

The Villa Secrets Network

S-World *Villa Secrets*



S-World – Villa Secrets Network

Villa Secrets

- 1. S-WEB CMS FRAMEWORK**
> Stunning 'wow and awe' Websites.
> Simple Intelligent CMS
> Software created within the web framework
> Ultra efficient systems
- 2. Network Strategy**
Creating a network of many individuals and small companies in different real estate & travel niches in many locations.
- 3. Mandate Marketing**
Commission from rental mandates is used for directly marketing properties
- 4. S-WEB CDS™**
Creates the platform for the evolution of CRMs into web content based systems
- 5. THE VILLAS CLOUD™**
Connects to PMSs, GDSs and Distribution Channels
- 6. S-WORLD CRM-AI™**
One agent performs the job of two in half the time with twice the efficiency
- 7. S-WORLD TFS™**
A simple financial system created as a part of the S-Web CMS Framework
- 8. Managers & Owners**
An Elite Prestige Marketing Club. Make multi-leg bookings for clients, & make bookings in other properties when full.
- 9. S-WORLD CRM CC™**
The Company Controller organizes and motivates the whole team.
- 10. S-WORLD UCS™**
Game based fun and addictiveness
- 11. Networking Systems**
Automated Social & Business Networking
- 12. Concierge, Hospitality PR, Film & Social Media**
- 13. Call Centre & Content Writing**
Live Chat, Foreign Language & Content Writing
- 14. S-WORLD TBS™**
A round up of the benefits of all S-Web & S-World software & systems presented so far
- 15. Marketing, SEM & Advertising**
How we get customers in the first place?
- 16. Google SEO**
Search Engine Optimization
- 17. Content Marketing**
The new face of SEO & blogging
- 18. S-WORLD PUBLISHING**
The Villa Secrets Coffee Table Book
- 19. Luxury Villa Rental Agencies**
10 years of in the field experiences, followed by 7 years of developing systems has led to an all-encompassing top end vacation rental solution, that is extremely profitable & simple to manage
- 20. Price & Value**
Primary Networks start at \$42,000 +2.5% pa
- 21. Prestige & Jet Set Marketing**
Increased villa values & # of jet set clients
- 22. Real Estate Systems & Wins**
Many systems for rentals work for sales Opportunity for 30% to 70% growth
- 23. Development Timetable**
All #1 Systems complete by Dec 2018
- 24. Be Easy to Buy From & The 6 Whys**
- 25. Gain Consensus Across Partner Organization**

Cape Villas & The Villa Secrets' **Secret** Complete Book

Microeconomics, Business Plan and Network Theory

11th August 2017

ID: 7.71-n8-g1-k3

Angel Theory, V1. [Paradigm Shift](#)

Book 4. The TBS™ Total Business Systems

Book 4. Part 2. S-World Villa Secrets

Original Edition/First Draft

The Villa Secrets' Secret



By Nick Ray Ball 25th April to 11th August 2017

The Villa Secrets' [Secret](#)

PART 1

Chapters [1](#) to 6

BUSINESS PLAN
& OPERATIONS MANUAL

Simplicity is not a must, it should actually be a first.

The Villa Secrets' Secret – V1.01

By Nick Ray Ball 13rd June 2017

Below, we see a graphical overview of the 23 chapters in the Villa Secrets' Secret.

Within the first 19 chapters we present:

1. 48 points that identify problems, present missed opportunities, or avoid landmines.
2. 67 points where we are unique or perform better than competitors.
3. 58 points which provide key benefits and/or solutions to problems.



In places, this book follows the prescription presented in 'The Challenger Sale: Taking Control of the Customer Conversation' by Matthew Dixon and Brent Adamson & 'The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results' by Matthew Dixon, Brent Adamson, Pat Spinner and, Nick Toman.

Matthew Dixon and Brent Adamson are managing directors with The Corporate Executive Board's Sales Executive Council (SEC). All told, the company serves more than 200,000 business leaders across roughly 4,800 organizations in more than 50 countries, which gives them a wide-angle on

any business issue.

According to Dixon, Adamson, and the SEC; less than one in seven of the 200,000 companies the Sales Executive Council service has anything unique or even better than their competitors. Whereas the Villa Secrets' Secret presents over 50 unique or just better ways to make money, or save money, all of which count. As such, statistically, the Villa Secrets systems are 350 times more unique or just better than the companies tested by Dixon, Adamson, and the SEC.

This sounds a little unbelievable, but that's what disruptive change is all about. Now and again, a company or system is created that is simply light years ahead. And it needs to be, as S-World Villa Secrets is here to re-address the balance between big and small companies, not by giving small companies the same systems that big companies do (as was the original goal), but by giving small companies much, much better systems that the big companies have.

And while we do not have a crystal ball, and there is chaos aplenty in small companies; our 50 ways to either make money, save money, or avoid landmines by sheer weight of number will win the day.

S-World Villa Secrets



Throughout this book, we hear many references to 'S-World' and 'S-Web' in the naming of systems. There is no happy way to tell this story, not the beginning of it. On August 1st, 2010, I lost my 8-month-old daughter Sienna Skye (see above) to an unidentified neurological disease. And on that day, I made a promise to be better.

