

**Elevate Your Business**  
**Day 3**  
**Vicki Cullen**  
**TPFG Group Training Manager**



# Agenda

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Creating More Profit

SWOT Analysis

Reality Check

Circles of Control, Influence and Concern

30 Years Ago V Now In Sales And Lettings

Are You Expensive?

The Profit Building Format

# Agenda

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Develop Yourself First

What's Your Hourly Rate?

Why Has EA Offering Not Changed In 50 Years

Its Time To Be Different

# Creating More Profit

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[https://youtu.be/RZ\\_eK5APKrg](https://youtu.be/RZ_eK5APKrg)

Your Business, What Are Your:



**Exercise: Take 20 Minutes To Analyse  
Your Own Business**

**Feedback To The Group (Honesty Is  
Essential)**

# Competitor Analysis



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Face The **Brutal** Facts

**REALITY-CHECK**

Only By Being Honest Can We Begin To **Change**

# Challenges

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# Where Are Our Risks



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# NOT ENOUGH LANDLORDS



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# A Tougher Sales Market



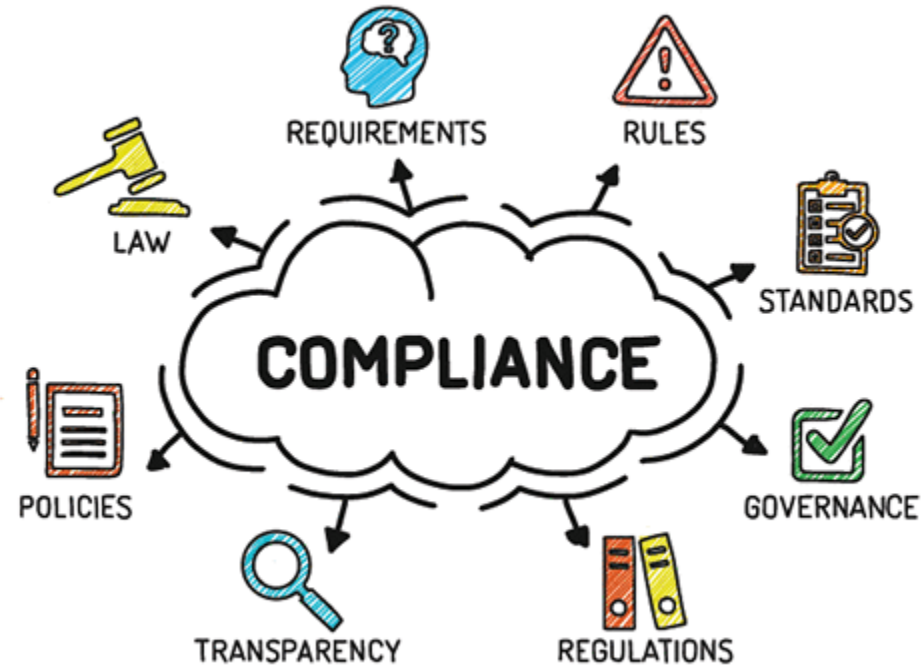
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# NOT ENOUGH TIME



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# INCREASING LEGISLATION



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# NOT ENOUGH PROFIT



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# HARD TO FIND STAFF



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# ITS ONLY GOING TO GET WORSE



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# ROPA



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# STAFF NEEDS/COSTS



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# AI CHANGING THE WAY WE WORK



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# In Order To Evolve We Need To Understand The Challenges We Face



