

What I've learned

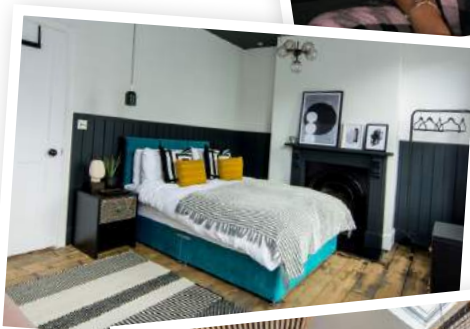
Branding expert and champion of female property investors **Jade McNeil** shares her lessons

Design wins, every time

If you want to achieve the best results and create a high-quality product that will outperform your competition, then you must see design as a priority from the start. It's not about throwing money at extra finishing materials; it's about making smart design choices to create a cohesive experience your customer will connect with. If you systemise the design process from the beginning, it will make it easier to manage when you have multiple projects happening at once. Particularly with HMOs as there are a lot of design decisions to be made and it can be very time consuming if you're not organised.

Don't be afraid to be different

When I started to build my profile in the industry six years ago, I was worried there wouldn't be a place for me as a designer with a passion for interior design and branding. That I wouldn't be taken seriously, as what I was interested in wasn't the 'important stuff'. But, having the confidence to



Jade and some of her recent projects



lean into my USP has been the catalyst for my business growth. I'm incredibly passionate about my brand, and because of that it has created me many incredible opportunities.

Find your people

The property game is hard going, the hurdles at times will seem never ending. It's important to have like-minded people who understand what you are going through to lean on, it will help to keep you on track. There are now lots of different communities throughout the property industry. Spend some time

on social media finding a community that resonates with you and then get busy connecting with people within it. Don't be afraid to network on and offline.

If you own property, you have a business

Anyone can go out and buy a property, that's the easy part. It's all the things that happen after that demand your attention. Tenant care, maintenance, accounting, admin, marketing, cash flow – the list really is endless! Have your eyes wide open to all of the hats you will need to wear as a portfolio owner and operator.



INVESTOR FACT FILE

Name: Jade McNeil

Age: 38

Lives: Nottingham

Invests in: Nottingham

Occupation: Founder of Beespace and The Hive

Strategy: HMOs, commercial conversions into student rooms

Years investing: 10

Goal: To build tower blocks in Nottingham with yellow lightening bolts on the side.

Also to connect as many females in the property industry though The Hive community.

Work with the right people and aim for longevity

If you are investing into property or plan to, the chances are you're in it for the long game. Build a team around you that will stand the test of time and help you get to where you want to go. Time spent nurturing those relationships really is a very smart investment for the long term.

If you're a portfolio landlord and would like to share the lessons you have learned, we'd love to hear from you. Email us: magazine@propertyhub.net and we'll get back to you.