Six months later and after a heavy dose of denial, I started to 'be better', and I envisaged a powerful progressive charitable and economic framework, with similar ideals as the Gates Foundation. I called this network S-World. And through 2011 and 2012, in a spiritually-led fashion, I planned out the network which can now be seen at www.AmericanButterfly.org. But in 2013 after creating a SWOT, the lack of a working prototype nudged me too. I start to build what is now Villa Secrets; and at the same time, I continued American Butterfly and created [Angel Theory – Paradigm Shift](#), of which this book 'The Villa Secrets' Secrets' is now to be re-crafted as Paradigm

S-World Villa Secrets – Benefits and Unique Solutions Summary

- *10 Benefits Villa Secrets brings to your company*

Attain more sole mandates, increase your sales of luxury villas (over \$1 million), gain prestige & create a legacy, increase your bottom line, develop markets across Africa, in California, and across the globe; be part of the next big thing and future-proof your company, make more sales and secure more mandates from/ of your marketing efforts, championing the African safari and luxury villa sales market, dominate the international private islands sale and rentals market; be partnered with 'Experience Africa,' the most ambitious conservation initiative of all time.

- *4 Unique Villa Secrets Selling Points*

Mandate & prestige marketing, the overflow and the real estate agent's pack; Unique software developed and working, and a system design for business and networking software that is not years, but decades ahead of all competitors; An Operations manual that looks so good you could eat it, and a non-profit/profit hybrid business model & strategy carved out of simulation of the laws of nature, intense business science and game theory.

Chapter 1. S-Web CMS Framework



Prologue

Before we delve into Chapter One, a quick focus point for the two principal recipients of this book: The Chan Zuckerberg Foundation and leading high-end real estate companies.

We are not providing websites, CRMs, or software to replace the existing company's systems. We are providing bundled websites and systems for companies or individuals to start new ventures. In this example, we focus on creating a vacation rental division for a real estate agency, including a bouquet of nine agency websites and 16 individual villa websites for use when gaining sole rental mandates, plus access to significant systems that we have made and are making that make the venture simple to manage and extremely profitable. We call this option 'the primary network,' which for various reasons we prefer to be run/owned by a successful real estate company in the locations we are focusing on: Cape Town, California, Hawaii et al.

Once the primary network is established, we create web and software packages for other individuals & companies to join the network; most of whom will focus on the acquisition and marketing of sole rental mandates, which due to what we have labelled 'prestige marketing' and 'the estate agents' packs,' will mostly turn into sole sale mandates for the real estate companies 'primary network' when it's time to sell.

For the real estate agent, these systems make the job of managing what many real estate MDs & CEOs have traditionally considered a very manpower-intensive division, full of potholes and potential landmines, a lot simpler to run. A fundamental component of Villa Secrets primary and other networks is that until they become as profitable as to warrant C-Suite management interest, they can pretty much run themselves. And the only reason they can do so is the systems presented in this chapter and throughout this book.

In terms of for sale mandates, in Chapter 19. 'Real Estate Systems and Wins,' we break into game theory and present the hypothesis of how many property sales will be made by the primary

network in future years. Not exclusively from the mandates won by the real estate agent's new 'primary network,' but instead all the companies in the network.



In Chapter Two, we list dozens of company types that can recruit sole mandates, for instance: An architect's portfolio of current and previous clients, a property developer who has completed a new set of luxury apartments, private Islands and leading safaris providing multi-leg options to their clients or making money from their 'overflow' (options to book alternate venues when their venue is booked), and a villa owner or property manager who is already making a residual income from their 'overflow' can turn this sideline into a major income stream.

Or for instance, a relative or friend of a luxury villa owner who has jumped on the Airbnb property manager bandwagon promised/expected a good return, but has found that it's not that easy at the top end; a villa rental company that just has not kept up with technology and is struggling with the new breed of competition that VRBO (vacation rental by owner) websites have caused.

The list goes on and on.... But the headline is 'Most companies will recruit a mandate that only the real estate partner can sell.'

When we estimate property sales in Chapter 19, we do so from the mandates, clients, and opportunities gained by all companies in the network. And it is for these companies and the monitoring of them, that the following systems are essential for.

Lastly, in creating these systems, we fulfil our initial claim to the Chan Zuckerberg Foundation that we can create the environment necessary for people to reach their full potential; as all the pitfalls and landmines associated with starting and running a business have been cleared away, and the individuals and teams running them can focus on developing their strengths, not admin and businesses administration. And they can do so from the starting point of having a better web presence and superior systems to their competitors (or at least equal to big-spending competitors); safe in the knowledge that over time, the web framework and systems will

continually be improved upon, pressing home their advantage.

Chapter 1. S-Web CMS Framework

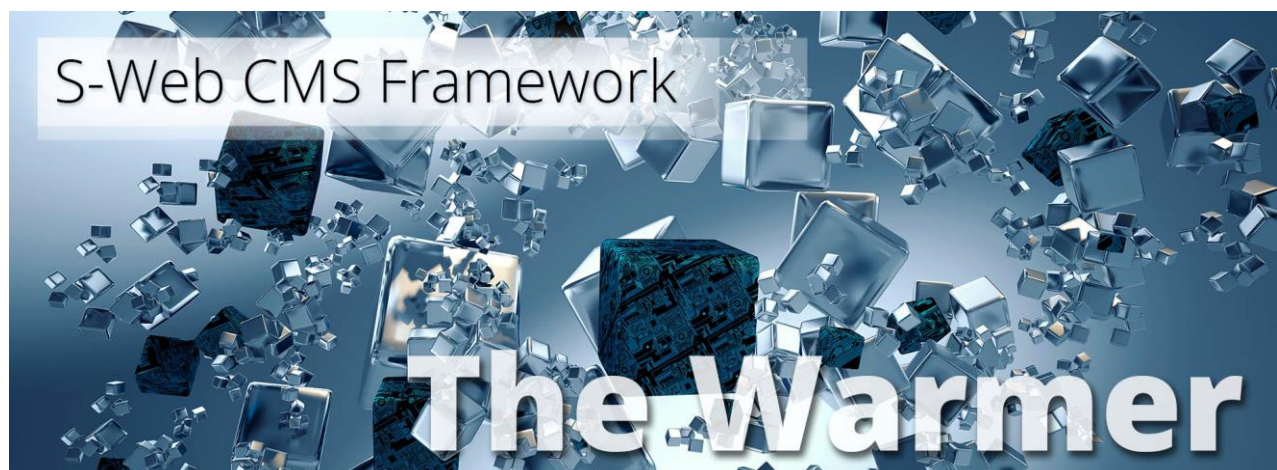


In this, the first chapter, we follow the ‘Challenger Sale’ prescription, which demands five discrete steps before presenting our product.