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# KNOW YOUR BATTLEFIELD



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Not enough landlords

Increasing legislation

Hard to find staff

Tougher Sales Market

AI Changing the way we work

Not enough time

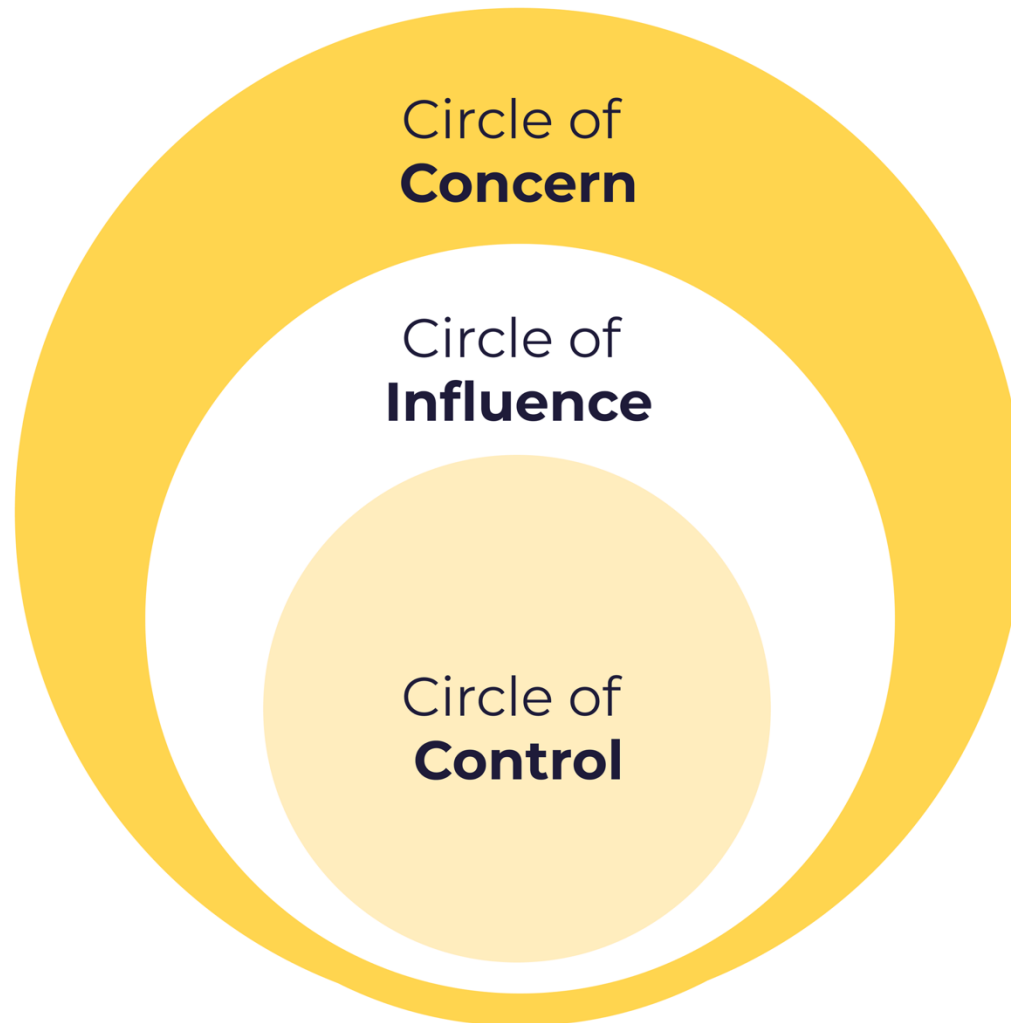
ROPA

Staff Needs/Cost

Not Enough Profit

Now Let's Consider.....

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## The Circle Of Concern

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Everything we worry about, think about, or discuss.

### Examples

- Interest rates
- Government legislation
- Competitors
- Economic conditions
- Social media opinions
- Market downturns



**You care about  
these things, but  
you cannot directly  
influence them**

# The Circle Of Influence

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This is where leadership lives!

