



DEAL

SELLING

**GETTING
STARTED**

Samuel Leeds

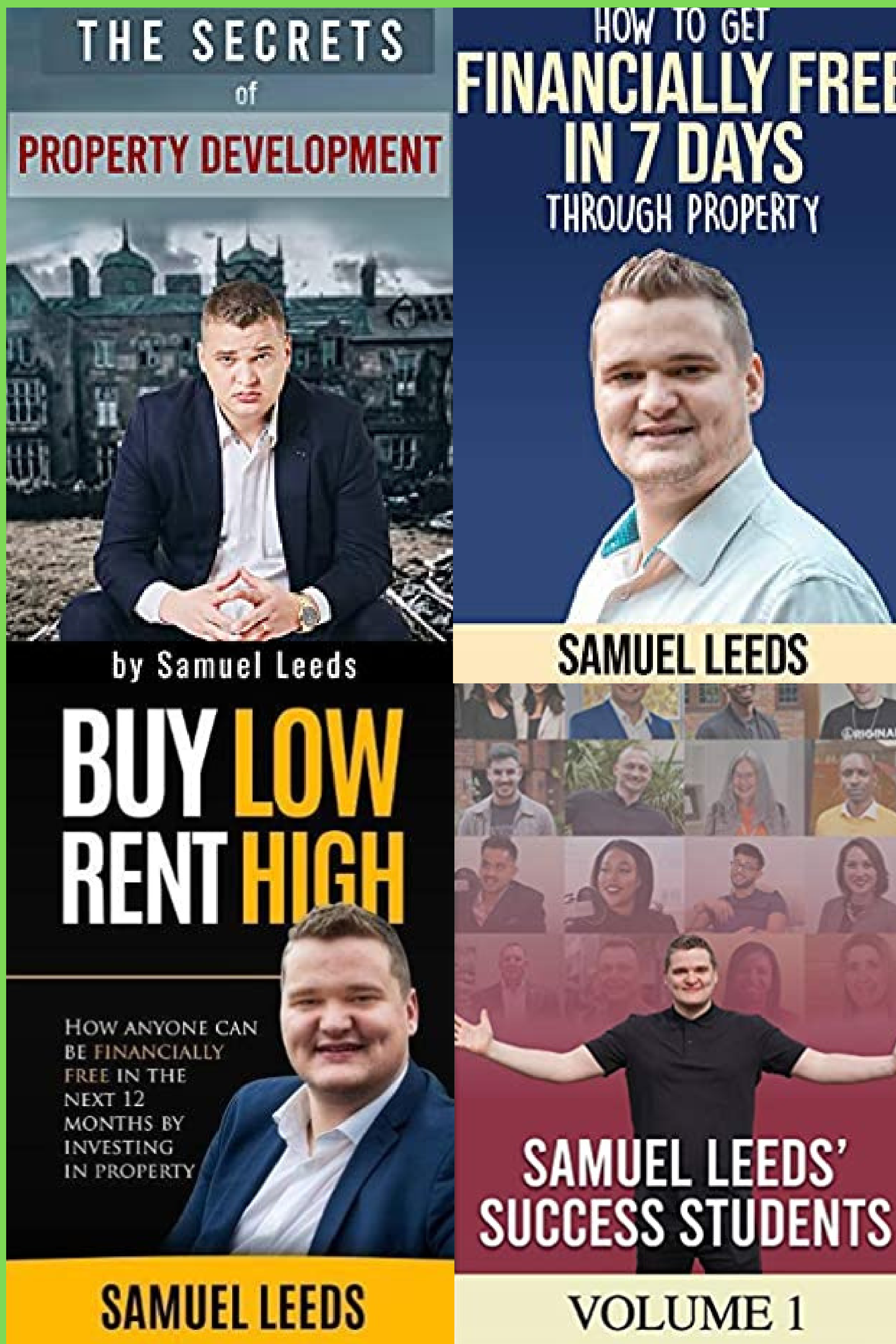
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About the Author

Samuel Leeds started his property journey in 2008 with nothing. Within three years he was financially free and had built up a million pound property portfolio by the age of twenty-one. Post financial freedom, Samuel has travelled the world, set up many charitable projects in Africa, and written four #1 Amazon Best Selling Books.

Check out Samuel's Best Selling Books on Amazon



What Is Deal Selling?

Deal selling, also known as deal sourcing or deal packaging is actually very simple.

It's the act of finding a property that is for sale that would be a good investment.

Doing due diligence on the property and then selling that information to an investor for a fee.



