



JASON LEE

PERSONAL STATISTICS

AGE: 36

MARITAL STATUS: Married with 2 boys

QUALIFICATIONS: BA LLB Degree from UCT. He is an admitted attorney of the High Court of South Africa.

CLOSE-UP

MENTORS: Art Williams pioneer of the insurance industry, people that keep pushing with winning attitudes. Winston Churchill.

MOST SIGNIFICANT PROPERTY ACHIEVEMENT?

Jason is the author of two bestselling book "Making Money out of Property in South Africa" and "Fast-Forward Your Retirement through Property" both published by Zebra Press.

HOBBIES: Gyming, Cycling, Running, Reading, My family and kids.

WHAT ARE YOU READING AT THE MOMENT? Autobiographies, Coach by Art Williams.

WHAT IS YOUR LIFE MOTTO? Winston Churchill's quote, "If you are going through hell keep going."

Let Your Investment Do The Work

Partners can help you through the tough times

by Neale Peterson

Born and raised in Cape Town, Jason Lee was educated at Wynberg Boys High. Today he is the head of Rawson Commercial.

First ambitions

His earliest career ambition was inspired by the TV series LA Law. While he turned this dream into a reality, another burning desire to get into the more exciting world of business could not be ignored. During his Matric year, Jason relished the opportunity to get involved with fund raising activities and as head boy, to direct and co-ordinate the activities of his fellow schoolmates to turn their endeavours into successes.

He spent a year at school in Illinois, USA, as a Rotary exchange student, which gave him a unique international perspective at a young age, and commenced his studies in law at the University of Cape Town. Although he saw it through to the end – completing the five-year accelerated programme and two years of articles at Fairbridges, and finishing the bar exams – he knew that his future was not in law. But he also realised that his legal studies gave him a unique advantage – a thorough understanding of modern law, and the gift of being able to write.

First Investment

During this time, Jason also bought his first property for R275 000 from a deceased estate an apartment in Firs Avenue, Claremont. A year later he sold the property for R640 000.

There were many more deals, such as the property he bought in Langebaan for just R450

000 and sold for R850 000 within 6 months. Jason says that this is why he loves property: even though he never had any money to start – earning just R3 000 per month – property allowed him to use gearing and other people's money – whether the bank's money or private money, to start his property career.

At the same time, however, his love for business saw him build a corporate career, involved in identifying projects, raising large scale funding and acting as a deal maker for industry heavy-weights.

He advises against speculative deals and recommends partners

TCB Properties

Jason is also the cofounder and a director of TCB Properties, a dynamic property investment and development company. The property development side of the business focuses on developing small to medium developments of blocks of flats and townhouses. Some of the successful projects in Cape Town include, a block of flats in Plumstead, a townhouse development in Kenilworth, and the subdivision of a 70 hectare property in Riebeeck Kasteel.

But Jason's love of business and his passion for property soon merged into a match made in heaven: his own commercial property investment portfolio. It started with Harfield Village, featuring a beauty centre and rooms for rent, which made Jason the owner of a business through property, following the McDonald's

approach. The business paid the bond, which means the property did not cost a cent!

This was soon followed by a block of 13 flats with a retail component in Villiersdorp. Jason believes that investing in smaller towns often produces better returns since the cap rates are generally higher due to the fact that there are fewer buyers.

Investing in commercial property has many benefits, says Jason. The yields are good and commercial tenants sign longer-term leases. It also broadens an investor's scope to increase returns. For example, Jason once bought a 3000m² industrial property for R8 million and sold it as office and warehousing space for R13 million after changing the tenant mix.

Jasons key advice

Jason advises prospective investors in commercial property to look at two crucial aspects: The length and quality of the income stream, as well as the replacement value, which will influence the yield and the cap rate. He further advises against speculative deals and highly recommends that investors consider having partners, especially in tough times. He also believes in getting creative with finance and being solution driven. "Hard times are good times," he says. "Particularly if you are willing to learn the lessons that are clear in hard times..."

Jasons Books

In 2004, Jason was approached by Zebra Press which is an imprint of Random House Struik to write a property book along the same lines as *Rich Dad, Poor Dad* for the South African property investor. The first book, *"Making Money Out Of Property In South Africa"* was an instant best seller, which elevated Jason's status, in the public domain to that of a property specialist.

Jason then followed up this success with the book *"Fast-Forward Your Retirement Through Property"* for more seasoned investors. The two books together sold over 50 thousand copies. The flood of enquiries he received following the publication of this book led him to establish the website www.jasonlee.co.za, which covers every

facet of property investing. Jason currently has another book in the pipeline, detailing a common sense approach to investing, personal finance and savings, firmly establishing himself as an authority in the world of wealth creation.

"Making Money Out Of Property In South Africa" was an instant best seller

Commercial property passion

But commercial property remains Jason's calling. A chance meeting with Bill Rawson from Rawson Properties led them to establish Rawson Auctions together with Tanya Jovanovski, and going into commercial thereafter was a natural progression for the Rawson Group based on Jason's expertise. It has a powerful product offering, encompassing training through the Rawson training academy, cutting edge marketing tools, website and starter packs that will fast-track the success of Rawson Commercial agents and franchisees.

While there are currently two offices in KwaZulu-Natal, and one in Cape Town, Rawson Commercial, under the expertise and experience of Jason Lee will soon be a well-known national player, with an envisaged 30 franchise offices established within the next two years.

"My dream is that all South Africans from all walks of life will have the opportunity to read my books and use the information therein to successfully invest in property" - Jason Lee 🏠

RESOURCES

Jason Lee
www.jasonlee.co.za

WIN A COPY OF JASONS BOOK!

The first five subscribers to write in will win a copy of Jason books: "Making Money Out Of Property In South Africa" or "Fast-forward Your Retirement Through Property"

Email: kyle@reimag.co.za

JASON'S KEY INVESTOR TIPS:

- *Get connected. Stop running away from agents, take their calls.*
- *Always buy where you can add value, then you will find a greater return*
- *Never buy vacant land unless you have an immediate purpose.*
- *When you buy, the agreement of sale is your most powerful document. Learn to use it to your advantage.*
- *Financing - don't ever accept the first offer from the bank. There is always room to negotiate.*
- *Always ask the conveyancer if you don't understand clauses.*
- *In terms of owning, concentrate on the expenses, and managing them.*
- *Profits are the expenses you can save, cut costs and become thrifty.*
- *The secret to success in property is to have vision, to see beyond the common things, not to follow what everyone else is doing, and to hold on to your vision until it becomes a reality.*

