



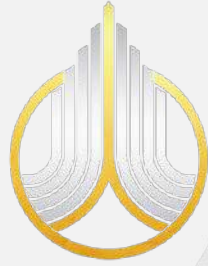
RICHES & BEYOND

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

**MILAN MILOSEVIC**

CO-FOUNDER OF RICHES AND BEYOND

**A GUIDE FOR BUDDING ENTREPRENEURS WHO  
WANT TO BREAK INTO THE PROPERTY  
MARKET**



RICHES & BEYOND

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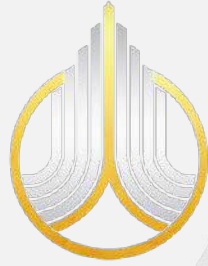
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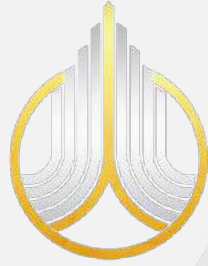
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# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

RICHES AND BEYOND

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**As a Co-Founder of Riches and Beyond I didn't start where I am right now. In fact, I made a lot of mistakes in the 14 years of my property experience while I was learning to: deal with bad tenants, broken geysers, maintenance issues, and a list of other interesting challenges.**

But ultimately I realized that it was necessary for me to go through such a diverse experience to learn what not to do to become successful. Even though my experience will always be very valuable the only problem with my journey is that it took me over 8 years to finally realize how much I didn't know. This includes things I had to avoid or stop doing in order to prosper in property investing.

After finding my first multi-millionaire property mentor and discussing with him why I hadn't reached success sooner I finally concluded that there are 22 things I was doing wrong. These are available at your disposal, all of them mentioned in this study material.

You will learn from them what I learned through my experience. And now you can avoid the pitfalls that other property investors unknowingly fall into, and begin to focus on doing the right things that will help you achieve success.

**I hope you will learn from my mistakes and finally get clarity on what to do to succeed in property.**

**I wish you good luck and I hope to see you at the training!**



**To your success,**

**Milan Milosevic**

**Co-Founder Riches and Beyond**

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

1. Don't know how to negotiate



## DON'T KNOW HOW TO NEGOTIATE



Negotiation skills are essential in any business, and if you don't know how to negotiate you are most probably leaving a lot of deals on the table. I can relate because I also didn't know how to negotiate, in fact I found it quite intimidating.

In simple terms, negotiation is understanding what's in it for you and the seller; and then finding the middle to accommodate all parties.

At the 3 day training our students learn what they need to say exactly to secure the deal. As a result they gain more confidence and are able to lower the price of the deal.

Negotiation is also necessary when dealing with banks for better rates.

Learn how to negotiate and you will make a deal of a lifetime.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

2. Don't know how to find deals



## DON'T KNOW HOW TO FIND DEALS



You can have all the knowledge in the world but if you don't know how and where to find the deals then it becomes difficult to succeed in property business.

Finding deals is another theme we cover at the training so that our students know where to find deals, how to find them and how to finance them. This beautiful part with this knowledge is that stays with you forever, nobody can take it away and it gets passed down to generations.

Imagine using this knowledge and have at least one deal per year with the profit of over R50 000! Would this make a difference in your life? I am pretty sure.

But what if you have more deals than one? This is very realistic. Some of our students have done 5 deals in 5 months, 7 deals in a year, 10 deals in two years. It is possible when you know how.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

## 3. Don't have the network



### DON'T HAVE THE NETWORK



It is important to understand that the people you are constantly surrounded by are the most influential in your life.

They can either help you to reach the next level of your success or drag you down until you become complacent.

Successful and wealthy people work smart and are set on achieving goals.

Building a network of like-minded people must become one of your greatest priorities then.

We like to say in the property world: “Build your network and your net worth will grow!”

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

## 4. Don't work with sourcing agents



### DON'T WORK WITH SOURCING AGENTS



In the property world essentially you want property to work for you, not you working for property.

Sourcing agents are trained professionals that constantly look for deals. They don't mind passing these deals to you on condition that you pay them a certain fee.

If you haven't considered working with them then you are cutting yourself from a good amount of great deals. Decide to regard them as your business partners, the kind that will save you a lot of time and hassle.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

5. Don't have a mentor



## DON'T HAVE A MENTOR



**If you don't have a mentor who will guide you and is more experienced than you, then how are you going to learn?**

**Yes, you can read book but here is the challenge, books can't teach you on how to take action. Nothing can beat the experience.**

**Seek for a proven mentor to hold you accountable; find someone who will put you on a clear path of succeeding. And because it has been done before it is not impossible with the guidance of your own personal mentor.**

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

## 6. Do it yourself



### DO IT YOURSELF



Yes, you can do this by yourself you might say. Doing things all by yourself is challenging. If you think you can be a success all by yourself in property you are deceived. Doing it yourself, you will make a lot of mistakes on the path to success.

The question is How much those mistakes are going to cost you?

Statistics say that people quit in the first year of starting any new venture they try to do by themselves. Why? Because they had no guidance and assistance.

