



headspace
for **success**

REIQ Zone Lunches 2019

[business
DEPOT]



hello! I am John Knight

FOUNDER & MANAGING DIRECTOR

 @jak_knight

 @business_DEPOT



what is success



“

[business
DEPOT]

**sales are vanity
profit is sanity
cash is reality**

”



**you think
like a
business**

**whether you are one or not
what the great tend to do**

'the great' tend to have

- + **large rent roll compared to costs**
to reduce risk + fixed costs
- + **multiple principals**
to reduce reliance + key person vested interest
- + **at least one selling principal**
even if not leaving behind huge profit contribution
- + **consistently performing sales team**
no baggage
- + **strong leadership**
which drives a strong culture

know your point of difference

it cannot be the same as everyone else
why do people choose you
industry fragmentation



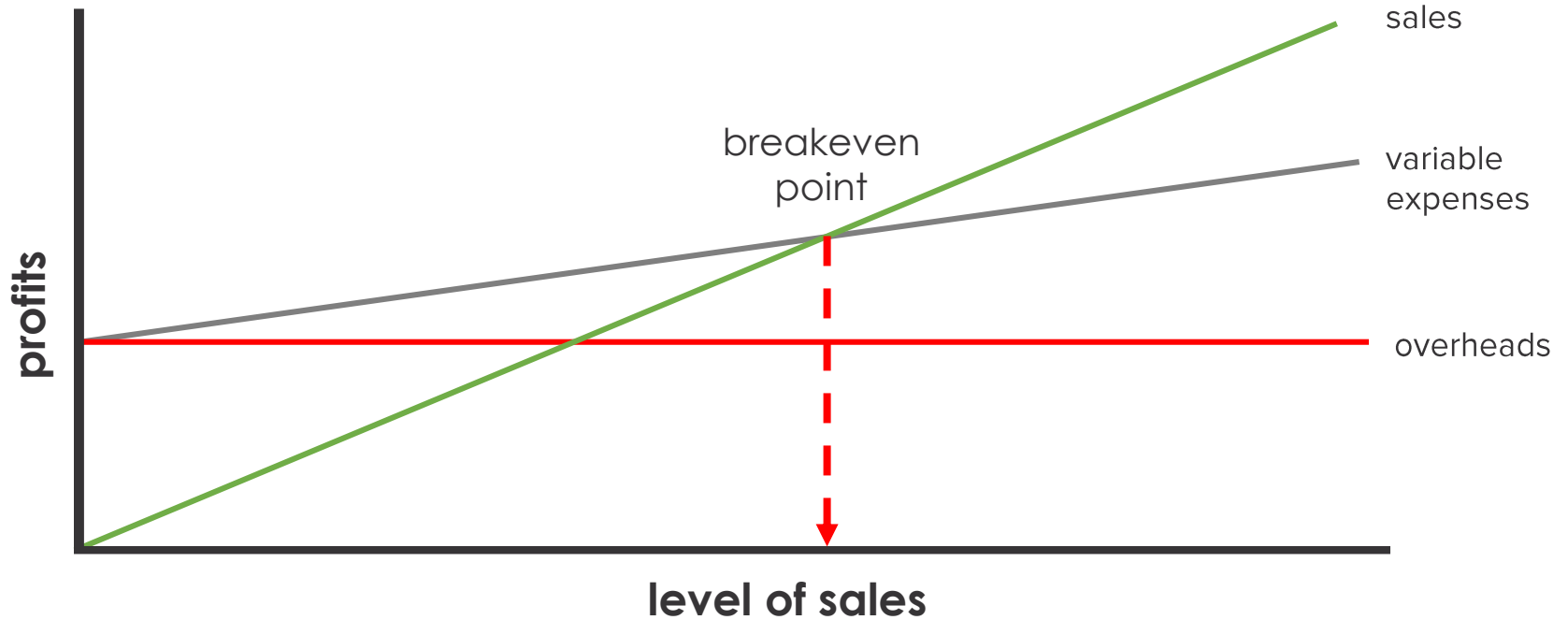
be different
be remarkable
be remembered



