

A wooden gavel with a tiered head and a handle, resting on a white surface. In the background, a blurred yellow house with a dark roof is visible. The text is overlaid on the top half of the image.

6 Simple Steps to Finding and Buying Property Bargains at Auction

Peter Jones B.SC FRICS

More than Two Publications

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About The Author

Peter Jones is a Chartered Surveyor, an author and a property investor. He has been involved in property for over 30 years having graduated from the College of Estate Management, Reading University, and then qualifying as an Associate member of the Royal Institution of Chartered Surveyors in 1983, before becoming a Fellow in 1992.

He held a number of positions in both the private and public sectors before going full time into property investment in 1995, since when he has started and run his own limited company, specialising in the purchase, refurbishment and letting of residential property. The company now owns 61 letting units.

In 2006 he added a Czech subsidiary to hold and let residential apartments in Prague.

Peter has written a number of successful property books. The first, *An Insider's Guide to Successful Property Investing*, was first published in 2000 and was one of the first books available dealing specifically with UK buy to let.

On the back of its success he was invited to be a guest writer for Property Secrets, and wrote Spanish Property Secrets, French Property Secrets, and Portugal Property Secrets.

He has since written a number of other successful titles dealing with UK investing including *63 Common Defects in Investment Property and How to Spot Them*, the highly acclaimed *The Successful Property Investor's Strategy Workshop* and *The Property Renovator's Workshop*.

Details of his books can be found at www.strategyworkshop.co.uk and www.propertyrenovationprofits.co.uk.

He also writes regularly for Property Auction News and Hot Property Alert, and occasionally for Property Investor News.

Peter is still actively involved in buying and renovating property. www.peterjones-online.com

“Six Simple Steps to Finding and Buying Property Bargains at Auction”

Many property investors associate auctions with repossessed property. It's true that because of the economic downturn increasing numbers of repossessed properties are being offered at auction, but repossessions are not the only type of property that are sold at auction.

Auction properties for sale come from a variety of sources, including private sellers, investment funds, property companies, government agencies (such as the Metropolitan Police and the Army) as well as banks and others, who need to be seen to have offered the property for sale openly and widely as possible.

There's no doubt that amongst all the lots on offer are a large number of bargains but whether you'll be able to find them or not will depend upon the quality of your research and your understanding of how property auctions work.

Even just a few years ago it was relatively easy to identify which properties at an auction were repossessed and where you might have a chance of buying a bargain (assuming they had set a “realistic reserve” to sell). Often the auction brochure would state next to the photo of the property words to the effect of “Offered for sale by ...” and then give the name of the lender. Nowadays they are a bit more reticent because repossessions have a reputation for being sold cheaply, and so they may not want potential bidders to know that this is a repossession property.

Although the lender is under a duty to get the best possible price and to mitigate, or limit, any loss to the borrower, they want to make sure the property sells once it is put up for auction.

So they will usually set a “realistic reserve. They certainly don't want to spend out on the cost of putting it into auction, which can be a couple of thousand pounds, only to see it not sell and to then have to continue to keep it on their books as a liability, and to continue to pay managing agents to look after it.

It's not just the potential of buying a property at a great price which attracts buyers to auctions. Another great advantage is speed. It is every investor's dream to move from submitting an offer to completion in just 20 or 28 working days. If you are one of the growing number of people who buy your investments at auction, this is just one of the benefits you may experience, not least that they are often an ideal place to find competitively priced properties although many buyers are happy to pay a little more for the convenience and certainty of the auction room.

Other benefits of buying property at auction highlighted by the Royal Institution of Chartered Surveyors (RICS) include:-

- *Auctions are a popular way for many people to move home, find a buy-to-let investment, undertake DIY projects and to provide for their future pensions and dependents.

- *An auction also takes away the hassle and delays associated with home purchase. i.e. gazumping.

- *The process is open and not secretive and therefore considered more straightforward for first-time buyers.

- *The market, which is open to all, decides the price of the property on the day of the auction.

The RICS note that most buyers are currently private investors. However, property auctions are also extremely beneficial to sellers and the RICS identify these benefits of selling residential property at auction:

- *Two types of property are best sold via auction – either unique, distinct, difficult to value properties in high demand or poor properties needing much remedial work and unsuitable for mortgage purposes.

- *All the difficult preparation and legal work is done beforehand so that after the auction the sale is complete.

- *The contract is signed immediately after the hammer falls.

- *The buyer has to have finance organised before the auction.

- *The seller maintains ultimate control by setting a reserve price.

Over the last 18 months approximately 70 percent of residential properties that went under the hammer achieved an immediate sale with some sales achieving 95%. This is quite an appealing consideration for people who are looking for a guaranteed quick sale.

According to Richard Auterac, Chairman of the RICS's Real Estate Auction Group:

"It is easy to see why auctions are becoming more popular. Properties on sale at auctions are usually available at a competitive price. Auctions provide a platform for open and fair competition between bidders. Once the hammer comes down, neither the seller nor buyer can withdraw and the process is completed within a set time - with no danger of any link in the property chain breaking.