Things you cannot fully control but you influence:

## Examples

Team morale

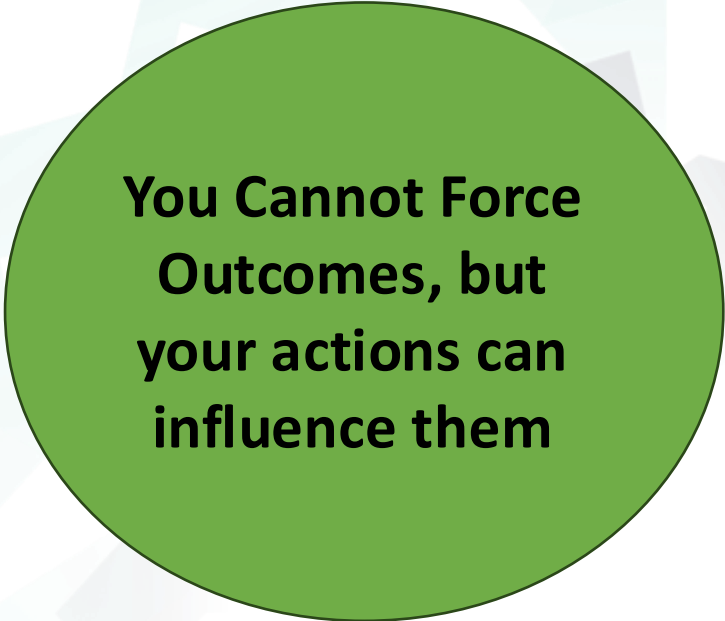
Customer relationships

Client decisions

Staff performance

Office culture

Negotiations



**You Cannot Force  
Outcomes, but  
your actions can  
influence them**


## Circle Of Control

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The things directly within your power

### Examples

- Your attitude
- Your preparation
- Your time management
- Your activity levels
- Your communication
- Your reactions
- Your standards



**This is where  
maximum  
accountability  
and performance  
happen**

# Income Maximising Structure

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# How Do You Ensure Your Businesses Continues To Grow?



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# **Your Mission – Should You Choose To Accept It, Is To Increase Your Profitability Significantly**



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# Mission ~~im~~possible



# The How

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Income Maximising  
Structure

Technology and  
Systemisation

Know Your  
Numbers

Maximum  
Performance

Increase Your  
Turnover

***What Did We Do 30 Years  
Ago  
V Now?***

# Income Maximising Structure - Lettings

Year	1995	2000	2005	2015	2017	2019	2022	2026
	Gas Certs		Deposit Reg	EPC	Legionella	Tenant Fee Ban	CO Alarms	RRA
			HHSRS		Smoke Alarms			Decent Homes Standards
			HMO Licence		RTR Checks			
					Ombudsman			
					How To Rent Guide			
					ASA& CPR			
Fees	12%	12%	12%	11%	10%	10%	10%	10%

# Income Maximising Structure - Sales

Feature	1995	2026
Search Method	Local newspaper / Window card	Portals (Rightmove/Zoopla)
Photographs	Camera with a film	Pro Photos/Drones/Giraffe
Floorplans	None	3d/2d/Coloured/Furniture
Viewings	Physical appointment only	Virtual tours, VR, 3D walkthroughs
Model	Traditional Local Agent	Hybrid, Online, or Self-employed
Data Use	Passive, Local Knowledge	Active, AI & Big Data
Compliance	Minimal	High (AML, Land Reg)
EPC	None	Mandatory
Average Fee	1.5-2%	0.75 – 1%

# Income Maximising Structure

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**WOW – We Have  
Taken On Lots Of  
Additional Work – in  
some cases FOR FREE**



## Income Maximising Structure

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**Exercise – Write Down Everything You Include In Your Set Up Fees. Write down what services you include in sales.**

**Now Look At What You Charge**

**You Offer Great Value For  
Money**



# Challenge

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## What Was:

Your lettings managed income in 2025?

If you increased your landlord managed fees by **0.5% in the next 12 months**, how much extra money would you make? (assume your portfolio stays stable)

## How Many:

Completions did you have last year?

If you charged an **extra £100 per completion** how much extra money would you make

Or

How many houses do you sell and let each month. If you **sell or let one more per month**, how much extra money would you make?