How Much Money Can You Make?

How much money can you make from selling a deal?

As with all aspects of business something is only worth what someone else is prepared to pay for it, having said that the average deal sells for between £2k and £5k.

I have packaged and sold hundreds of deals and many of my students have used the exact same blueprint to do the same. Later in this guide I'll be sharing the story of one of my success student's Lawton Hopwood, who is now earning more than £20,000 per month from Deal Selling.

Deal Selling is a great way to get started in property even if you have very little money in the bank.

Even if you were only selling 1 deal per month that would replace most people's full time salary and at the same time give you experience at finding great deals. So that when you were ready to buy yourself you'd be a pro.



Who Would Use a Deal Seller and Why?

There are many reasons why people would happily pay you a fee for your services. Here are just a few of the common reasons I get told by my investors:

- **Lack of Knowledge**

Most of the investors I deal with are working professionals who have either saved up some money or are earning a very good salary and are looking to invest their money wisely. Their main focus is not property investing and they're not that fussed about learning the specifics of finding great deals.

- **Lack of Time**

Finding great deals is time consuming and you'll find that you may need to look at many houses to find 1 or 2 great deals, particularly when you first get started. I've had many weeks on the road, staying in hotels looking at 30 - 40 houses in a week to find just 1 suitable deal. Many investors don't have the time or inclination to do this.

- **Lack of experience**

Spotting a suitable property takes time, dedication, experience and suitable building experience to recognise a great property from a dud. For instance, would you have the experience to spot rising damp, a boiler on its way out or a saggy roof.

- **It's just easier**

Many Deal Sellers provide a turn-key investment to an investor with as little hassle on their part as possible.

- **Faster to use a sourcing company**

Due to the fact Deal Sellers are finding deals every day they can often find suitable properties quickly for an investor, so the investor can start making profit from the deal faster. I know of several investors who have been looking at property for months and still not acquired anything. Using a sourcing company means faster results.

There are many more but these are the main reasons I hear regularly.

As a reputable Deal Seller you provide a fantastic service which, if you run your business correctly and provide great deals, could easily and very quickly provide you with a full-time income.



Business Set-Up And Compliance

As with any business it's very important to set up the business correctly from the start and to be fully compliant with the law of the land in which you wish to operate.

You can do all this in a few hours and it's all very straightforward and simple.

Set up and register your limited company.

Having a limited company set up ringfences the company's liabilities within the company and you are not personally liable.

Take out insurance for your business dealings.

You **MUST** be fully insured to trade legally and you will need the following cover:

- a) Professional Indemnity Insurance
- b) Vehicle Insurance
- c) Employers Liability Insurance

Register with one of the Property Redress Schemes.

You **MUST** be registered with one of the following property redress schemes to be compliant and trade legally.

The Property Ombudsman
The Property Redress Scheme

Register your company for a Data Protection Licence and GDPR - General Data Protection Regulation

Anti-Money Laundering Licence

As you will be handling clients' money and receiving sums of money as payment, deposits and reservation fees, you will need to be registered with HMRC to minimize the risk of the funds that are being received emanate from criminals/terrorism for money laundering purposes. You will need to see proof of funding source for any reservation fees you may take.

Bank Accounts

You will need a business bank account. All high street banks can open this for you. I use NatWest but they all offer business banking. Be sure to open a “Client Account” at the same time.

Marketing Materials

Business cards, flyers, website etc



Success Students Story

Lawton Hopwood, 32, felt so down after losing his 'comfortable' job in the midst of the pandemic he hid the news from everyone except his partner.

Now, just a year later, he says that severe blow to his pride was the silver lining in the Covid cloud.

Lawton is banking £20,000-£25,000 a month from selling property deals alone. And he says that is just the tip of the iceberg. He has set up his own company, Hopwood Homes, and also become a property developer involved in multi-million pound deals.

How Covid impacted his life

Up until spring last year the former Salesman was enjoying a good life with his partner Rachel and young son Mason. He had a well-paid job as a project manager with a large construction firm, a company car and lived in a nice house in Lymm.

But suddenly along came Covid, unemployment and insecurity. He says June 2020 was a 'nightmare of a month' which destroyed his income and self-esteem.

"I couldn't bring myself to tell anyone I'd lost my job other than Rachel. I just couldn't bear the thought of having somebody put their arm around my back and say 'it's alright Lawton you'll find your feet again'. 'You'll get another job.'

"I needed someone to say 'look Lawton this is your big chance now. You've got a moment to sink or swim. You can change your life if you do something'. That was the voice I had in my head," he said.