To recap, The Challenger Sale is the bestselling book on B2B complex and bundled solution selling by Matthew Dixon & Brent Adamson; Managing Directors with The Corporate Executive Board’s Sales Executive Council, which serves more than 200,000 business leaders across roughly 4,800 organizations in more than 50 countries, which gives them a wide-angle on any business issue.

For each of the 6 steps recommended by Dixon & Adamson, we shall begin by highlighting their advice on what each step should contain, in a bolder font.

Step 1. The Warmer



Dixon & Adamson:

‘Build credibility and show your prospective partners you understand their challenges. It’s an approach we have dubbed ‘hypothesis-based selling’ rather than leading with open-ended questions about customer’s needs, instead lead with the hypothesis about customer’s needs, informed by your own experience and research.’

With a touch of irony, in making a case for this action, the first research we shall present is from the CIO Executive Board. It's a little old, but it makes the point.

In 2009, the CIO Executive Board found that only 26% of business leaders rated their IT departments as effective. And in a study of 5000 staff members: 76% of staff disagreed with the statement: "has their job performance improved due to a new system delivered by IT."

Websites, Integrated Software, & 'Wow & Awe'

When it comes to creating a new business or product line (in this example vacation rentals) in a market that is internet and affiliate driven; in most cases, the first thing most customers see (be them direct or trade) is one's website. The more engaging and/ or inspiring your website, the more of an emotional connection you will make, and the more likely a customer is to enquire and book. We call this 'Wow & Awe.'

Once a client has enquired, it is then down to the skills of the sales representative to use the systems at their disposal to source and present stock (villas/exclusive use safaris, and private islands) to the client, and seek to make the booking.

Before going into further detail, we need to describe what our definition of a system is. In context to S-World Villa Secrets, a system can be software, a part of the website, a human resources (staffing), or anything that assist the sale process; even just 'picking up the telephone,' if this action is prompted by the software or part of the operations manual.

Whatever systems one uses, one will almost always refer to a website. On the telephone, one will ask a client to look at pages 'x, y, & z,' whilst talking the client through the options. By email, one will provide links to the website. CRM software (customer relationship management) should be intrinsically connected to the website, and your accountancy software should be equally connected.

Why should CRM & accountancy software connect to your website? Well, there are many reasons; but for one, there is no need for data inputting (from website to CRM or accounting software), and this adds a layer of security that greatly reduces errors and fraud, it saves staff time and enables one to do the job of many. In addition, if financial and CRM data is connected to your website, one can present the data to the client in real-time in their client suite.

Getting back to the website itself & 'Wow & Awe!'

If one was in the mood for a new website suited for a large vacation rentals or real estate company, one needs a website with a CMS (content management suite) that is not only simple for staff to use, but also should be kind of fun, and (if possible) addictive. As in our 17 years of

experience with various companies and websites from www.CapeVillas.com to www.ExperienceAfrica.com & www.Cape-Town-Luxury-Villas.com to www.VillaSecrets.com, we have found (in all cases) that a company that adds about 100 properties a year will double the performance (gross profit), compared to a company that only added a dozen or so properties. The more engaging, simple, and quick to use the CMS is; the more it will be used by staff.

As David Hoffeld presented in his book 'The Science of Selling,' one must avoid anything boring, as neuroscientist John Medina confirms: "When the brain deems something uninteresting, it will disengage from it."

In short, Bored Clients don't buy and Bored Staff doesn't use...

Be it the CMS or the CRM, getting staff to use the systems in the first place is often a struggle, and chances are whoever created their CMS was not thinking about how to also make it fun and addictive, in many cases, it's as much as one could expect, for it to just be simple.

There are three types of CMS

1. CMSs like WordPress, which help web designers make very attractive smaller websites.
2. CMSs within bigger custom-made websites, so staff may add products to the website.
3. CMSs for creating mobile websites often used to upgrade older websites and legacy systems.

1. CMSs, like WordPress, which help web designer make smaller attractive websites.

In the case of WordPress, the CMS is very powerful and adaptable. And when using it, one can visually create just about anything, and it comes with thousands of different themes that create the most up to date look for a website. However, as the CMS for WordPress has been designed for any situation, it has a thousand functions that are not needed to add a property/product that can get in the way. And so, one needs to spend time teaching each staff member how to use it.

We did this a few years back when we created the Villa Secrets Blog, <http://blog.villasecrets.com>. If we look at an individual product page such as this one <http://blog.villasecrets.com/african-safari/ulusaba-african-luxury-safari-in-sabi-sand>, we can see it really does make the property look good, and these enhanced pages went down very well with clients, gaining an emotional 'wow & awe!' response every time.

The trouble was, the pages took a long time to make, even when one has all the photos and copy; to add all the photos and copy to the websites took over 90 minutes, and to make the image slider at the top, took over two hours for an experienced WordPress web designer. So, we could not add a page quickly and we could not add the image slider at all without assistance from an expert.