# Have A Clear Plan

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“ A GOAL  
WITHOUT  
A PLAN  
IS JUST  
A WISH ”



# What Do You Do For Free In Lettings

A Group Of Property Managers Were Asked What Have You Done For Free In The Past?

Got Keys Cut

Delivered Notices

Collected Keys

Additional Inspections

Forwarded Mail

**FREE**

## Where Liability Goes, Cash Flows

A Survey Asked Landlords What They Wanted From Their Agent:

**A. Value For Money**

**B. Peace Of Mind**



# Income Maximising Structure

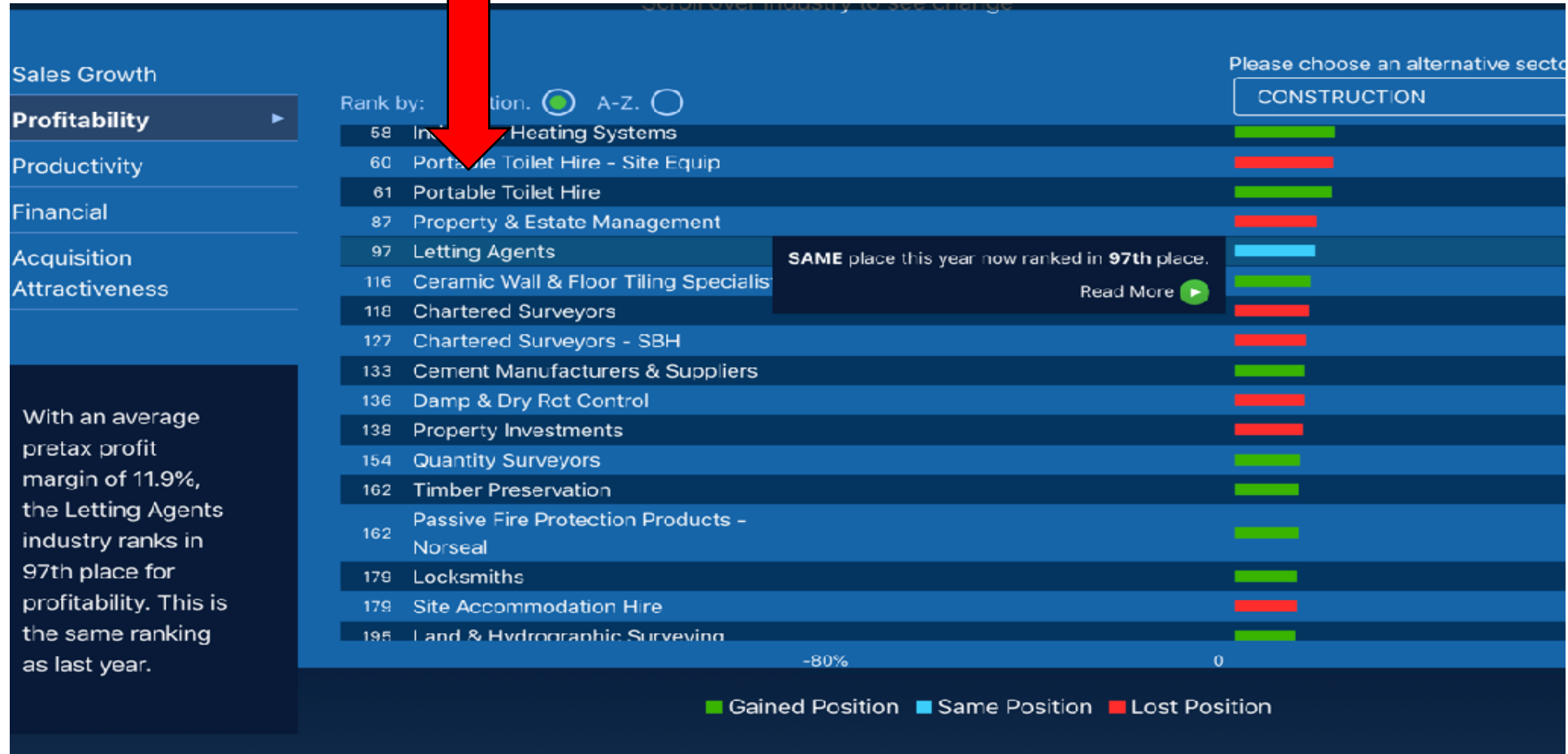
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Turnover Is **Vanity**, Profit Is **Sanity**