Additionally the RICS has recognized that the whole process is very different from the normal approach to buying and selling. In an effort to make the legal process more transparent and easier to understand, we have published a set of guidelines called Common Auction Conditions. Created by buyers, sellers, solicitors and auctioneers, the conditions have been designed to improve the auction process for all those involved."

The RICS publishes '*Buying and selling property at auction...*', a 10-page guide to help owner-occupiers, developers and investors. This provides inside information on the auction process from both buyers' and sellers' perspectives, from checking guide prices to proxy or internet bidding, and can be downloaded free from www.rics.org/propertyauctions. The Common Auction Conditions can be downloaded from www.rics.org/cac

Auctions are thought of as being somewhere where one should be able to find bargain properties, and in part this is true.

Under current market conditions it is often possible to buy repossessed properties at below their true market value at an auction.

Of course, arguably the best time to buy at auction will be during a downturn or a slowdown in the property market when buyers are wary to commit themselves and when they can be out-numbered by sellers.

But even during a buoyant market bargains are still there to be had.

However, it is equally true that properties at auction can sell at their true open market value, and sometimes properties at auction will sell for more than their true value because people can get caught up in the moment and pay over the odds.

So what type of property is sold at auction?

There are 5 principle types of property that are sold through auctions:

The first is "hard to gauge" properties. Where the demand for a property, or an alternative use, or its price, or any combination of these three factors, are hard to gauge, sale by auction is often the quickest, easiest and most effective means of marketing.

The second group are specialist properties; those that are not necessarily hard to gauge in terms of price, but which will be of interest only to a niche market who will most easily be reached by public auction rather than a sale by private treaty.

An example of this could be residential investment properties subject to regulated tenancies, freehold ground rent investments or blocks of lock-up garages. It will also apply to larger commercial properties that will be of interest to property companies and institutional investors.

And **the third** type of property is "difficult" or "defective" property, that is property that is either defective structurally or has defective legal title.

Either of these can make the property difficult or, in some cases, impossible, to mortgage meaning that the vendor is relying upon a cash buyer.

As most auctions have a number of potentially sub-standard properties does this mean that you should steer well clear of auction property?

Not necessarily, although you might want to pitch your interest to your level of experience and ability.

For example, if you haven't had much experience of refurbishing properties then you might not want to start by bidding for a property with substantial structural defects.

Although "defective properties" can be daunting for the beginner, they can provide excellent bargains as the number of "cash buyers" with the required "expertise and experience" to take them on is limited. Often the consequent limited demand means that they sell relatively cheaply.

The **fourth type** is property where the vendor needs to be seen to have marketed a property widely and openly. This applies to banks and building societies selling repossessions and where they need to be able to show that they have advertised the property to as wide a market as is possible, and have obtained the best price possible. The fact that repossessed property can be bought at bargain prices suggests that selling at auction doesn't necessarily guarantee getting the best possible price, but current convention is that selling at auction discharges banks of their duty to get the best price.

The **fifth type** of property is those where the vendor wants a quick sale. Vendors wanting a quick sale could include those dealing with probate properties – in other words, properties that are being sold for the estate of someone who has passed away – banks and building societies who want empty properties off their hands so they don't have to manage them, or even property owners who want to sell before they are repossessed.

For the "average" bargain hunter, properties that fall within the "need to be seen to have been marketed widely and openly" and "the vendor wants a quick sale" categories are probably the best to concentrate on.

Many lenders will use an auction to sell repossessed property – this is considered by some to be the means of selling that is most widely accessible to the market and so discharges their duty to market the property thoroughly. It's certainly the most open and transparent means of selling, with the property, and it's eventual selling price, being within the public domain.

Essential Information Group (www.eigroup.co.uk) confirm that the number of repossessed lots offered at auction has risen substantially over the last couple of years to the point where repossessions and

distressed sales now make up a significant proportion of all residential lots being offered.

Some auction catalogues now comprise almost 80% repossessed properties, and the chances are that until liquidity in the financial markets improves, this will continue, despite that lenders tell us that they are listening to Government pleas and are trying to take a more socially responsible attitude to repossessions. Unlike the 1990's, they assure us, repossession is now seen as a last resort. However, in practice, this doesn't always seem to be the case.

The key to rooting out bargains is thorough research and preparation.

Here's my 6 step guide on how to prepare for an auction to give your self the best chance of finding a bargain.

Step 1 is to review the catalogue to see what is available. We'll all have different preferences and reasons for selecting certain properties.

This might be on the basis of location; you might want to look locally at properties you can manage yourself, or in another geographical area where, perhaps, you already own properties and are building a portfolio.

Or you might select properties on the basis of type; you might be interested in commercial, or vacant residential, or residential investments which already have tenants.

However you select your properties, you will need some criteria by which to sort the wheat from the chaff as even experienced buyers at auction will not have time to do an in depth analysis of all the lots on offer.

Step 2 is to read the Conditions of Sale and the Special Conditions of Sale relating to any property that is of interest to you – in effect you are making sure that there is nothing in the “small print” that would put you off buying.