I know how true this is since it took me 8 years to figure out that I can't succeed in property by myself. But the moment I realized this I started looking for people who would help me reach my goals.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

7. Use cheap labour



## USE CHEAP LABOUR



**Cheap labour isn't skilled, and skilled labour isn't cheap!**

**Think about who you are hiring to help you achieve your property goals. Also consider if they have proven references regarding previous work done.**

**It is important to ensure that you get skilled people to do different tasks in your business as this can make or break what you have built.**

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

8. Hope prices will increase



## HOPE PRICES WILL INCREASE



If you are investing in property relying on the market, thinking that the value and price will increase one day you are basically speculating.

A lot of speculators with this kind of thinking lost so much money during the recession in 2008 when the market crashed. It is also important to know that simply relying on the market to make returns is risky, and you might lose a lot once the economy suffers.

Through training we teach our students how to make money from property when the market is going up and when it's down.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

9. Try to make money when sell, not when buy



## TRY TO MAKE MONEY WHEN SELL, NOT WHEN BUY



If you buy property with the purpose of making money only when you sell you are basically leaving money on the table.

You can make money using specific skills, techniques and learned knowledge to acquire property below market value. Why, because numbers just make more sense when property is bought below market value.

And this is one of the most important lessons we teach at our training.



# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

11. Think they know everything



## THINK THEY KNOW EVERYTHING



Unless your name is Google you will never know everything.

Some people fail and make costly mistakes because they dismiss this. The moment you say I KNOW is the exact moment you close the door for more information.

The way we run business now is totally different than the way we did it 20 years ago. So, keep an open mind especially when you are exposed to new information. And be aware that there is always something new to learn to grow your property business.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

12. Don't know the numbers



## DONT KNOW THE NUMBERS



### **ALL THE UPFRONT COST FIRST!**

One of the most important rules in property business. Property is a numbers game; one simple miscalculation can cost you much more than you imagined.

Our training covers learning how to do the right calculations with any single deal. As a result every student will be able to quickly know whether a deal is profitable or not.

The numbers don't lie.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

13. Don't have the mastermind team - experts



## DON'T HAVE THE MASTERMIND TEAM - EXPERTS



Did you know that there are 12 crucial people you need to have in your mastermind property team to be successful in property?

Why do you need them? Because you are not an expert in 12 areas of property investment business.

These people are experts and they will save you a lot of time and money. You must bear in mind that they are either trained or have attained the relevant qualifications within their respected areas of work.

The 12 mastermind property team members are the right people to ask advice and guidance from.

Begin the search for them and build your team.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

14. Don't have the right knowledge



## DON'T HAVE THE RIGHT KNOWLEDGE



*Knowledge is only potential power. It becomes power only when, and if, it is organized into definite plans of action, and directed to a definite end -*

**Napoleon Hill.**

Yes, you can learn all about property in the books. Challenge is, the theory can't teach you ins and outs, mistakes and pitfalls to avoid.

Nothing can beat the experience.

Seek for knowledge from people who know more than you know and apply that knowledge they share with you. That is the way to success.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

15. Analysis-Paralysis



## ANALYSIS - PARALYSIS

A hand holding a black marker is writing the words 'ANALYSIS PARALYSIS' in a bold, black, brush-stroke font on a white surface. A thick red line is drawn horizontally across the text, starting from the left edge and ending at the tip of the marker. The background is a light gray with a subtle circular pattern.

**ANALYSIS PARALYSIS**

Overanalysing won't get you far and thinking too much on something won't make you progress. I can attest to that because I've been there, done that, and I don't want to do it again.

Based on personal experience thinking too much has caused me to miss out on various opportunities in the past.

In terms of our offered training we also teach students how to evaluate any property quickly so that they don't miss opportunities.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

16. Don't have a clear strategy



## DON'T HAVE A CLEAR STRATEGY



It is very important to have a clear strategy before you invest in property. And not just one, at least two exit strategy.

Having a clear strategy will give you clarity on what you can expect and how much you can make through your property business. Ideally, you should combine a few or multiple strategies to maximize your returns from property.

We teach 15 powerful strategies and when you know them you are able to identify your path moving forward.

Knowledge gives you options.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

17. Relying only on the banks



## RELYING ONLY ON THE BANKS



Bank loans are just one of the multiple ways to finance your property business provided you are approved for it. But one loan from the bank can restrict you by not getting more financing and you become stuck.

If this happens you may need to ask yourself what it is you will do to further your business.

Realistically, how many properties you can buy using you bank? Not many.

It will be beneficial to consider other sources to fund your business either than a bank loan.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

18. Don't use OPM



## DON'T USE OPM



**The secret to scale your business is understanding that there are 10 different creative successful ways to use others people's money to finance you deals.**

**Using banks is just one of the ways. Great way though when it 's working.**

**When you know several ways of raising funds then you have options and you can have more deals quicker than just relying on only one way of funding.**

**These ways, too, are covered in detail at the training.**

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

19. Not open minded to new information



## NOT OPEN MINDED TO NEW INFORMATION



Closing your mind off to new information or letting your ego take over is never a good approach.

The real question you need to ask yourself is how much your time is worth to you?