your eyes are wide open

balance sheet
budget
monitor it
align budget with goals
heaps of tools
breakeven

breakeven analysis

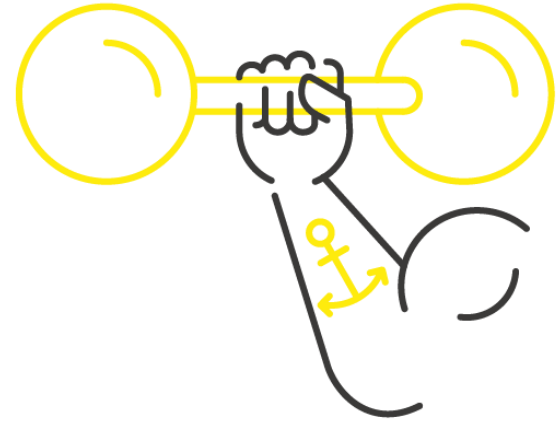


strong gets stronger



🔪 top strategies to reduce breakeven

1. reduce fixed costs [reduce waste]
2. grow rent roll
3. focus on staff mix in sales
4. increase principal sales
5. put a hold on growth



**you don't
spend more
than you earn**

**match lifestyle with earnings
savings automatic**



where has all the cash gone?



significant owner drawings



significant business loan payments



capital improvements/
new assets









prior year tax payments



you hate debt

living within your means
credit card debt
normal & extra repayments
fixed v variable
multiple offset accounts
good debt v bad debt
avoid mortgage insurance
leave some room to move

Top examples: \$500,000 Home loan, <80% LVR, P&I

 SUNCORP	Back to Basics Variable	\$0	3.18%	3.18%	\$2,156
 ING	Mortgage Simplifier Home Loan	\$299	3.18%	3.19%	\$2,156
 Better Choice <small>Make a Better Choice</small>	Options Home Loan Basic **Special** Variable	\$1128	3.18%	3.20%	\$2,156
 Gateway <small>bank</small>	Low Rate Essentials Variable **Special**	\$275	3.19%	3.20%	\$2,159
 citi	Basic Variable	\$649	3.21%	3.22%	\$2,165
 citi	Basic Variable **Special**	\$649	3.21%	3.22%	\$2,165
 Heritage Bank	Discount Variable - Owner Occupied	\$450	3.22%	3.23%	\$2,167
 MACQUARIE	Basic Home Loan Variable	\$363	3.24%	3.25%	\$2,173

Top examples: \$500,000 Investment loan, <80% LVR, P&I

 Resimac	Resimac Prime Variable	\$330	\$ 299 (annum)	3.46%	3.56%	\$2,234
 Auswide Bank	Standard Home Loan Plus Variable	\$302.5	\$ 395 (annum)	3.46%	3.59%	\$2,234
 Gateway Bank	Low Rate Essentials Variable ** Special **	\$275		3.47%	3.48%	\$2,236
 Suncorp	Back to Basics Variable	\$0		3.48%	3.48%	\$2,239
 Better Choice	Gold Special Home Loan	\$595		3.49%	3.50%	\$2,242
 UniBank	Classic Home Loan	\$930		3.5%	3.51%	\$2,245
 Teachers Mutual Bank	Classic Home Loan	\$930		3.5%	3.51%	\$2,245
 Firefighters Mutual Bank	Classic Home Loan	\$930		3.5%	3.51%	\$2,245

money jars, envelopes or buckets

it's just planning
automatic
leftovers



my buckets



1. living [day-to-day]
 2. bills [monthly, quarterly + annual]
 3. savings [fixed transfer every pay]
 4. school fees [just because they add up]
 5. holidays [we all need a break]
- + super [it's like a bucket too]





**you put cash
aside for a
rainy day**

**inconsistent income
enough for your piece of mind
insurance for the disasters**

you have goals

**big & hairy or just basic
motivation for restraint
perspective
plan to achieve them
90 day cycles
rule of 3**





**you use it or
lose it**

**subscriptions
gym memberships
bank statements
waste**

you don't know what you don't know

not the BBQ advisers
care enough to research
seek expert advice
short and long term view
collaboration + partnerships