In addition, WordPress is not built for many products; unless you create your own theme, one can't customize the file structure. It does not have a nice clear list of pages/properties added, and the way photos are stored is not ideal either. But the bigger problem was that despite having a standard MySQL database that one can fetch data from when it came to connecting systems to WordPress and adding data to the website, one needed to create a dedicated plugin, each time, for each system which is a time-consuming specialist discipline.

And for these reasons, despite the great looks and versatility of WordPress for making smaller websites, blogs, or bespoke displays (if you are reading this on a website, then you are reading this on WordPress); it's not a solution for creating larger websites that require multiple API and other web-based connections to software and systems. Unless one is happy to only use the systems that have already been created as plugins, which are an awful lot, but not nearly what we desired or needed.

Maybe in a few years, this may change if everyone makes a plugin for WordPress for every system and people made themes, specifically for bigger companies. But right now, it's not the right tool.

2. CMSs within bigger custom-made websites, so staff may add products to the website.

With WordPress and similar CMS web solutions off the table, to add a simple to use CMS for staff to use, one needs to look at a custom-made website or an adaptation of a custom website already created by a web developer.

In many cases for large custom-built websites, a web developer will use a web framework such as Zend. A web framework is designed to support the development of web applications and alleviate the overhead associated with common activities performed in web development. In other words, for items like CMSs, enquiry pages, currency convertors and other functions or pages; one customizes a page that has already been made within the framework. And whilst this is useful, the pages created are mostly uninspired and often boring, and in particular the CMS and other back end systems.

To customise the framework to create the product pages to the same degree of 'wow & awe!' as seen in our WordPress experiments, would take a long time, require various experts, and be expensive. In addition, if one wishes to add to the website, say for instance an 'online magazine,' or a system for agents to create dedicated web pages for clients, (particularly useful in the mobile world we live in.) The reliance on the web framework by the developer may hinder such progress. And of course, unlike WordPress, it's completely impossible to add to the website design in any way, without the web developer.

Lastly, websites get old, both in look and code, and only the most successful companies

can afford to completely overhaul the website every few years.

3. *CMSs for creating Mobile websites*

Lastly, in the world of web frameworks and CMSs, we have the increasingly important mobile frameworks; and in this category, <http://jquerymobile.com> is the market leader and (like WordPress) is free to use.

One does not need such a framework for WordPress and other 'all industry' modern CMS web frameworks. But one does, if one needs to attach a quality mobile component to Zend and other frameworks, or custom-built websites that did not build for mobile, or legacy (old) websites that are all poor on mobile.

We tested JQueryMobile in 2015 and created a good looking mobile website for Villa Secrets. See <http://m.villasecrets.com> (only view on mobile, only 80% complete), but despite its good looks and simple functionality, working in this way was not ideal, as one effectively has two different websites. And when it comes to the development of adding a new section such as the previously mentioned 'online magazine,' one needs to develop it two times; once for desktop and once for mobile, so increasing the cost and the chances of something going wrong. Plus, it's poor SEO says Google, as a link to one page on a desktop will not count to the same page on mobile and vice versa.

In Conclusion

To create a large-scale website with more than 100 products, including a custom-built attractive, simple CMS that staff can use without the need for training that has the very best design (as featured in the best WordPress themes) that can be connected via API to booking systems to provide online availability & booking, which also performs and gives 'wow & awe' across the variety of device sizes from desktop and hi-res laptops, to tablets and mobile; you need to hire a top web development company, who already have such websites in their portfolio, and that will cost a lot of money.

If only there was a system that has the best of all worlds, the Wow and Awe of WordPress, the simpler XML connectivity of custom websites, the mobile presence of JQueryMobile, with a CMS that was simple, kind of fun to use, and even addictive.

Step 2. The Reframe



Note: "Re-frame" should be "Reframe" in the image above.

Dixon & Adamson:

"Building off the challenges presented in step 1 introduce a new perspective that connects those challenges to a bigger opportunity than hadn't been previously considered. This is not the place to be timid as the entire approach rests on your ability to surprise and make readers curious for more information.

However, the reframe is not about the incite itself, it's just the headline, and like any good headline, your goal is to catch your customer off guard with an unexpected viewpoint, to surprise them, make them curious and get them wanting to hear more. The response one is seeking is for the reader to say: 'Huh, I've never thought about it that way before.'

Limited only by our imagination

At the end of the last step, we postulated: If only there was a system that has the best of all worlds, the wow and awe of WordPress, the simpler XML connectivity of custom websites, the mobile presence of JQueryMobile, with a CMS that was simple, kind of fun to use, and even addictive.

By Creating a system that has the qualities that WordPress provides, but with a custom-made CMS that is not only simple, but it's also fun to use and addictive; one can create a framework from which you can develop software into the system in a way that no other company has; and in a way, that's infinity simpler than working with a handful of different systems by different developers connected to create a complete solution. In development, simplicity is a very valuable commodity.

If one develops software inside the website (in the S-Web framework) so that the software was an extension of the website, one could build a CRM into it. If one could do that, one could automate the website, one could use the enquiry data and search criteria to create automatic communications with clients that looked and appeared human, and it could automatically email bespoke villas (properties not on property inventory systems), and as soon as the availability was confirmed it could send the client an update.

One could automatically create the perfect email for a client, and present it to agents who are out of the office or out of work hours, which would only take them a minute to check on their mobiles and send as a reply. We know from experience that agents that answer enquires and respond to communications out of work hours can double the sales figures of those that don't. So, it's no small point.

