

Success Mastermind

Angelica Landin Bedia



AMPLY
REAL ESTATE

Equa
ACADEMY

NAME	Angelica Landin Bedia
COMPANY	AmPLY Real Estate
POSITION	Director
PREVIOUS CAREER & KEY SKILLS	<p>I worked in Sales for a leading FMCG global company for 10 years in Mexico and the UK. Coming from a very different background from the usual Sales team (Engineering in Computer Science), this company gave me the chance and fast-tracked my career, we both help each other to grow and outperform during all this time.</p> <p>I also studied an MBA which broaden my skills and knowledge.</p> <p>My latest roles were as Senior Trade Marketing looking for a category of £300M revenue and +£100 million invoice sales. I was leading product launches together with Marketing and presenting this to Tesco, Asda, Sainsbury's etc... which I really enjoyed and delivered very successfully, but required long hours and a full commitment to someone else's dream.</p> <p>One day, during my second trip to India, I had an epiphany, I came back, started my exit plan, eight months afterwards, in 2015, I resigned.</p> <p>I started my property journey in 2014, very slowly as I had little knowledge, no permanent UK residency, experience or money.</p>

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PREVIOUS CAREER & KEY SKILLS

I studied, joined property groups and courses, networking events and so on...

Fast-forward to Today, I have a small portfolio of HMO's in Blackpool and 1 BTL in London.

I also help other Landlords to convert their properties to HMOs and manage a couple of Serviced Accommodation for them in London.

I consider my main skills to be:

- Strategic thinker
- Numerical literacy
- Sales
- Negotiation for long-term partnership

TARGET INVESTMENT AREA

London and outskirts (Up to one hour drive from Wembley).

CORE STRATEGY

Developments - Commercial (Retail, Offices or Mixed Use) to Residential conversions under Permitted Development or where subject to planning can be negotiated.

Exit A: To Sell (including to own company or JV partner company or a split). Unless market is not favourable then Hold for 2-5 years max and sell.

Exit B: To hold residential as serviced accommodation units and sell any commercial unit.

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INTERESTS

I am Mexican so I love Tacos...

I practise Capoeira, an Afro-Brazilian dance/martial art for more than 20 years. I love this art/sport so much that I created a company to increase awareness and deliver sessions to children in primary schools and privately around London. It doesn't take a lot of my time nowadays as it is practically run by my VA and the Instructors.

I strongly believe that mindset, education and movement can make a huge difference to someone's life specially in early years.

My childhood was very limited, in a poor and dangerous neighbourhood in Tijuana, Mexico. It is normally hard to picture for anyone here in the UK. My mother gave me and my sister and brother a big vision challenging us every day, she made a lot of sacrifices for us so our lives changed... and continue doing it.

She is definitely one of my reasons or Why's for what I am doing and for what I want to achieve.

The other reason is to help other children understand that their circumstances don't determine their results or success.