If something doesn't work, even after tackling it in different ways and you are still doing it, then perhaps it's time to accept the end before you open your mind to new information. There is always something new to learn as there are always people who are more successful than you.

In order to reach the next level, you need to learn something that you didn't know.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

20. Give up at the first obstacle



## GIVE UP AT THE FIRST OBSTACLE



Be aware that you will also experience working on projects where things do not go according to your plan. A lot of the time this is when some people quit; just when they encounter that first obstacle.

But understand that obstacles are there to teach you something, as long as you stay focused on the big picture. And whatever the hurdle you are just a few steps away from the golden reward. It won't be easy but it will be very rewarding.

So keep moving forward, success is waiting for you!

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

21. Think it's a get rich quick venture



## THINK IT'S A GET RICH QUICK VENTURE



Commitment, dedication, perseverance and a little bit of patience is the ultimate secret to success.

A get-rich-quick mind-set won't get you far neither will it make you rich. If you intend to make money then spend it you'll be back at the beginning before you know it.

You need to understand that a property business will enable you to build wealth slowly but surely. And with your focus on building wealth your mind-set will also ultimately change. This means you will act differently than you did before, in a good way though.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

22. Get talked out of venture by family and friends



## GET TALKED OUT OF VENTURE BY FAMILY & FRIENDS



Even though family and friends have a tremendous influence in our lives their opinions can sometimes be detrimental to our dreams; especially when they feel that they know what's best for us even when they've never ventured into any property business. Be aware of loved ones who mean good but do not necessarily have the right credibility to give you effective advice in property.

Rather seek advice from someone who's walked the journey and has what you're trying to get. At our training you will be surrounded with like-minded people whose goal is to succeed in property. Additionally, our experienced coaches and mentors will be there to guide you and steer you in the right direction to follow. And that's the power of influence. But you must be willing to be open to take and use the right advice.

# 22 REASONS WHY PEOPLE FAIL IN PROPERTY

RICHES AND BEYOND

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**Just as there are several ways to succeed in property investing there are many mistakes that can be made also.**

## **It's time to build your Riches and Beyond**

With Riches and Beyond programs we have changed lives of over 50 000 students and helped them raise over R1 Billion for their property deals.

We have students who started as total beginners, learned the right way and already reaping the benefits of this knowledge. Employees who started building their property portfolio in their spare time have seen the clear path to success. Also, retired folks who decided that it's never too late to start, finally started benefiting with their cash flowing properties.

Our students are involved in multiple projects, buy to lets, multi lets, capital flips, buying at the auctions and multimillion rand developments.

None of this would be possible if they didn't say yes to their greatness, learned from their own mistakes and decided to do something different.

I hope this guide has given you more insight on how not to do things and hope that you will learn from my mistakes. While mistakes were needed to happen for me to learn something, I wish I had this guide and my mentor 14 years ago when I started. I am pretty sure this approach would have saved me time and money.

It happened to the most of us who lacked knowledge and were uninformed. What's important, though, is understanding the process, strategy and the team of people you need to do avoid costly mistakes. Having the right people in your Property Mastermind Group will help you identify the right steps to take, and with the help of the right mentor success is just around the corner.

See you on the other side of success! – Milan Milosevic

Visit [www.richesandbeyond.com](http://www.richesandbeyond.com) and browse through our various training streams that have been created to provide you with insider knowledge on the South African property market.

# ABOUT THE AUTHOR

MILAN MILOSEVIC

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**“Having a mentor was the best decision I have ever made! Someone to hold you accountable and guide you along the way was that missing link I needed to have to reach long desired success.”**

**- Milan Milosevic**

Born and raised in Serbia. He was taught from the young age by his hard-working parents to be a good student, go to good school, get a job and hopefully, one day retire happy. Not satisfied with just working and helping someone else reach their goals and dreams, he decided to make his own dreams come true. During this time, he ended up in the USA and met his wife Sylvia.

He could barely speak English but never gave up on his strong desire to succeed. Soon after, they got serious and started talking about their future and investing options. He started investing in property. Made lots of mistakes by trying to do it himself until he realized that the fastest way to become successful and wealthy is to find someone who is already there and learn from them. He started surrounding himself with successful people and at that time got his first multi-millionaire mentor.

Milan believes in not working hard, but smart with the team of experts who knows better than you. He is an international speaker, mentor, entrepreneur and investor. Milan is a serial entrepreneur who invests in real estate and enjoys empowering young entrepreneurs. Along with his wife and team of top property specialists, Milan created Riches and Beyond where he and his team of mentors teach students around the world on how to reach financial independence by applying the right knowledge. Riches and Beyond program have changed lives of thousands of people and are expanding rapidly to different areas of the world. Over 50 000 students and over R1 Billion raised for students deals is the living proof that the knowledge and burning desire is the key to success. He is passionate about helping other entrepreneurs in reaching their financial freedom and showing them that it is possible to reach your goals and dreams with the right mindset, knowledge and passion.

Milan strongly believes that having the right knowledge, learning the right system and someone to guide you along the way is the secret to success. Loves traveling and spending time with his two beautiful kids Stefan and Jasmine. Lives in Fourways, Johannesburg.