**The Average Profit Margin In  
The Industry is 11.9%**



# Income Maximising Structure



# Income Maximising Structure

**On Average We Make Less Profit Than A Company Renting Out Portaloos!!**



**V**



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TIME FOR  
LUNCH

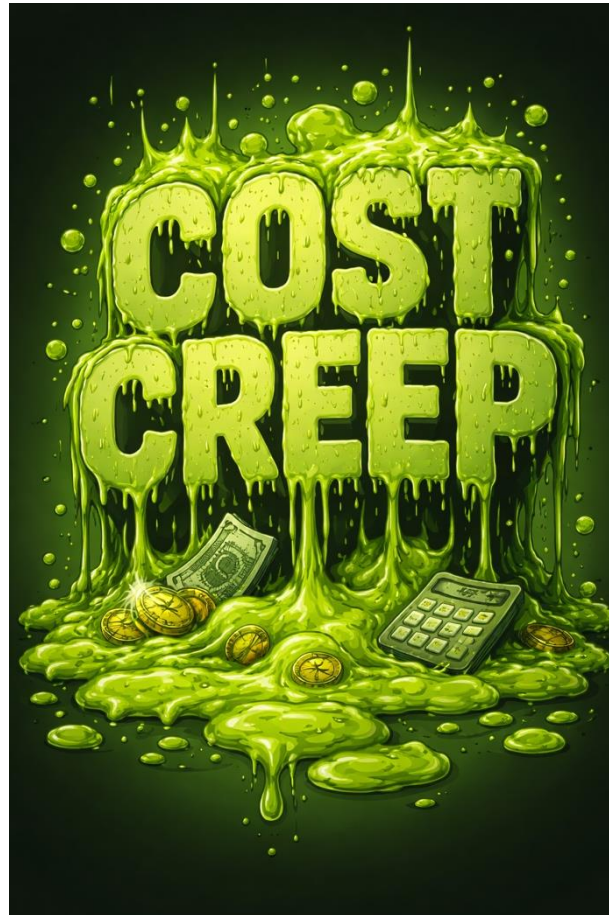


# Income Maximising Structure

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That's why, cost control is so important.

Sanity check your outgoings and make sure you aren't subject to.....



# Income Maximising Structure

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## Let's Build The Business We **Want**



# The Profit Building Format

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## The 6 Steps:

- **Plan For Profit**
- **Build A High - Performance Team**
- **Systemise and Automate Where Possible**
- **Plan For Growth**
- **Manage The Numbers**
- **Develop Yourself First**

# Plan For Profit

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- Identify Things You Do For Free And **STOP**
- Analyse Your Costs
- Marginal Gains on fees
- Can You Create Additional Income Streams
- Review Annually



# Build A High-Performance Team

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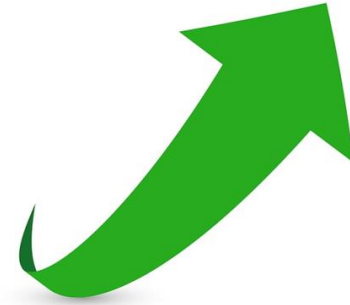
- ✓ **Recruit the right people**
- ✓ **Build a strong team**
- ✓ **Manage performance effectively**

# Build A High- Performance Team – Find The Right Staff

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Put simply.....

