

THE RICH RULES

(STEPS TO WEALTH & HAPPINESS)

BY KEVIN GREEN

YOUR PROPERTY BOOK REVIEW

When someone who is one of the UK's biggest residential property landlords, a self-made multi-millionaire, and has appeared on *The Secret Millionaire*, writes a book, it's well worth a read. On top of all that, I have had the privilege of listening to Kevin's talks many times and he is truly motivational and inspirational. He explains his concepts in a simple and common sense manner.

The overall style of this book is authentic in that Kevin is personally talking to you "from the heart". This was his intention, as he has written and edited the entire book even though he suffers from dyslexia. The book charts Kevin's journey; he shares his many personal trials and tribulations, and also his many business successes and lessons learnt. Throughout it all, Kevin has tried to remain humble, positive and happy, and is now able to give back through his charitable works.

The book is essentially broken down into 10 sections, each with a message (which Kevin calls "The Rich Rules"). For example, the book opens with **Rich Rule 1: "Never waste a second of your time"**. This statement stems from the sad death of his sister at age 20, when Kevin made a promise to himself to change his outlook on life. Kevin grew up in a dairy farming family and did poorly academically. Things didn't work out with his father in the family business, and this led to Kevin leaving home and becoming homeless. Although he later re-engaged with dairy farming and reconnected with his father, he decided that farming wasn't for him (something about the cow poop running down his back!!). As he had 3 children, this was a big decision as far as security for his family was concerned. However, based on his earlier promise to himself, Kevin wanted to do something that he would love doing and would make him happy, but what? He ended up getting a Nuffield Farming Scholarship to travel the world and interview high achievers in business, which led to him deciding that property investment was what he wanted to do.

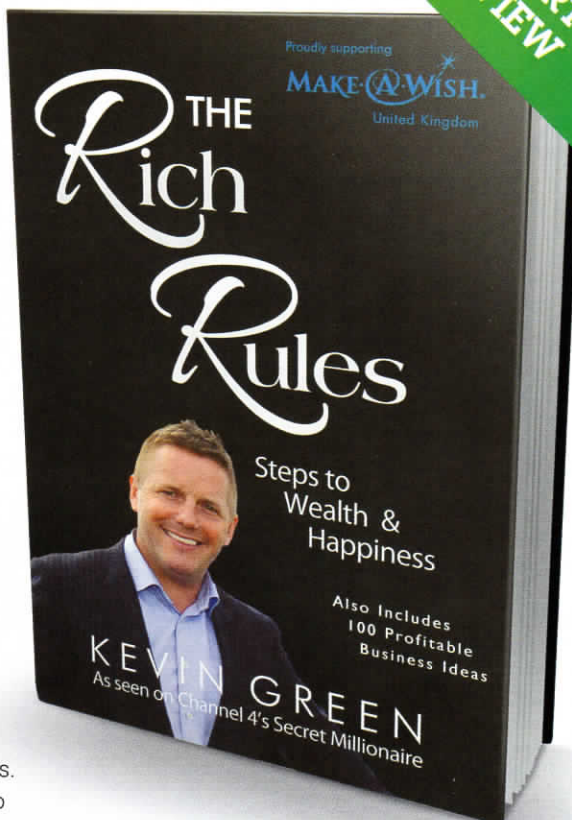
In **Rich Rule 2**, he describes in detail his experiences of interviewing successful people, including Richard Branson. Key things he picked up: (1) become more

self-aware; (2) get off your backside and give it a go; (3) don't reinvent the wheel, just mirror; and (4) anyone can become successful if they have the passion and drive.

Rich Rule 3 is "Start". People are fearful of starting something in case they fail. Kevin's answer was to get himself educated in property, then "start" – and he initially did that alongside his farming commitments. His portfolio has grown dramatically over the years and he has spent considerable time getting the right team alongside him. He adopts the 3:2:1 rule, ie for every 3 properties he buys, he holds 2 and sells 1. Profit from the sold property is used to pay down debt on the others. Another business development was to manage other landlords' properties, as his own portfolio is managed by his team. Kevin is a big believer in not "**putting all your eggs in one basket**", but I guess this has to be tempered by not spreading yourself too thin (ie trying too many strategies). Whilst establishing himself as a property investor, he also set up a topsoil business, which grew from its own profits using little initial capital investment. This model was also repeated in his business of buying and selling motorway barriers.

Rich Rule 5 defines something that is at the core of Kevin's businesses: surrounding himself with a great team, which allows him to delegate effectively and become what he calls an "**observer**". In **Rich Rule 7**, Kevin considers raising capital and efficient tax structures for property and other businesses. Paying down debt is a key component in his business planning, and trading is a means to achieve that. In this chapter, Kevin also considers the alternative funding options to banks as funding options, eg crowdfunding/peer-to-peer lending, grants, and government incentives for businesses. **Rich Rule 8** focuses on knowing your outcomes – in Kevin's case, it has been to support his children and family, explore new exciting businesses, travel, and become a speaker and mentor.

His continuing drive and passion and success in business has meant that as well as enjoying the fruits of his labours, he is



able to provide support for his family, security for his children, and still be able to donate significant time to philanthropic causes. This is something I am personally striving for, so Kevin has been a great role model for me. Kevin finishes the book by asking the reader to really love their business and really define their **WHY** ... and finally he presents 100 business ideas. They look simple but if they resonate with you, give them a go!!

Who is this book for?

This book is for anyone looking for inspiration and motivation from someone who started from scratch in the property world, and used his drive and passion to become one of the biggest residential landlords in the UK. Kevin has also developed other successful businesses using simple business principles. Kevin runs regular property training events and I would urge you to attend. You'll certainly get a lot out of it, as I have.

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BOOK DETAILS

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