

WHY PROPERTY WORKS

UNLOCKING THE SECRETS OF SUCCESSFUL PROPERTY INVESTING

By Hazel de Kloe

Investing in property is as much about **YOU** as it is about bricks and mortar. Probably more so, in fact. But before you dismiss this as yet another mindset book, stop! Pause for a moment – because *Why Property Works* might hold the key to whether or not you are successful in property.

WHO IS IT FOR?

Let's address this question right away.

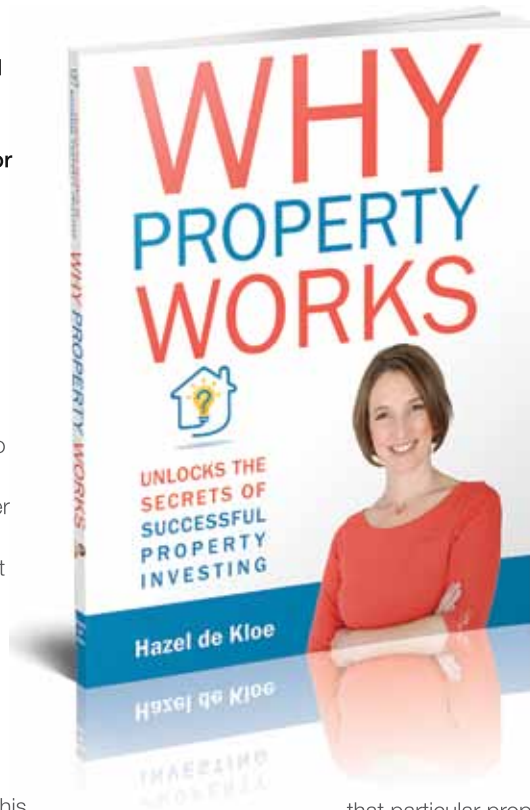
The main target audience is probably new investors, who are at or still close to the beginning of their property journey. One of the statements on the back cover is that "Hazel's refreshingly unique and no-nonsense approach will help you 'cut through' the noise and align clearly with your objectives." That's no idle claim. In this book, she will do just that if you are prepared to work with her by doing the exercises and putting in the mental effort.

(By the way, my only 'complaint' about this book is simply that it took a long time to read. I got so stuck into the exercises in the first half that I had to gallop through the rest to finish in time to get this to the page in time for printing. Now, back to the point in question...).

However, it might not do any harm for those of us who have a bit more experience under our collective belts to read it either, particularly at this time of year when we are or have been reviewing where we're at. Are we happy with progress? Do we want to make any changes? Are there bits about our property investing or business that we hate doing? Are things working to plan? Have we had a bad experience that's put us off? Are any of us, in fact, wondering why the hell we're doing this in the first place? If absolutely everything is hunky dory in your property life, then ok, this book may not be for you; otherwise, it will give you food for thought as you exercise your little grey cells.

THE PROPERTY BASICS

The primary audience being the less experienced, a couple of chapters – "Property investment as a business" and "Buying a house is a big deal" – focus on the basic fundamentals of starting to invest. Hazel includes an excellent and easy-to-understand breakdown of calculations for analysing the potential of a deal and for monitoring the return on both your investment and the time that you put into it, something that is often overlooked. One important observation, echoing the Rich Dad Poor Dad message, is that we are not taught how to invest either by our parents or the education system, so "the idea of what makes a good investment is not within our mindset". It is something that we have to learn, through experience and from others.



Learning from others can be challenging; new to any industry, we have no idea who's who, and who can be trusted.

We have all heard horror stories of people who have lost funds, deposits and upfront service fees to the unscrupulous. Hazel warns of such shenanigans and offers some questions, insights and advice on how to spot these scoundrels. "Let's 'Cut the C**p!'" and "Getting it right isn't always easy!" are helpful chapters on this topic.

ALIGNMENT

From a reader perspective, if I were to sum up the whole message in one word, it would be alignment. This is (or should be) true for all aspects of your life and not just property, and is a theme that runs throughout the book. Hazel frequently refers to your head, heart and gut – in short, if these three elements are not all in agreement, stop! Don't do anything until you get a resounding internal yes, otherwise you'll end up at war with yourself. Not sure about that particular property? Listen to what's holding you back. Feel as though your heart's not in it any more? There may be a valid reason for that and it might be time to step back and take stock.

Another word that comes to mind when reflecting on *Why Property Works* is 'cheerful'. Whether it's Hazel's friendly smiling image on the cover or the chatty, engaging style or a combination of both, I'm not sure but this leaves you feeling upbeat without the manic 'zing' that accompanies many mindset books.

I've had to face down a couple of my own demons in reading this – something I don't always expect when sent a book for review. What are they? Now that really would be telling! Read it and find your own – then if you show me yours, I'll show you mine ...

Hazel has a special offer for YPN readers! Buy the book directly from for just £5, inc P&P:

W: <http://bit.do/wpwbookoffer>

T: 01303 766455

E: enquiries@whypropertyworks.co.uk

Jayne Owen

Property Bookshop

Email: jayne@mozaique.co.uk

Mobile: 07540 466630

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