Having found an interesting property with no obviously adverse conditions attached, **step 3** will be to inspect the property, and the area in which it is located. I would never advise buying “sight unseen” unless there are very special circumstances behind your purchase and you can afford the time and money to make a mistake.

The main purpose of the inspection is to help you to come to your own conclusions about the value. To estimate the value you will need to take into account the location of the property and the asking prices of other similar properties in the locality, assuming there are some. You can also do an internet search on previous sales prices on websites like

www.rightmove.co.uk, and www.nethouseprices.co.uk and www.zoopla.co.uk.

The second reason for inspecting is to check the layout and condition of the property. Unless you're a "professional" I wouldn't advise you to rely upon your own inspection to establish physical condition, but even so, at a preliminary inspection, you should be able to get an idea of whether it is a "structural" disaster or a property worth pursuing.

The third reason is to look for "angles" by which you can increase the value of the property.

Buying a property "cheap" can be an "angle" in itself, but other examples of "an angle" could be spotting an opportunity to rearrange the layout and so increase the value, or to change the use, or to split it to provide multiple units of occupation, or to extend it, or to sell it on to a single occupier at an enhanced value when the tenants have vacated.

Step 4 is to use all the information you have collected and to come to your own opinion of value and decide on the maximum amount you can afford to bid.

During this process there is no point in thinking about the guide price quoted in the catalogue. Each auction house will have different views on how to set a guide price. Some set it low, sometimes lower than the reserve, to try to generate interest. Some are more realistic and might pitch it at or around the reserve.

But, unless you know from experience how that particular auction house sets its guide prices, the guide price might not give any meaningful indication of the value or the reserve price, or the likely sale price.

In fact, some auctioneers don't give guide prices any more. Instead they give a "starting bid". This is usually much lower than the reserve, and lower than a guide price, and psychologically gives a potential bidder hope that they may be able to buy very cheaply. Invariably a winning bid will be much higher than the starting bid, but may well still be a bargain.

Step 5 is to get hold of a copy of the legal pack to make sure that all is as it seems to be. The legal pack should have copies of the title deeds, any leases, planning consents and so on.

For example, if you are thinking of buying to redevelop then you won't want to unwittingly buy a property with restrictive covenants that prohibit development.

Nor would you want to buy a property with a defective title if you'll know you need to raise finance against it, because a bank won't lend on a property with a defective title.

If, after all this, the property is still a “runner”, **step 6** is to arrange finance in principle, if you aren't buying for cash.

If you are buying for cash and think you may want to finance at a later date, at the very least you will want to have had a full survey, and a valuation for your lender, and an agreement to lend in principle, before you bid.

You don't want to be the successful bidder if you then find that, for whatever reason, you can't get finance.

As you can see there can be a significant amount of work to do before you even get into the sale room. And you can also pay out a significant amount of money before the sale on surveys and valuations and legal fees.

And of course, despite all of this, you may not be the successful bidder on the day.

That is why I think it's a good idea to attend a few auctions and to get the feel of the way they work, the type and quality of the property being sold, and the prices achieved, before you go along to bid for real.

Armed with all this information you are now ready to bid, but only when you have set your maximum bid in stone. Anyone can buy a property by paying too much but that's not a successful business model.

At the auction

First things first. Many auctions now require you to register before you bid, so you need to get there in plenty of time to do so. Some auctions have hundreds of lots listed and can run for a whole day or even for several days. If the property you want to buy is one of the later lots it can be tempting to turn up late, but don't be too complacent. If multiple lots are withdrawn prior to the sale, or there are only a limited number of bidders for the lots, an auctioneer can get through a sale quicker than you might realise.

You don't want to turn up to find that your lot has already been offered and sold. And you don't want the stress of having to register just moments before your lot is due to be offered.

Deciding Your Maximum Bid

The first step is to try to come to some opinion on the value of the property. You could take professional advice before you bid, and part of that advice could be obtaining a valuation.

Or you might want to do your own research and make up your own mind about the value. I won't go into all that here but some simple things you can do is look at asking prices for similar properties in the locality, talk to friendly estate agents and see what they can tell you about values

and sales prices, and to look up asking prices and sales prices of similar properties on the internet, including the most recent sale price for the property you are looking at. The more information you have hopefully the easier it will be to come to an opinion about what the property is worth.

Next, you need to think about what you are trying to achieve in owning this property. Regrettably, there has been so much talk about buying BMV or below market value, and so many investment property brokers offering properties at supposed 25% discounts and the like, that you'd be forgiven for thinking that getting a discounted price is the be all and end all of property investing nowadays.

There is no point in buying a property at a discount if it is a poor property that you shouldn't be buying at any price. No amount of discount will make an otherwise poor deal good, but a discount can make a good deal great. I hope you can see what I'm saying. Choose your property carefully and make sure that it is a property you want to own, regardless of the price.