"My heart just fell. I was afraid of losing my home and my relationship, but I knew I needed to take action straight away."

Moving on up on the ladder

Lawton, who was brought up by a single mum on a Sale council estate, decided to turn to property as it was something he had always been interested in.

“As a youngster I was always drawing houses and wanted to be an architect,” he explained.

“Nobody in my family has ever been entrepreneurial and everybody worked for an hourly rate.

“Looking back, I think I was a natural businessman. As a kid I used to print out Pokémon posters on the school printers and sell them to other pupils.”

Within minutes of telling his partner he was unemployed, Lawton had opened his laptop and paid £1 for a week-long trial of an online property training course with Samuel Leeds.

During the next seven days he studied hours of educational videos making notes from early morning to late at night.

The lucky break

Then he got the ‘luckiest break’ of his life. He applied to take part in a national competition for aspiring property entrepreneurs called The Eviction.

The Apprentice-style contest is organised nationally by property investor and trainer Samuel Leeds whose videos he had been studying online. Leeds left school at the age of 16 and was a millionaire in his early 20s through property investing. He now also heads up Property Investors, the biggest training school of its kind in the UK.

Lawton was gutted when he was not selected, but he got a second chance – and all because of the pandemic which ironically had just cost him his job.

The Eviction attracts hundreds of applicants but because of the coronavirus pandemic several of the 12 candidates chosen had dropped out.

“I said yes straight away, count me in. The only other thing is it starts tomorrow – yes, I’m in. Oh, just one more thing it’s in London. I said yes, I’ll see you there. Send me the address.”

The contestants were required to complete some training first, but several were quickly shown the exit door.

During the contest Lawton ended up netting six property deals and sold one of the options he secured to another contestant.

That contestant was Evans Willie who was jointly named a winner with Lawton and David Eccles, a budding entrepreneur from Ireland. The prize for each of them was spending a week with Samuel on one of his Financial Freedom Challenges in which he attempted to help people become financially independent within seven days.

The next step

If The Eviction was hard work, the freedom challenge was even harder, says Lawton. He also got to see first-hand the work ethic of Property Investors’ founder.

“From the morning we woke up, to when we went to bed, I could see how switched on Samuel was. Everything he was doing on his phone was laser focused on his business and creating opportunities. I realised that was exactly how I needed to be to be successful,” he said.

In just seven days the Financial Freedom Challenge netted Lawton £11,000 in commissions from packaging and selling investment opportunities in the housing market.

He also secured some deals himself. One of them was a no-money-down scheme to build six houses on land near his home. It is being funded with development finance and will

make him six figures 'easy' when completed, he says.

"I've always wanted to build luxury homes with beautiful sea or river views. I love architecture and I love to build. I've been a project manager and helped build skyscrapers. I've got a good understanding of the industry.

"So, when Samuel said come down to the development course, this was my jam because my end goal has always been to become a developer."

Lawton's ambition is to complete three to four developments a year, while also continuing with his deal sourcing.

"I am nothing more than just a typical northern lad. This life has changed me for the better. One thing I have been able to do during the pandemic is get work for several of my mates who were on the same plumbing course as me. That makes me feel good."

"One of the biggest highs for me was when I overheard my son at rugby talk to his little mate and say my dad's a property investor and he builds houses. I thought that's why I do it."



FREE GIFT

As a FREE gift for downloading this guide I have included a ticket to my one-day programme 'The Property Investors Crash Course' which teaches the Deal Selling strategy in far more detail than I could provide in this guide.

Beginning your journey as a property investor can be overwhelming as there's so much conflicting information about how to get started.

You may have heard it said "It all starts at the Crash Course" and that's because for thousands of successful property investors that is exactly where it started for them.

Claim your FREE ticket to the 'Property Investors Crash Course' where you will be shown how you can make a full time income from property even if you are starting with NO MONEY.

At this incredible programme you will learn everything you need to get started including:

- Creative strategies so you can get started with very little money
- How to get a sky high return on your investment of 30% plus
- How to find and test your Goldmine area so that you can achieve the best possible ROI
- All the rules and compliance so that you can provide safe homes and avoid heavy fines
- How to build a great power team so that your income can become passive
- How to easily identify properties that fit the criteria so you can find deals straight away
- The magic words to say so you can seal the deal

Many people have walked away with live deals and joint ventures from the crash course, so come with super high expectations.

Click the link below now for more information.
<https://www.property-investors.co.uk/crash-course/>