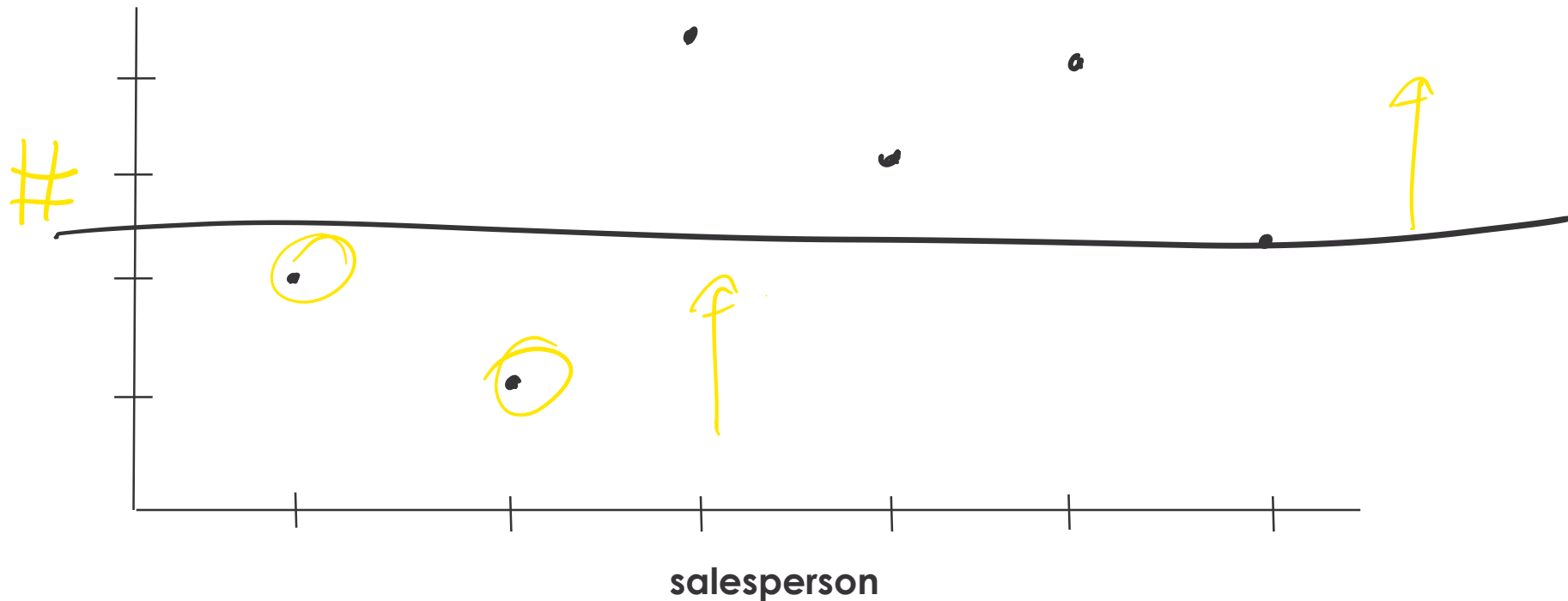


you are open to discuss with partner

real v fake goals
don't bury head in sand
date night
accountability

raising the bar above of average

[business
DEPOT]



**you are a
leader**

**and you maybe don't even know it
everyone is a leader
what is leadership?**



everyone on the bus
everyone facing the front
somewhere to drive
someone at the wheel





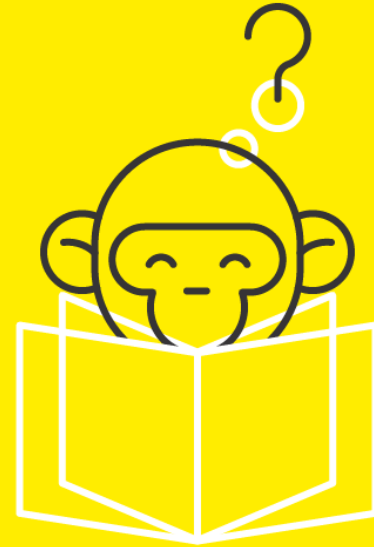
peak mindset

not always about growth
look after yourself first
mongolia
predawn
little things
peak persona