In my opinion the main reason for bidding at a discounted price is to make sure the property is cash flow positive if you are going to keep it to let out. In other words, by buying at a discount, you can reduce the amount of finance you need, and so can reduce your monthly mortgage costs and increase your monthly profit, in other words create a positive cash flow.

So when you think about where to pitch your bid, do your sums so you know what the effect will be on your monthly cash flow. Ideally you want a positive cash flow.

Now I understand that some deals are still excellent deals even if there isn't going to be a positive cash flow, because you may be able to buy at a genuinely bargain price and sell it on, or you might be buying the property to renovate it and add value. If you aren't buying the property to let it out you'll still need to do your sums to make sure the figures stack up. Working out the profitability of a renovation project isn't always straightforward and I won't go into that now, but you need to be sure that you have an accurate assessment of the end value of the property, and an accurate assessment of all the costs before you decide how much you can afford to pay.

One thing you may need to think about at the moment is market volatility. Opinion is divided about whether house prices are stabilising and whether they will fall again in the future. Also, house prices in some regions of the country may be more volatile than in others. So you may want to build in a buffer just in case, depending upon how you see the risk of further falls in the area you are buying in.

When you have done all of these you should be fairly confident about the maximum price you can afford to pay which makes sense to you, and resolve not to pay more than that figure. Whatever this figure is, resolve not to bid even one penny more.

Bidding at the auction

Sometimes this is matter of raising you hand to indicate you are bidding, other times the auctioneer may give you a numbered 'paddle' to hold up when you are bidding.

When you start bidding remember you maximum bid. It can be easy to get carried away in the heat of the moment and, let's face it, it's part of the auctioneers job to whip up the excitement and to push bidders as far as they will go or even further.

Sometimes they will do this by taking bids "off the wall". Although at first sight this might seem a bit underhand, they are only allowed to do this up to and until the reserve is reached.

If you think about it, this makes some sense. After all they were not going to sell "in the room" at below the reserve anyway.

Less obvious but just as effective at creating the impression of interest in a property is for the vendor themselves, or their agents, to bid at the auction. Again, the same rules apply, they can only bid up to the reserve.

One of three things will now happen;

*you will be the successful bidder and the property will be yours

*someone else will out bid you

*or the property will be withdrawn if it does not meet it's reserve.

If you bid on a property but it is withdrawn at a higher price than you bid you should not be disappointed, instead you should be full of anticipation.

If your selected property doesn't meet the reserve it can be a great opportunity to buy at an even better price than you first hoped. It's always worth approaching the auctioneer, or the clerks, and asking what the reserve price is. At that point there should be no reason for them not to disclose it to you, but even if they don't you can make an informed guess by noting the last bid at which the property was withdrawn.

So why not make an offer and kick off negotiations? Don't forget that the auctioneer will be keen to sell to get the property off his or her books and to get their commission. The vendor may well be disappointed that it didn't sell and may be open to offers, especially as they have to pay the auctioneers, and the lawyers who prepared the legal pack, whether the property sells or not.

When your bid or offer is accepted

If you make a successful bid at auction or if your post auction bid is accepted, you'll be expected to pay a deposit there and then, so make sure you have the means to do so. Check in advance how the auctioneer wants payment, often they'll want a bankers draft which you'll need to organise in advance

Once your bid is accepted there is no going back and you're committed to purchase. You'll need to look at the terms and conditions of the auction to see when completion will take place, and you'll need to make sure that you have the money ready to complete your purchase at that date.

Completion is often set for between 20 and 28 days after the auction so you probably need to start organising a mortgage even before the auction. There are bridging loan companies who'll lend short-term money at high rates which provides the finance to pay whilst you arrange for a cheaper conventional mortgage. Of course, you'll need to be satisfied that you will be able to get a cheaper conventional mortgage before you take on the expensive bridging loan.

Conclusion

This has been a quick look at buying bargain property at auction.

Auctions can be a great way to find bargain property, but you need to do your due diligence, both physical and legal, before you buy. Never buy sight 'unseen', no matter how tempting the price.

And before you buy, make sure you have done your sums properly so that you know you are buying a genuine bargain.

Remember that there's a reason why a property is being sold at an auction and you don't want to buy the wrong property, so don't take short-cuts when doing your due diligence.

Here's to successful property investing

Peter Jones

Peter Jones B.Sc FRICS

Chartered Surveyor, author and property investor

www.peterjones-online.com

Don't Miss out! Let Me Help You To Take Advantage of Probably The Best Buying Opportunity We'll Ever See

I'll Mentor You 'One Day at a Time' – Even Better You Pay Just One Day at a Time

If you only need one day then just book one day – it's as simple and as flexible as that

Dear Fellow Property Investor

Many investors agree that current property market conditions provide one of the best buying opportunities we are likely to experience for years, perhaps even a “once in a lifetime opportunity”.

With the property market showing itself to be remarkably resilient, and with prices having effectively stabilised for the last 12 months or more, **NOW is the time to act.**

If You're Just Starting I Can Help You Onto The Right Track From Day One

If you are just starting out in property then what can make more sense than talking to someone who has been there and done it all first.