The right recruitment = Growth



The wrong recruitment = Cost



# Build A High- Performance Team

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**As a leader YOU set the tone, do you have a vision for your business, do you share that with the team, and do you review it regularly**

## **Mission Statements**

**A mission statement is a simple statement about the goals, values and objectives of an organisation. A mission statement should summarize why a business exists and helps a company respond to change and make decisions that align with its vision**

# Build A High- Performance Team

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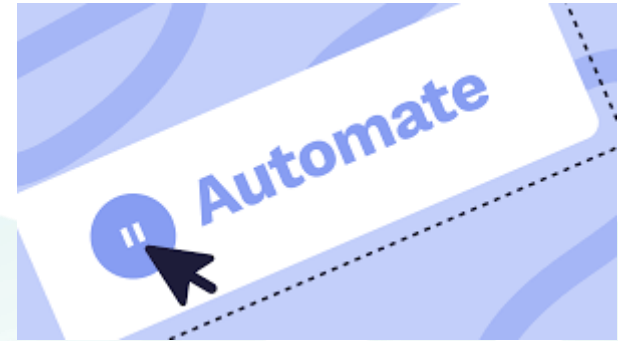


**Who Is Your Weakest Link?**

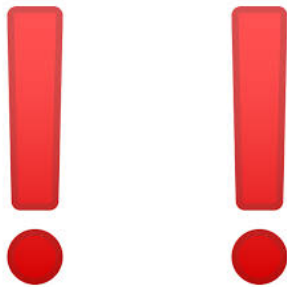
# Systemise And Automate

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**Automate With Tech Where Possible**



**Spend Time On The Things  
That Matter The Most**



# Systemise And Automate

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## Exercise: In Pairs “What Things Could YOU Automate”

How Much Time Could That Free Up In Your Business On A Daily Basis To Focus On The Important Things:

Instructions  
Reductions

**Make your business into an instruction generating machine**

# Plan For Growth

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**Clarify YOUR Vision and Goals**

**Make A SMART Plan To Achieve These**

**Analyse Your Current Position (Remember your SWOT Analysis)**

**Choose Your Strategy:**

**Acquisition**

**Increasing Market Share**

**Diversification**

**Expand Your Location**

**Plan Financially**

**Staff Should Bring In 3 times their Salary**

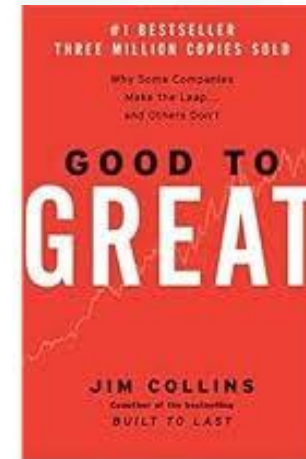
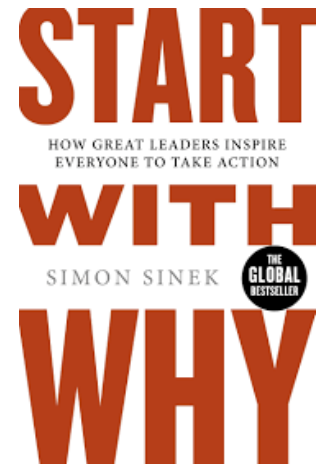
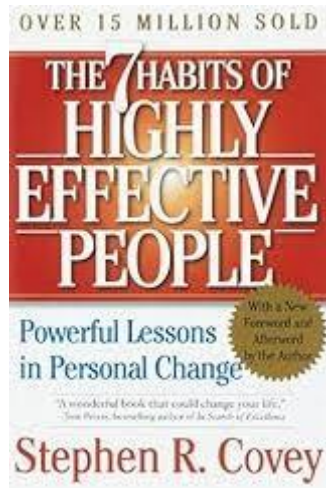
**What Profit Do You Want To Achieve**

**Set KPI's and Monitor Them**



# Develop Yourself First

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# Develop Yourself First: Some Of The Best TED Talks