my top ten
tips for
success



ten
nothing wrong
with principal
sales



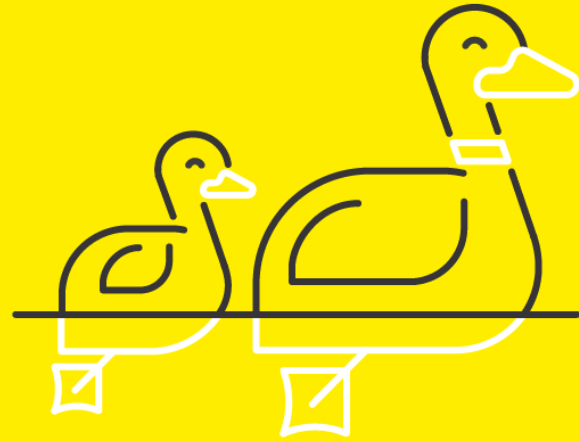
nine
change
fatigue is real



eight
don't waste
money on
things you
don't use



seven
don't spend
a \$ to save
47c



six

**debt reduction
is the only thing
that guarantees
you will increase
your wealth**

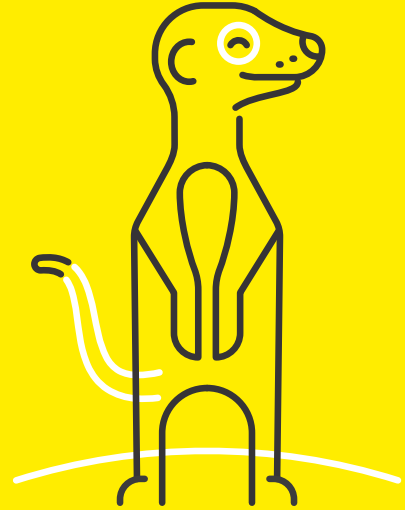




<https://www.youtube.com/watch?v=SSUXXzN26zg>

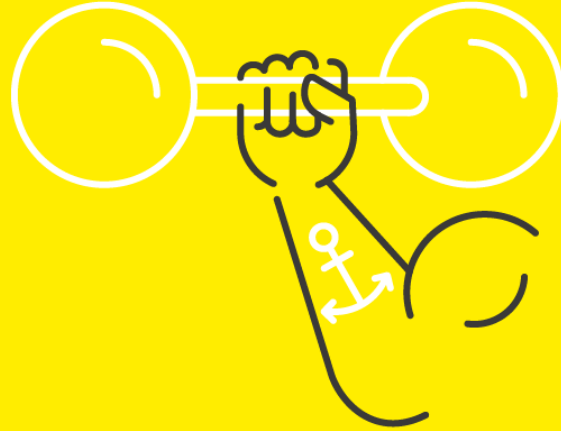
five

watch out
for squirrels



four

**strong get
stronger in
tough times**



three

**it doesn't
matter whether
you earn \$50k
or \$500k if you
spend more
than you earn**



two

**put your
own air
mask on first**





one
better is better
than more

[business
DEPOT]

Want to come to Mongolia with me? I am taking a group of business owners in March 2020.