I've been in property for over 30 years and have been investing for myself for almost 18 years. In that time I've seen most things, and have done plenty of things right, as well as plenty of things wrong.

Why not use my experience to help you to avoid the mistakes I made, and save yourself a lot of time, money and stress, and instead let me guide you to the things that really work?

And this isn't just for beginners.

Sometimes a fresh pair of eyes and a different perspective can make all the difference.

No matter how experienced we are, there are times when we just aren't sure what to do next. We know we need to do something, but what?

Or perhaps we have a good idea of what to do, but just aren't sure how to go about it.

That's why talking to someone with a fresh view can be invaluable, especially someone who is experienced and who has been there, and has done it as well.

That's why I'm more than happy to meet with you for a day and to help you to find the way ahead.

That could be to help you to get started, if you are just getting into property or to help you explore new and different ways of expanding your property business if you are already an experienced investor.

Or perhaps it might be a matter of helping you to 'tweak' what's already working.

Whatever your needs are we can talk about it.

Why is What I'm Offering Different to other Mentorship Schemes?

There are several top quality mentorship schemes available and provided by different property experts.

However, a full blown mentorship scheme, which locks a 'mentee' in for a minimum of a year and which costs several thousand pounds, isn't always what's needed.

Sometimes sitting down with someone and 'picking their brains' for a day is all that's required.

That's why I have come up with a simpler and more flexible solution.

I will provide you with mentorship just 'one day at a time'.

When you 'Pay For a Day' I will meet with you for a minimum of five hours and we'll talk property – we'll discuss whatever you want to talk about ranging from general ideas on how to get started, or how to accelerate your existing business, through to specific questions you may have about property and property investing.

You Choose How Much or How Little Mentoring You Want

You get to choose how many times we meet up.

If one session is enough to get you started or back on track, that's fine.

Or perhaps you'd like to be able to follow up a few months after our first meeting to work on refining your processes, or ironing out any problems you had along the way, or to discuss how you can move to the next level.

Just try one day and see how it goes and if that's enough, that's great.

If you think it would be helpful to meet again, or more often, that's absolutely fine as well.

The choice is yours and we can be totally flexible around **YOUR** needs.

Here's How I Can Help You

This is your time and we'll discuss whatever you want to talk about.

We'll spend the day discussing and sharing ideas on any subject or subjects you choose – whether it be reviewing your strategy, looking at your business plan, discussing the best way for you to find property, how you can negotiate the best price or terms, how you can find the best finance and so on.

And it will also be an opportunity to talk about specifics if you need advice on a particular property or a particular aspect of investing.

In fact, we'll look at whatever it takes to help you succeed. This really is an interactive program and my aim is to provide you with all you need to succeed.

Just as examples, with previous mentees of mine I have:

- Reviewed their business plans and have helped them make small but significant changes to ensure they have the best possible chance of success;
- Discussed different finance options and have advised them on how to find the money they needed to move things forward
- Helped them draw up an action plan with 'to do' lists to help them start and to keep the momentum going
- Explained to them the different strategies property investors use and have helped them to find the best strategy or strategies for them
- Explained to them the different techniques available today to find, secure and control property
- Reviewed their existing property portfolio and have helped them decide on the best way forward to expand, consolidate, draw out equity or whatever their personal needs required

And much, much more.

When you book 'your day' we'll talk about whichever aspect or aspects of property investing you want to talk about, and the things which will most help you to succeed.

How much will it cost?

In most industries on-site professional coaching will cost a minimum of £250 an hour, often many times that amount.

In fact, I know of people in the property industry who charge £200 for just a half-hour telephone consultation!

And to join a mentorship scheme for a year will quite often cost anywhere between £5,000 and £10,000, and even then, when you meet the mentor, the chances are it will be in a group workshop setting and not one-on-one.

Of course, like me, you'll have probably heard the argument that the price of top quality advice is an investment and not a cost, and that is true. Similarly, you'll also hear it said that if you receive 'just one good idea', that will make the price worthwhile, and that also is true.

But having said all of that I also realise that at the moment we all want to preserve our cash-flow and to keep costs to a minimum.

So, with that in mind, and because I'm interested in your success and would like to make it easier to meet up on a regular basis, should that be the route you wish to choose, I'm not suggesting £200 for a telephone call or £250 for an hour.

When you 'Pay For a Day' you'll only pay £375 for the initial meeting.

For each and every subsequent day you book I'll charge a reduced rate of just £325 (subsequent days can be booked any time and do not have to be booked prior to the first meeting).

Remember, we can be as flexible as you like. If you want to book just one day there's absolutely no obligation to book any follow up days as well.

Plus I'll Even Give You a Free Gift Worth £297 When We Meet



I want this to be an easy decision for you to make and so when we meet up I'll also give you a copy of my 15 DVD, 16 hour, home study course, completely free!

This usually retails at £297 plus p&p!

If you think about it that means our 5 hours together is really only costing less than £20 an hour!

So Click The 'Buy Now' Button Below and Then Grab Your Diary and Choose a Date

Now is the time to act.

