that we wanted it to be more than just another chat filled with links and self-promotion. We encouraged members to introduce themselves, share what they do, and — more importantly — explain how they could help others. That shift in tone changed everything. The group wasn't just a place to get value; it was a place to *give* value.

Within a few months, that WhatsApp group grew to over 100 members — a mix of investors, mortgage brokers, builders, cleaners, interior designers, property managers, and new entrants looking to get started. People began helping each other in real time, solving roadblocks, giving recommendations, and even collaborating on deals. It became a place where you didn't need to pretend you had it all figured out. You just had to show up with the intention to grow and give back.

But we didn't stop there. We took the relationships offline.

We hosted coffee catch-ups, walk-and-talk hikes, even a tennis & spa day — not just for the fun of it, but because we believe business happens best when people feel genuinely connected. These casual, low-pressure settings helped build trust far faster than any formal event ever could. Conversations were more open, collaborations more organic, and friendships more genuine.

This approach to networking isn't about pitching. It's about building relationships before you need them, so that when you do need help — or have an opportunity to share — there's already trust and goodwill in place.

If there's one thing we'd tell anyone looking to build their own community, it would be to not create a group to benefit yourself, but to create a group that benefits everyone — and you'll benefit naturally as a by-product.

The Limits of Learning: When Knowledge Must Meet Action

As you step into the world of property, it's tempting to believe that the more knowledge you acquire, the better prepared you will be. And while it's true that learning from books, videos, and mentors is beneficial, there's a limit to how far this can take you. No amount of study can replicate the experience of standing on a property site, dealing with tenants, or negotiating with a landlord. Knowledge is the foundation, but action is the structure built upon it.

Imagine a chef who has spent years reading cookbooks, watching culinary shows, and even studying under renowned chefs, but who has never actually cooked a meal in a bustling kitchen. When they finally step behind the stove, they may find themselves overwhelmed by the pace, the heat, and the multitude of decisions that must be made in real-time. Similarly, in business, the classroom of real life is where your education truly begins.

Our journey offers an example of this principle. When we each found our first deal, we were far from experts. Despite extensive study, we had little experience managing a property. Yet, armed with the knowledge we had gathered and supported by a network of people doing the same thing, we took the plunge. The experience was, to say the least, a steep learning curve. Setting up a listing on an online travel agency website—a task that had seemed straightforward in theory—proved to be a labyrinth of unexpected challenges & confusion. It was only through trial and error that we could make sense of the task, turning what was once a daunting process into a simple part of our business operations.

Embracing Mistakes: The Crucible of Success

One of the most significant barriers to taking action is the fear of making mistakes. This fear is understandable; mistakes can be costly, embarrassing, and disheartening. However, in business, mistakes are not just inevitable—they are essential. Every misstep is a lesson in disguise, a stepping stone on the path to mastery.

In business, as in life, the fear of failure can be paralyzing. Yet, it's important to reframe how we view mistakes. Instead of seeing them as failures, we should see them as opportunities for growth. Each mistake you make in your journey is a lesson that brings you closer to success. It's through these lessons that you refine your strategies, improve your decision-making, and develop the resilience needed to thrive in the competitive world of business.

Some lessons simply cannot be taught by others, no matter how hard they may try, sometimes you need to feel the pain of the mistake yourself to truly learn.

The Confidence that Comes with Action

Another powerful benefit of learning by doing is the confidence it instills. There's a certain self-assurance that only comes from having been through the fire, from

having faced challenges head-on and emerged stronger on the other side. This confidence is not something that can be learned; it must be earned.

The first deal is often the hardest. This is not just because of the logistical challenges involved, but because of the psychological hurdles. Without a track record to fall back on, it's easy to doubt yourself, to question your decisions, and to worry about the potential for failure. However, once you've taken that first step—once you've completed your first deal, faced your first setback, and learned your first hard lesson—you begin to build a foundation of experience that you can draw on in the future.

This confidence is contagious. When you can demonstrate a track record of success, it becomes easier to attract others—investors, landlords, and partners—to want to work with you. Your previous successes become leverage, proof of your abilities, and a powerful tool in your arsenal as you continue to grow your business.

The Unteachable Skills: Mastering the Intangibles

There are certain skills in business that cannot be taught—skills that are developed through experience, through the act of doing. These are the intangibles: people skills, communication, adaptability, and resilience. They are the qualities that separate the successful from the unsuccessful, the amateurs from the professionals.

People skills are a prime example. The daily operations we experience in our property sourcing company, Easy Invest, are heavily focused on people. You're constantly dealing with landlords, contractors, investors, agents, brokers. Each interaction requires a different approach, a different set of skills. You need to be able to read people, to understand their motivations, and to communicate in a way that builds trust and fosters cooperation. These are not skills that can be learned from a book; they are developed through experience, through countless interactions, and through learning from both your successes and your failures.

Communication is another essential skill that can only be mastered through doing. Whether you're negotiating a deal, managing a team, or resolving a conflict, clear and effective communication is key. But it's not just about being able to express yourself clearly; it's about being able to listen, to understand, and to respond appropriately. This is a skill that is honed over time, through real-world experience.

Adaptability and resilience are perhaps the most crucial skills of all. In the property industry, things sometimes don't go exactly as you planned. Deals fall through, markets shift, and unexpected challenges arise. The ability to adapt to these changes, to pivot when necessary, and to keep moving forward in the face of adversity is what separates those who succeed from those who give up. These qualities are not something you can learn in a classroom; they are developed

through experience, through facing challenges head-on, and through learning from each and every setback.

Building Credibility Through Action

One of the most significant advantages of taking action is the credibility it builds. Your reputation is one of your most valuable assets. The ability to show that you've successfully completed deals and delivered on your promises is crucial to building trust and establishing yourself as a serious player in the industry.

When you're just starting out, this credibility doesn't exist yet. This is why the first deal is so critical. It's your opportunity to prove yourself, to demonstrate that you have the skills, the knowledge, and the determination to succeed. Once you've completed that first deal, you have something tangible to show to potential investors, partners, and clients. You can point to your successes, highlight the challenges you've overcome, and use your track record as leverage to secure future deals.

In the end, knowledge is only the starting point. What separates those who dabble from those who dominate is how well they *apply* what they've learned. Every deal, every conversation, and every challenge you face becomes a real-world training ground. The more you lean into those experiences, the sharper your skills become — and the more valuable you become to investors, landlords, and clients alike. This is the kind of edge that no course can teach — it's earned, and it's what turns potential into proof.