Click here for more information

<https://bestlifeadventures.com/product/breakthroughmongolia/>



morov



lessov



ridov



fossin

our real estate crew



**craig
harrison**

Director - Accounting

**c.harrison@
businessdepot.com.au**



**john
knight**

Managing Director

**j.knight@
businessdepot.com.au**



**alan
dawson**

Director – Agency Broking

**a.dawson@
businessdepot.com.au**



**morgan
wilson**

Manager - Accounting

**m.wilson@
businessdepot.com.au**

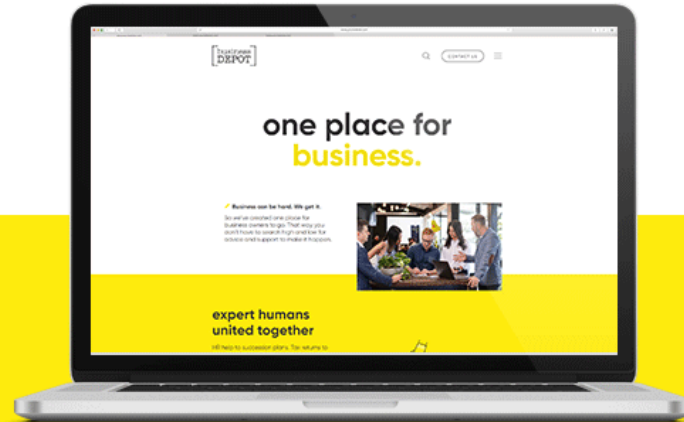


**cameron
hancock**

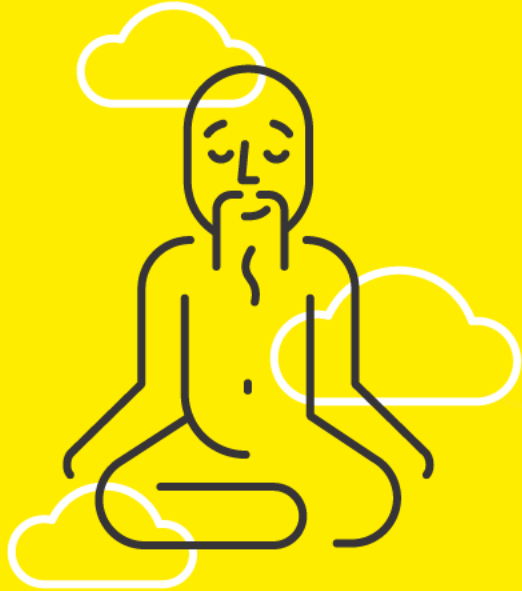
Director - Legal

**c.hancock@
businessdepot.com.au**

one place for business



businessdepot.com.au



**top tax tactics for real
estate businesses and
the people behind
them**

download free ebook

<http://offers.businessdepot.com.au/real-estate-tax-tactics-2017>

disclaimer



- + Use common sense and have a qualified professional review your specific situation before acting on any of this information.**
- + Information provided in this presentation and on our website is general in nature and does not constitute financial or legal advice. Every effort has been made to ensure that the information provided is accurate, but information may become outdated as legislation and new government announcements are made. Individuals must not rely on this information to make a financial, investment or legal decision as it does not take into account their personal circumstance. Before making any decision, we recommend you consult a licensed adviser or legal practitioner to take into account your particular objectives, circumstances and individual needs.
- + Everyone's circumstances are different, seek advice specific to your situation from a suitably qualified professional.
- + In presenting this information I have relied on information provided to me by others who are professionals within their own trade.



**thank
you!**



businessdepot.com.au

j.knight@businessdepot.com.au

0438 687 751

the things we
stand for
what to
expect





you get the relationship for free

No asterisks, no clock
watching, no bills for a 6
minute phone call.



[business
DEPOT]



you don't know what you don't know

That's where we come in.



[business
DEPOT]



there are no surprises

We're committed to
relationships and results
that are free of surprises.

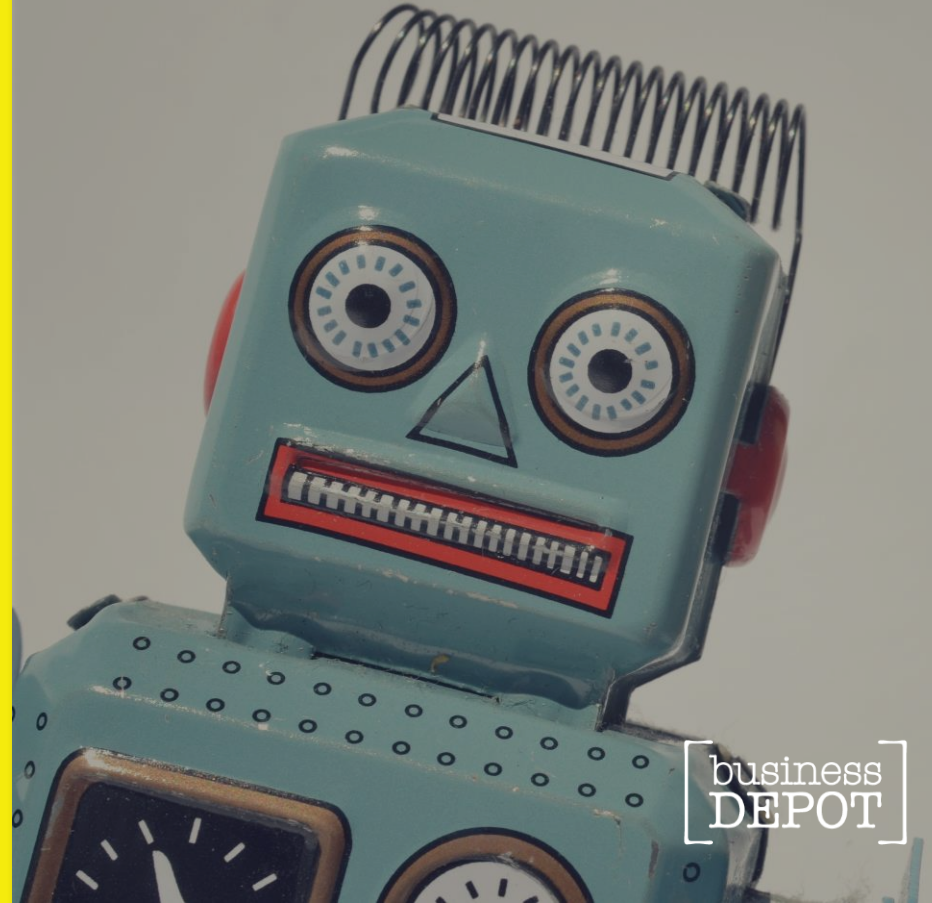


[business
DEPOT]



no robotic mumbo jumbo

We take a human
approach to you and
your business.



business
DEPOT



we've got
energy to burn

Let's share the spark.



[business
DEPOT]