So please click the 'Buy Now' button below.



Or go to www.PeterJones-online.com and click the '**Pay for a Day Mentoring Tab**' and book your day now.

Once I receive notification of your payment I'll email you and together we'll agree a date for our day together. It's as simple as that.

So, to book your day, click the 'Buy Now' button or please go to www.peterjones-online.com and click on the 'Pay-For-a-Day-Mentoring' tab.

Don't wait to get started – let's get you up and running now!

I'm really looking forward to meeting with you and talking property with you.

Here's What Previous Mentees Have Said:

"yes, our chat definitely helped . Yes, you're right, not quite the strategy I was expecting but I was keen to have a property professional check it over and it is far better I know I have the right strategy before I continue than realise in another 3 years time it's wrong! It shows the importance of comparing the financial results back to the target and making sure it fits, I reckon".

David, Surrey

"After reading two of Peter Jones most inspiring eBooks, I met up with Peter on a pay for a day's mentoring in Nottingham, through which I was quickly able to ascertain my strategies and goals to allow me to build an income generating property portfolio with the aim of being financially free in the very near future. "a much cheaper alternative to spending thousands of pounds on those seminar type courses" and ongoing support if needed. Thank you"

Sean F, South London

"Just wanted to say thank you for yesterday, it was good to talk all my thoughts and questions through. I now feel a lot clearer on what steps to take"

Martin N, Sussex

Introducing The Easy Way to Own £2 Million of Property in 4 Short Years!

"Copy My Plan. Let me show you how I built my property portfolio, starting from scratch and using none of my own money, and how you can do the same today"

Dear Friend and fellow property investor,

"If You Really Want to be Financially Free in Property, Now is The Best Time In Years In Which To Get Started"

"I'm really excited because I believe that the market conditions we'll see over the next 18 months or so will be virtually identical to those when I first started building my property portfolio.

That means this is the perfect opportunity for you to copy my plan and to build your own £2 million pound property portfolio over the next four years or, by learning about what I did right, and by avoiding what I did wrong!

But let me start by introducing myself. You may already know me, or at least know of me. I'm a surveyor by day, an author by night, and a property investor 24/7.

Property is my life, and I've done very well out of it. I also know that I've been the catalyst to many other people's success too, those who've read my property insider books and been guided by my insight.

I've certainly heard some amazing success stories from readers over the past few years; some that you simply wouldn't believe, like the lady who built a £1m property portfolio, starting from scratch, in just one year.

Let Me Show You How You Can Save £6,000 or thereabouts Every Time you Buy A Property!

What troubles me is that there are many people out there making money in property ... by fleecing the unwary. I'm talking about:

*some so-called 'property seminars' run by firms that charge up to £6,000 for a weekend course!;

*the firms that sell new build properties at an apparent substantial discount;

*and property agents who offer so called "below market value" deals on 'distressed property' and who charge several thousand pounds for finding you a terraced property you could easily have found yourself, if you'd just known how and where to look.

If you know how to find bargain property yourself, you don't need to pay out sums like that! And I'm going to show you how.

I Want You To Have All The Information You Need So You Don't Need To Pay Others...Or Buy Poor Property Investments at Inflated Prices AND Still End Up Paying a Finders Fee!

But that got me thinking. What if I could redress the balance and provide all the information an investor needs so they don't have to risk their hard earned money on some dubious deal?

Then they wouldn't have to pay expensive seminar fees, or property finders fees, and could be sure that any property they buy is a genuine bargain. Would that be excellent value for money or what? Hmm.

It was certainly a challenge...But, after 6 months and a lot of painstaking and dedicated research, I did!

I drew on my own experience and knowledge to compile the essential information all property investors *need to know about building a property portfolio from scratch* and retiring early!

And it's all contained within the 178 pages of:



The Successful Property Investor's Strategy Workshop

Now, if I wanted to, I could do what other so called "property experts" do and I could sell all this information as a home study course for £497 or more, or I could even make it into a weekend seminar and charge anywhere up to £6,000.

But don't worry; I'm not going to charge you 6 grand or anywhere near that amount! In fact, I'm not even going to charge you as much as 1% of that. Read on, really - because this is a truly *amazing* deal.

Having built my own property portfolio from scratch, and starting with virtually none of my own money, I've constructed my very own course but this time on paper, all in one easy-to-

absorb volume (although it is big), so that you don't have to go to the trouble and considerable expense for yourself.

And I call it *The Successful Property Investor's Strategy Workshop*. It's all-encompassing, it's comprehensive, and it's available now.

So what will you learn from The Successful Property Investor's Strategy Workshop?

Well, for a start I shall tell you the story of how I built my portfolio, using these techniques. and how I started off from scratch and built it to £2 million pounds in just 4 years.

That's right, from nothing (like many people, I was far too busy earning a living to make any real money).

And I'll show you exactly how you can do the same.

It's not rocket science. Anyone can do this, but you have to go about it the right way. Indeed, you can copy my model, if you should so wish.