In fact, one could do just about anything, if there was just one system instead of many. If the software was a part of the web framework, one's limitations are no longer technical in nature, rather they are only restricted by one's imagination.

What if one could create a company controller within the CRM that organised the functions of all staff and management, and what if it could give a score so that each day, each team member had the opportunity to score more points and win the day.

What if... What if...

What if when one added a product to the CMS, it gave 10 points, and then bonus points each time someone viewed the page; and 100 points every time someone booked it, and those points were linked to profit-share, bonuses, and commission? This changes the dynamic of adding properties and searching for mandates, and brings the whole team on board, and focus them on finding properties that will make bookings, as each booking made adds points and so more profit share.

What if there was a management game running in the background that showed everyone's score and a bunch of tutorials on how to increase it? That when acted upon improved the bottom line of the company in over 80 different ways?

Would that make the CMS fun?

Would that make it addictive?

Would that focus the team on tasks that were important to the bottom line?

Dixon & Adamson:

So what's next...

You have shown your customer a different way to think about websites CMSs and systems, and now you have to show them why it matters!

Step 3. Rational Drowning



Dixon & Adamson:

Next, show prospects the numbers behind why they should think differently.

Rational drowning is where you lay out the business case for why the reframe in step 2 is worth your customer time and attention.

In 2015, in a meeting with Rhino Africa (arguably the world's No. 1 safari orientated tour operator), Rhino Africa revealed that their ROI (Return on Investment) from Google AdWords was over 600%. This was at first puzzling, as we fancied ourselves as masters of Google AdWords, but we're only getting a 300% to 400% return. This puzzle was made more perplexing due to greater completion for African Safaris vs Cape Town Villas.

However, it did not take long to work out why they were getting this 600% return; it was their systems, which they made mention cost more than \$1million. It was Rhino Africa's systems that turned what would have been a 300% return into 600%.

All one needs to do to move that 300% to 600% was either double the amount of enquires one received from their website adverting or double the number of bookings made from each enquiry.

Or if one could both double the amount of enquires one received from their website and double the number of bookings made from each enquiry, one would turn that 300% into 600% and then 1200% (a 400% net gain on the status quo).

Intrinsically linked into the S-Web CMS Framework is what we call 'The TBS™' (Total Business Systems); which is all the web components and all the software described in this book, as summarised in Chapter 14. This chapter provides over 80 separate systems, from CMS to CRM to staffing. For instance, a call centre and live chat; open 7 days a week, in European and US time zones, speaking different languages to assist the sales process, we believe may increase ROI as follows:

24/7 365 Call Centre and Sales Team	40.0%		13.2%
Foreign language Sales Teams	35.0%		11.6%
24/7 Live Chat (USA, Asia Time zones in Multi Languages)	25.0%		8.3%
Content Writing 1	20.0%		3.0%
Subtotal	120.0%		36.1%

The figure on the left (120%) is the figure we feel can be achieved after a few years with an experienced 24/7/365 team. Whereas the figure on the right (36.1%) is what we expect at the end of phase 1.

Please note that 36.1% is a low estimate considering the huge advantages it would bring. We always err on the side of caution when making software ROI forecasts.

Next, we see the ROI that is expected from the web framework itself, again a low estimate, as this is in comparison to the prototypes www.capevilas.com and www.cape-town-luxury-villas.com, which are now both outdated and are just awful on mobile.

S-Web Villa Secrets Web Framework

Superior Visual Experience	15.0%		11.3%
Greatly Superior Mobile Experience	20.0%		10.0%
Advertise on Mobile Platforms	10.0%		7.5%
Subtotal	45.0%		28.8%

In total, there are currently 88 different single systems that combine to make the following:

Total (Complete or In Progress Systems)	699.5%		248.6%
Other TBS & M-Systems	488%		64.5%
Competitors and Other Negatives	-225.0%		-113.5%
Total	1122.0%		208.90%

Note: The Total I get when I calculate are "962.5" and "199.6" in the columns above. This includes a significant overestimate of negative factors that could be created by competitors or others.

What this is telling us is that when working on the lowest success probabilities, at the end of phase one, we should expect to increase ROI from online and other advertising by 209%; and that by the time, we have completed the entire system, it can create a much greater effect.

A 209% increase to an average 300% ROI from Google AdWords changes the return to 627%

return; and as importantly, makes lower ROI advertising (such as advertising in Condé Nast Traveler) into profit-making advertising choices.

Primary Network - Villa Rental Agency Returns

Scenario 7



In 2014, we launched the prototype for Villa Secrets www.cape-town-luxury-villas.com. And in 2015, using only Google AdWords, it created almost as much income as www.capevillas.com, which had 13 years of trading experience. Collectively, the duo of websites had only one rental mandate and no systems whatsoever. The combined GP (Gross Profit) was just over R 3 million / \$230,000.

In 2016, we created 6 forecasting scenarios that used different strategies. And as we did, the Villa Secrets business plan became more detailed, to the point where it is now longer than the average novel.

In Chapter 18, we present 'Scenario 7' and the first phase of the Villa Secrets primary network offer which adds 7 more websites; all of which will use the new 'wow and awe' web framework. In addition, we desire the managing company to secure 6 exclusive rental mandates each year (see Chapter 3), and we have the S-World TBS™ systems improving all returns by up to 209%.

Phase one is to achieve R10 million / \$765,000, and given all the above, that's a simple enough statistic to agree upon; given that, just two sites with one mandate and no systems made R3million / \$230,000. Then, 9 agency websites, 6 mandates each with their own website and dedicated marketing, multiplied by the 209% worth of systems.

