

Land usage, basic and intermediate, “the real story that nobody tells” No. ⑱

This time is the 19-month series No. ⑱. I’ll talk about “rental management”, as usual beginners course for people (tax savings of 100 million Yen, the number of rented units is around 100 and the total assets after 10 years is 500 million) and intermediate people (tax savings 500 million, the number of rented units is 300, 20 years of experience and 2 billion yen assets).

The ⑱ points of beginners are, ① “Discard the 3 selfishness” ② “Know the basics of management” ③ “Suspect the common sense” ④ “Compare before decide” ⑤ “make successful 1 thing” ⑥ “the right floor plan” ⑦ “Know to calculate tax saving” ⑧ “Love the rent” ⑨ “Objective is the win concept” ⑩ “Why have vacancies” ⑪ “Start to win” ⑫ “Which one is correct” ⑬ “Estimate the rent” ⑭ “losing rent” ⑮ “repairs and renovation” ⑯ “selling the land” ⑰ “equal inheritance” ⑱ “leasing agents” And continuing No. ⑱ “Complains”.

Why beginner landlord is complaining and doing management unwillingly? I can’t understand at all. You can stop if it is so unpleasant. Sell the land and building, there is no more loan and feel refreshing. No more worries and must not complain.

But the property will be gone. And when I tell that then the owner will complain to me. “For what reason we built it!!” We did it to save tax and have property. Isn’t it? I want to know who told such thing?

Please recall. The apartment company’s sales man told, I think. That’s why you started the rental business and failed. I have four books and seven booklets. There are 30 seminars yearly, if you learn on to your own risk then you must not “complain to somebody else”. Selling is the job of a sales man and that’s the end of the game.

What I want to say, “don’t complain”. Listen to those people who are successful, think and study yourself and decide do it or don’t do it. Landlords who blame other people and are complaining will fail.

Well the ① points of intermediate course, ① “Don’t trust the accountant” ② “Know the construction and building expenses” ③ “Master the depreciation completely” ④ “Free the debt. As soon as possible” ⑤ “Stop learning 1 thing” ⑥ “Changing or fixed interest rates” ⑦ “Overseas real estate investments” ⑧ “Separate vacancy management through the year” ⑨ “Vacancy is absolutely bad” ⑩ “Compare the competitors” ⑪ “Elderly people housing service” ⑫ “Buy land” ⑬ “Found management” ⑭ “Rental winning” will be continued ⑮ “Family business” from generation to generation ⑯ debt-free management ⑰ after the family trust I’ll talk about ⑱ “land selling as a set” ⑲ I’ll talk about “rent with joy”.

Intermediate landlords have fun in the job at the first place. A happy tenant makes fun. It is fun when renovating a vacant place and there is a new tenant immediately. Buy a good land, build a building, that is fun. It is fun when have a lot savings from the rent revenue. It is fun when there is no inheritance tax and the fixed tax decreased to 1/6.

And the most important is when the children see that their father work with joy then they want do rental management too. And start to learn about real estate and rental management and tenant satisfaction. Buying design books, going to seminars then a great success follows for sure. And the family’s property (land, building and money) is going to increase from generation to generation.

Mr. Tanabe Shoichi, God for the business leader of Japanese management consultants told, “performed well 50 points, made the business inherited 100 points”, that’s how difficult is to direct the children to inherit the business, protect the property from generation to generation. Please challenge the “pleasant rental business”.