Through my *Insider's Guide* series of best-selling property books I've been able to assist thousands of investors turn their dreams into reality.

But *The Successful Property Investor's Strategy Workshop* is a far more comprehensive work that encompasses the whole gamut of property investment from A-Z and which concentrates on the all-important aspects of strategy and planning.

These are the techniques that all successful property magnates use; a tried and tested formula that almost guarantees your rise to the top, puts an end to the laborious 9-5, and provides for the initiate the secrets which secure financial independence in the quickest possible way.

We're talking about an *exceptionally* valuable resource for experienced and inexperienced investors alike, a total "How To" of property investing with information I really wish I'd had access to when I started out.

In *The Successful Property Investor's Strategy Workshop* you will learn (and these are just a taster)...

*Why ordinary people like you and me can be successful property investors.

*Why you don't need to be rich, clever, well-educated or an "expert" to be a highly-successful property investor.

*How virtually anyone can build a portfolio of multiple properties producing £1,000's in income and £100,000's in equity.

*How *you* can learn from my mistakes, and why the person who's not making any mistakes isn't trying hard enough.

*How to avoid the mistake of considering property to be an 'investment'.

*How to discover the strategy that's perfectly right for you, and then plan for property success accordingly.

*How I went from being broke, with a limited income and virtually no savings, and within 4 years owned two property companies with combined assets worth £2 MILLION POUNDS!

*Why absolutely anyone can buy a property, but how to ensure you buy the property that is right for *you*.

*5 reasons why property beats all other types of investment hands down.

*How to buy below market value time and time again and guarantee yourself a positive return from Day One.

*Why a vendor will thank you for taking under-value property off their hands, and why you should snap it up.

*2 really simple and obvious but little-used ways you can supercharge your returns from property.

*How to use "the greatest invention of man - the eighth wonder of the world" to slash the time it takes you to achieve your property goals.

*Why it really is easy to get as much OPM (Other People's Money) as you need, and WHY DEBT CAN BE GOOD FOR YOU!.

*How you can quickly and easily secure as much finance as you need to start your property business immediately.

*How you can grow the value of your properties by making just a few simple and inexpensive changes (this is clever stuff).

*The real truth about carpets and decorations (you'll be surprised).

And That's Not All! I'll Also Show You:

*Why residential property is never going to go out of fashion, and why we'll never have enough of it.

*2 questions you must ask yourself before you buy property.

*How to tell if a particular property is right for you, and why you need to know now.

- *How you can profit from the 3 principle financial benefits of owning property.
- *How you can create lump-sums of cash, a regular income, *and build your equity*, all through property.
- *2 things you need to think about before renovating a property, but which most investors overlook (at their cost).
- *The whole truth about rented property, and HOW YOU CAN MAKE IT WORK FOR YOU whilst it fails for others.
- *How to set your property goals, devise your strategy, and then make a plan to achieve them.
- *The 5 basic building blocks of any successful property investor's plan, and why you must use them to accelerate your success.
- *5 templates you can use to make your plan, and then start implementing them tomorrow.
- *3 common misconceptions about property, and why they could cost you dear.
- *3 crucial steps you must take before you buy your properties.
- *Why you need to regularly review your strategy and goals, and what can happen if you don't.
- *3 simple but highly-effective techniques you can use to source high-performing investment property.
- *3 buying criteria used by one of the world's top property investors.
- *How to find the next property hotspot ahead of the crowd.
- *Why buying near the coast can be good for your wealth.
- *How to get free expert advice, and why this is essential for any serious property investor.
- *3 things a successful property investor must possess.
- *How you can develop the right mindset to be a successful property investor.
- *How to be the captain of your own "winning team".
- *The research you must do before buying any property, and where you can find the information quickly and easily.
- *3 questions you must be able to answer when you've finished your research.

- *How to analyse all your deals so as to minimise the risks involved in any purchase.
- *The one method of property valuation you must use and why it will save you an absolute fortune.
- *When you should hold your properties, and, importantly, when you should sell.
- *4 hassle-free ways of making extra income from your portfolio.
- *How to get onto the property ladder without any money of your own.
- *How to decide to take out loans interest-only, or capital repayment

But that's not all, by no means. These 178 pages of practical information will help any aspiring property investor to take the huge steps they need to ensure success.

AND FINALLY, In The Successful Property Investor's Strategy Workshop, YOU WILL ALSO LEARN ...

- *3 universal strategies that all seriously successful property investors use.
- *One further strategy you should ignore at your peril.*
- *5 absolutely essential ingredients of any successful property investment plan, including 2 *powerful* tools, which together will almost assure your success.
- 5 simple and immediate plans for making property profits which you can actually start using tomorrow.
- *1 key unalterable truth about property, which few people know about, that you sincerely *must* apply if you want to succeed in a big way.

And just to prove that this isn't dry theory or textbook or classroom pontification (you'll know this if you've read any of my previous books anyway) I'll show you in detail how *I* have built *my* portfolio.