In Scenario 7- stage 1, shareholder profit is estimated a R2.7million / \$200,000. However, it is recommended that all profit in phase one be used for profit share and mandate marketing, as the point of phase one is to arrive at stage two as quickly and efficiently as possible.

By rights, in stage 2, we should increase the S-World TBS™ profit multiplier from 209% as more systems will be completed, improved upon, or added to. However, as we did not need to, we just left it at 209%. But even with this limitation, when including another 6 rental mandates, stage 2

gross profit (estimated for 2020) is just shy of R40million / \$3million, with shareholder profit before profit share at R14million / \$1million. At which point, the division becomes worthy of the attention of the real estate companies C-Suite officers.

The complete cost for the primary networks agency websites and all software systems (Chapter 20) is R2.2million / \$167,772, plus a 12.5% of GP (equivalent to a 2.5% franchise fee) ongoing development contribution. With only 25% R550,000 / \$41,943 payable on signing, with the balance paid in 12 discrete steps over the following 18 months, each step linked to a website or software system being completed per the development timetable.

Skipping past stage one, as profit is desired to be reinvested, if we compare the cost of the primary network R2.2million / \$167,000 to the stage two, Scenario 7 projection of R14million / \$1million, we have an ROI (Return on Investment) of 670%.

To put that into perspective...

If one were to put \$167,000 in a US or UK bank, one would receive between 1% and 2% interest each year.

A good return from investing in the stock market is 10% per year.

A fantastic return from the stock market is 18%.

Villa Secrets Primary Network 670%.

Sounds too good to be true? Well, that's the point. That's what disruptive change is all about. So long as the real estate agent can bring in the 6 rental mandates each year, which given we present 19 different ways to acquire mandates, and most agents at the real estate company will likely know at least one prospect, is more than achievable. In fact, it could be doubled, or even trebled.

However, another way to look at it is not that one is making a 670% return, but instead, that one is making a reasonable return on an opportunity that should cost over \$1million in the first place. So, instead of a 670% return, one is initially receiving a 670% discount. (See Chapter 20 for valuations of the true value of the primary network opportunity.)

Chapter 19. Realtor Systems and Wins



Unlike the 7 villa rental forecasting scenarios which are based on decades of expertise, various prototypes with various managers; when it comes to for-sale mandates, we do not have a crystal ball. But we can be sure that most rental mandates will turn into sale mandates for the following reasons, and then apply a formula that is relative to how many mandates the entire local network is estimated to gain.

Villa Secrets has a unique 'rental mandate turns to sale' commission system, where over half of the rental commission is used for what we call 'Mandate Marketing' and half of that is spent on 'Prestige Marketing'; which puts the villa in magazines like Condé Nast Traveler and Vogue, and prime placement in the Villa Secrets Coffee Table books to be compiled with other items into estate agents pack's, for use if and when the owner wishes to sell, or if a high roller buyer is interested and offers top dollar for a villa that is for sale but only at the right price (investment properties).

In Chapter 19, we break into game theory to see how this will impact real estate agents. Below, we see a game we are developing. The starting conditions are that in Cape Town, including the Atlantic Seaboard, City, Waterfront, Constantia, and surrounds that 100 villas are sold a year for over \$2million. And that there are 3 market leaders that account for 50% of sales, and a collection of about 7 other companies that account for the other 50%.

The Estate Agent's Game 1 – Capture Market Share



Above, we zoom ahead to 2021 and assume Villa Secrets has delivered on its network ambition, and a large network of companies and individuals have collectively amassed 100 villa rental mandates, of which fifteen are sold via the Villa Secrets partnered real estate agency (the primary network).

In this scenario, we deduct the 15% loss in market share evenly across all agencies, so the three big agency decrease their market share by 2.5% each; which is the cost of not joining the network. There is a dominant strategy for only one real estate agency to join the network; and in that case,

it would increase its market share by 12.5%, increasing the sales of villas over \$2million from 17 to 29, and an increase of 75% to the agency itself.

If two agencies joined, both would increase market share by 5 villas over \$2million from 17 to 22, an increase of 30% per agency.

This would be a great result for any real estate agent, a 30% or 75% increase in sales of the most expensive properties. And as success breeds success, this figure could increase as owners come to Villa Secrets 'primary network,' not just to rent but also to sell.

Another more ambitious game is created that includes the factor of 'Jet Set' marketing; which seeks to connect with private islands, exclusive safaris, and other expensive properties to bring more Jet Set clients to Cape Town in the first place, not taking market share but increasing it.

If we get this right and double the amount of Jet Set clients, we expect a far higher return for our partner real estate agents, and a Nash Equilibrium (a win/win) for all real estate agents; regardless of whether they are in the network or not, albeit (as we can see) the benefits of this scenario are colossal for the estate agency or agencies that join the network.



For more details, see Chapter 19.

Step 4. Emotional Impact



Dixon & Adamson:

Emotional impact is all about making absolutely sure your customer sees themselves in the story you are telling. Now you've got to make it personal, this is where story telling really comes into play. As the name implies, emotional impact isn't about the numbers, it's about the narrative, you've got to paint a picture of how you and other companies went down a painful path that the customer will recognize.

Later, in this book, we present two emotional impact stories; which, for now, we shall just touch on before presenting our 'emotional impact' narrative that is specifically relative to the S-Web CMS framework.

1. Key Staff Leaving

In Chapter 2, we present an 'emotional impact' narrative and solution to the problem of losing one's best agents; who either start their own competing business or join other competing firms, often taking with them one's database of inventory and client list, and always losing the company money.