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**Simon Sinek: How Great Leaders Inspire Action**

**Tim Urban: Inside the Mind of a Master Procrastinator**

**Eduardo Briceño: How to Get Better at the Things You Care About**

**Angela Duckworth: Grit: The Power of Passion and Perseverance**



## What's Your Hourly Rate ?

# Income Maximising Structure

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## Set Your Company Annual Turnover Goal:

Annual Cost Of Running Your Company NOW

£

Add Ideal Profit Margin (Your choice)

£

Add a Cushion (10%)

£

Your New Turnover Goal Is.....

£

# How Much Does Your Company Have To Make Every Hour To Achieve This?

It Isn't As Much As You Might Think 😊

# How Much Does Each Team Member Need To Make Every Hour To Achieve This?

It Maybe More Than You Think 😞

**Now you know that number what are you going to use it for?**

**You can work out what you need to charge for various services you offer to make them all profitable**

# The Supermarket Challenge

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*Just like a Supermarket, all  
products  
Should add value to your  
business*

## Income Maximising Structure

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**Think About Services you  
don't currently charge for,  
How Much Could You  
Charge and How Much  
Would This Make You?**



# Income Maximising Structure

Service	Hours	Charge	Units	Revenue
Inspections				
Inventories				
Check In's				
Check Out's				
HMO Licences				
Deposit Registration				
Notice Serving				
Court Attendance				
Utility Transfers				
Furniture Packs				

# Why Has Our Offering Not Changed In 50 Years?

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**This Ford Is 50 Years Old**

**This Strapline Is 50 Years  
Old As Well – Is It Really  
Bringing In The Customers?**



**FREE  
Property  
Valuation  
Here**

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# Does A Landlord or a Vendor Really Choose An Agent Based On Them Offering A Free Market Appraisal?



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**In Fact, 82% Of Landlords Don't  
Want That From A Letting Agent  
At All**



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# And Neither Do Our Vendors



# It's Time For Something New

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# What Do The 82% Of Landlords Want?

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- Compliance Review and Audit
- Educating On Legislation
- Off Market Properties To Buy
- Help With Organising Refurbishments
- Portfolio Re Structuring Advice
- Help With Challenging Tenants
- HMO/Licensing Advice
- Support With Selling Properties With Tenants InSitu



# What Do Vendors Want?

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- Accurate Valuations
- Minimal Stress
- Achieve The Highest Possible Price
- Introduce Qualified Buyers
- Great Communication
- Help Navigating The Conveyancing Process



## So Be Different.....

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# Landlords It's Time For Something New

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- Landlord Events
- Acquisitions
- Refurbishment Service
- Portfolio Restructuring Advice
- Retiring Landlord Assistance
- HMO Consultation And Support
- Compliance Reviews



# Landlords It's Time For Something New

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- Buy To Let Advisory Service
- Financial Services
- Off Market Sales
- Property Staging Advice
- Furnishing Services
- Webinars – Educate Them
- Social Media – Become the local expert



# Vendors It's Time For Something New

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Proactive And Bespoke Marketing

Discuss Waiting Buyers At Valuation

Communicate In Their Time, Their Way

Sales Progression Not Chasing – Make Things Happen

Social Media Reels As Standard

Be The Personal Agent With The National Name



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**To**  
**Summarise.....**

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# Landlords Selling?



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# Help Them Find A Buyer



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# 82% Ignoring Us?



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# Learn To Convert The 82%



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# No New Leads?



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# Create A Lead Generating Machine



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## **As A Business Owner What Are Your 5 Most Valuable Tasks?**

- 1. Charge What You Are Worth**
- 2. Build And Manage A High -Performance Team**
- 3. Understand Your Hourly Rate**
- 4. Know Your Battlefield**
- 5. Have A Plan**



**Plan Ahead, Set New Goals, Strive For  
Success. Elevate Your Business**