That's right, I'll show you everything I did, right and wrong - £2 MILLION POUNDS IN FOUR SHORT YEARS is not bad going, I'm sure you'll agree, and I'll show you *exactly* how you (yes, *you*) can do the same. I've even included real-life examples of actual properties I've bought, so you can see how it all works in practice and witness just how it's working for me.

And there's more...

Further, I'm going to share with you a fundamental truth about property investing that I discovered in my role as a consultant. It explains why some investors make it, while the majority don't. And it's this:

Anyone Can Buy A Property, But Not Everyone Buys The Property That Is Right For Them

In my opinion, that is the difference between success and failure, or the difference between doing okay and doing very well indeed.

Do you think successful investors buy "the house next door", just because it happens to be the house next door? Do you think they buy a property just because it looked cheap?

Do you think they'd buy a property just because they could get a discount from the developer?

No, of course they don't.

They know exactly which properties they need to attain their goals; they have worked a system to find those properties; and they take the necessary steps to acquire them at the right price.

Anything less than that and they will not buy. It's as simple as that. I'll show [you how you can make those decisions too](#).

Unlike the unsuccessful majority, they don't just happen to stumble into deals. Successful property investors know their strategy, they have a plan, and they take actions that are consistent with their plan. It's not down to luck that they are successful. These people have planned for success.

I have to say that when I am spending my money on property, especially when I'm committing myself to borrow large sums from the bank as well, I like to be sure that I am buying the right property. After all, even a "cheap" property investment is a massive financial commitment.

When I Started I was too busy working for a living to earn any real money. Now I own £2m of property!

Now let me say that I'm not making myself out to be a paragon of property investing.

I've been at the bottom, and I know what it's like. Ironically, when I started out as an investor I was broke and barely employed - I was working part time as a consultant doing the drab jobs my peers didn't want to do, and I was paid a pittance for my troubles.

I now have two property companies, with combined assets of over £3m. Not bad considering I started with nothing, other than the house I live in.

I know from personal experience that taking the theory and applying it in practice is not that easy if you aren't sure how to get started.

But once you've devised your strategy and plan, taking the right actions will become second nature to you. The thing is, HOW DO YOU DEVISE YOUR STRATEGY AND MAKE YOUR PLAN and make your plan in the first place?

Now that I've created *The Successful Property Investor's Strategy Workshop* I can help you do exactly that, without the expensive education.

So save yourself a lot of time and trouble and spend the fee you'd pay a property finder or a seminar company on YOUR property

Those property finders and seminar companies promise a lot, but deliver very little, even though the cost is usually exorbitant.

But now, for the first time, you can have it all, for only a few pounds, and absorb the information at your leisure in the comfort of your armchair.

What better way could there be to begin your property empire or develop at an increasing pace your existing portfolio?

Stop me and buy one!

Before I ramble on any further. I know that the information in the *Successful Property Investors Strategy Workshop* is of immense value to all property investors, or I wouldn't be writing this in this way.

I don't talk rubbish and I don't over-hype, that's just not my style.

And, as previously mentioned, all I'm ever interested in is value-for-money, and that applies whether I'm buying (especially property), but also whether I'm selling.



So Please Order Your Copy Today

Please just click the 'Order Button' or go to www.strategyworkshop.co.uk to order your copy.

The Successful Property Investor's Strategy Workshop is available as an ebook (PDF) for you to download now and print off, or to read on your computer, for only £29.97

PLUS! Order Now And Receive a Special FREE Bonus Worth £29.97 As a Thank You From Me!



Order NOW and I'll send you a FREE copy of my ebook: *'Property Investing by Numbers'*, a compilation of my most popular special reports covering a range of must-know property topics.

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So please order your copy now and you can soon be on your way to starting your own highly profitable property portfolio, and be on the road to securing YOUR FINANCIAL FREEDOM FOR LIFE!



Please just click the 'Order Button' or go to www.strategyworkshop.co.uk to order your copy.

Here's wishing you continued success with your property investments, as always, and if I can play a small part in that success then it's personally rewarding and satisfying for me.

Here's to successful property investing!

Peter Jones

Peter Jones B.Sc FRICS

Chartered Surveyor, author and property investor

PS Why Spend six grand on a property seminar when you can learn it all from me for less than 1% of that price? Grab your download copy of *The Successful Property Investor's Strategy Workshop* now for just £29.97

PPS Order now and I'll also send you a FREE Bonus copy of *Property Investing by Numbers*, worth £29.97

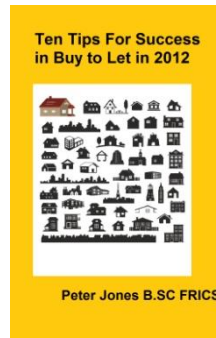
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PPPS Remember, there's probably never been a better time to get started in property - learn from me how I built my £2m portfolio and copy my plan, so you can do the same



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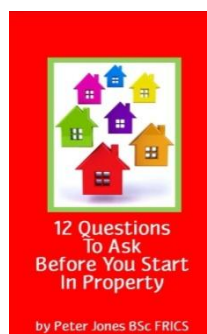
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