This story should feel immediately failure to estate agencies and rental agencies alike. Indeed, this is a familiar story in most businesses, which we counter by including key staff as shareholders in one or more of the primary network's 8 agency websites, or by recruiting staff to the network as individual network/website owners. This not only avoids the temptation to start their own businesses as they already own the business it is also a primary building block for individuals to reach their potential, as everyone works harder when they are running their own business and not working for the man (or woman).

Also, the systems are created to assist one staff member to the job of three; including answering the most important enquiries and replying to the most important conversations, out of hours assisted by the Nudge Ai, are an equally good reason for personnel to stay put; as if they leave, they will no longer have access to the software, and will be less productive.

2. Accounting and Admin Nightmares

In Chapter 6. S-World TFS™ (Total Financial Systems), we present a harrowing tale of 8 years of financial inefficiency created by 6 financial managers, accountants, and bookkeepers; who should have known better, but did not, which lost or cost CapeVillas.com over R6million / \$460,000. This was not only a huge amount of money to lose, it was also a huge amount of money that could have been invested into the business to create wins.

This accounting nightmare was centralised around human error and the Pastel financial software that, come rain or shine, was completely unfit for purpose.

For this reason, in 2010 after the 5th biggest firm in South Africa 'BDO' has made an R2million/\$150,000 VAT error (not in our favour) and had cost another R2million / \$150,000 in billable hours and associated expenses, I decided I simply could not carry on with the status quo and I needed to create our own financial systems; which alongside the affiliate web site idea gained from working with Sotheby's turned into [the first S-World business plan](#) in February 2011, which over the past 6 years has developed into the plans we are presenting right now.

3. Web Developer Frustrations

To refocus this chapter to the S-Web CMS Framework, we shall share the frustrations we had with web and database developers, that led me (in 2013) to do it myself. I was competent with design, web design, system design, Flash and HTML; but my database and software development skills needed to be learned almost from scratch.

But before we begin, let's hear once more the supporting data from the CIO executive board:

Only 26% of business leaders rate their IT departments as effective.

76% of staff disagreed with the statement: "Their job performance improved due to a new system delivered by IT."

In 1999 after 10 years working as a Cubase network programmer, like many in my profession I (Nick Ray Ball), swapped to web design and development, and became an immediate expert at a new image-rich web design system called Flash; as it was timeline-based and very similar to Cubase. In the year 2000, after attending a lecture by Macromedia on Flash in London, I set myself the goal of making [a virtual tour](#) from it. And by 2002, I had done so, and we were the first company in the world to do so.

During this time, I had emigrated from London to Cape Town and created the web development company 'Cape Go.' However, the web was only taking shape in Cape Town and no matter how good our work was, it was difficult to get clients. So, we started developing websites for ourselves and running the business.

In those early days, 2000 to 2003, I created the CapeVillas.com website and others in Dreamweaver (HTML) and Flash, which we were more than competent in. But in 2003 as CapeVillas.com became a success, the need arose to build a database-driven CMS (content management suite) for Cape Villas (as it was becoming labour intensive making each page individually and updating pricing) was also a problem. Fortunately, our first venture into database-driven web development was very painless and free, as a local database web development company loved our website and in particular our virtual tours and offered to add their CMS to our website for free as a portfolio exercise for them.

Soon after, we swapped to another company to build further functionality and this was also a smooth process. And by 2005, we had added a property management system and other software components created as part of the CapeVillas.com website. But in about 2007, the company we used split up for some reason, and we needed to find new database developers. We went to the companies we knew had a good reputation, but they pronounced that the PHP code in our website was old and messy, and needed to be completely re-written; and in fact, we needed a completely new website.

Whether this was because they were trying to up-sell us, or whether they just weren't that good, I will never know. But it happened more than once. Indeed, our previous developers had been trying to get us to replace our website with a new one for years. What I do know now is that we never did replace the website, and my current programmers don't have any problem working with it. Albeit it needs an update from a visual perspective and were gearing up to do that.

Not being able to find a development company that could or would work on CapeVillas.com turned out to be a very expensive lesson; as with no database developers, we could not continue to improve the system. And in 2010, when a competitor brought out their version of a property management system for public use, we were no longer the leaders in vacation rental technology, and they forged ahead, whilst we did not.

However, this is not the story I am telling... Going back to 2009, two years had passed without development. But in those years, we created The Cape Villas Magazine and distributed it with Condé Nast Traveler to great acclaim; seeing big brands like Bulgari ask to sponsor the follow-up and two of the estate agents we are currently considering to operate the Villa Secrets 'primary network' (Seeff & Sotheby's) asked us to assist their set up of villa rental departments, on a profit share basis.

Regarding Bulgari and the follow-up publication, we worked out that we would make better ROI from our publishing and distribution if we opened up our market, instead of luxury villas in Cape Town, luxury properties across Africa. This led to the creation of ExperienceAfrica.com, and while we could not develop CapeVillas.com, we found a developer who could create the Experience Africa website the way we wanted, so we started to create that website and brand.

Our financial manager at the time, who had come to us a year before from a company 20 times our size, had informed me that we would have over R1million / \$75,000 in the bank if all debits

were paid and all credits received. So, I went ahead with the development of the website and the brand, including a new shop, fixtures and fittings, and a department of 4 very capable personnel, plus a dedicated Flash/graphics-based web designer.

Initially, the new website was being developed per my designs and specifications, and we spent about 6 months getting it to look really good, but I did not give specifications for the CMS. My thinking was the CapeVillas.com CMS that was created in 1999 worked well, and I just presumed that 10 years on, a professional web developer would be able to improve upon it.

Big mistake!

By the time, we had done the product research (picked our favourite 50 or so safaris, resorts, honeymoon villas etc. and made the websites UI [User Interphase/what the public see]) and opened the new store. We started having problems with the CMS. At first, I just thought it was teething problems. But as time passed, things did not get better. And every other day, another staff member would say that he/she added a property, but then it disappeared, or it would show an error signal.

It was such a shame as the design was awesome, and the big pictures and Flash animations at the top of each products page made its product pages superior to all competitors. In fact, the design was so good that [Sotheby's Realty Cape Town](#) entered into a profit share venture with us and we created them a duplicate version of the website called AfricanConsiierge.com. And this was the bright idea that this book is an extension of, a website that could be recreated again and again for many companies on a commission share basis.

But alas, the developers never did fix the bugs and neither our staff nor the staff at Sotheby's could add properties. And as money was getting tight, I literally had to scrap the entire brand, let all the staff go; and a year later, I scrapped the entire website. Total losses over R1million when we include the shop and staff.

Was it foolish hiring the staff and shop before the website was live? Sure, it was. But as far as everyone could see, it was a great website, and I did not anticipate that a CMS would be such a problem.

As it turned out, the problem was not the programmer, it was with the developer who would not let us speak to the programmer for reasons I put down to him, worrying we would offer him a job I guess. But without access to the programmer and working through a middle man who did not really understand the process, making it impossible to fix the bugs in the system.

To make matters worse, the developer eventually worked it out, and brought out a competing villas website, and teamed up with one of our best sales people to start a rival business; that to this day is still a competitor.

This was not the only incident of this kind. In 2003, we lost our lead developer to a real estate

company who had at first asked to work with us. Working under the radar, he quit our company to work for theirs and created a website for them including all the villas we had fought long and hard to identify; that, at the time, became our biggest competitor and is still competing today.

And again in 2010, our web designer was lured to another company and took with him our entire portfolio of photographs and properties list, and created another rival site, albeit this one never got off the ground.

In conclusion

At the end of 2010, what with the continued problem of losing our best staff, the ridiculous and reckless behaviour of accountants and their chosen software that was not fit for purpose, combined with both web developers failing us and/or starting new companies in competition to us, it was time for a change. And so, I retired from the front line of Cape Villas and decided I needed to go back to my programming and web design roots, create a system that elevated all the problems mentioned so far, that contained a CRM (customer relationship management), financial software and connections to PMSs (property management systems) and GDSs (global distribution systems), all as one system.

In March 2011, the following plan was created initially for VIRGIN [www.s-world.biz/TST/The Virgin Business plan in Retrospect.htm](http://www.s-world.biz/TST/The_Virgin_Business_plan_in_Retrospect.htm). And since that day, we have worked on it and got better at it. First, working out the network strategy, incorporated some highly advanced mathematics to create the 'big picture' of how we would like the international network to be, then developing prototype web CMS Framework, then adding the PMSs & GDS, connectivity and a JQueryMobile website, then turning the whole project on its head, working Mobile First. Then, turning the project on its head again by creating a WordPress hybrid website. Then removing the WordPress and we built the software straight into the system. Until now, we are designing systems that are unique, ahead of their time, and completely disruptive.

A disruptive company is typically a company that spends more time creating a product than its competitors, that is so advanced that it disrupts the market, carving out giant chunks of market share along the way. For example, Facebook, Airbnb, or Uber.

We now call this 'big picture' Angel Theory (as it also does a lot of good for us and our environment) Paradigm Shift, as that the complex mathematics and system design is set to create a Paradigm Shift in economics (see www.angeltheory.org/paradigm-shift-quick-summary-v1).

Step 5. A New Way



Dixon & Adamson:

Now it's time to show the customer the solution, a point by point view of the specific capabilities they would need to have to benefit from the opportunity to make money, save money & mitigate risk that you are presenting.

However, step 5 is about the solution, not about the supplier. It's about showing customers how much better their lives would be if they just acted differently. You're looking for your customer to say something like, 'you're right that makes total sense, that's what we need to do' or 'that's the kind of company I want us to be.'

So far, in this chapter, we have identified several problems. We shall begin by looking at them one by one and add some finer detail before presenting solutions.

1. There seems to be no web framework (at the scale we are working to) that can simply and easily create a complete website created by people with no knowledge of web design or programming.
2. Large custom-built websites often lack 'Wow & Awe' and rarely have the design standards of the most cutting-edge WordPress themes.
3. Most CMS components created for staff use are poorly designed and boring and as neuroscientist John Medina confirms: "When the brain deems something uninteresting, it will disengage from it."
4. Websites created initially for desktop have different navigation and functionality to how it would be best to create a mobile website in the first place.
5. Smaller web developers, who live locally in your place of business, can copy your work and create competing business (as has happened to us on 3 occasions).
6. Web development companies can look very good on line but perform terribly with CMSs and complex systems.

7. Changing web developers can be challenging, as more often than not, a new company will want to create a new website. In the same way, they say in construction; “it’s cheaper to build a new house than it is to renovate an old one.’ It’s easier for developers to create a new site than work with another developer’s code.
8. Software created initially for desktops needs a different workflow on mobile or when creating Apps.
9. All-purpose multi-discipline software products such as Zoho
The Zoho system provides accounting, a website, a CMS, a CRM & other functions. But other than maybe their accounting, each system is always second best to industry leaders. Their websites are nowhere near the standard of WordPress, they have limited CRM functionality compared to Salesforce, and a CMS and workflow that is uninspired.

For more complex integration, one needs an expert to set it up, which can take months and cost \$\$\$\$; and connecting to an existing website requires a skilled PHP programmer to make the API.

10. Software, Websites, and the problem with APIs
Software products like Salesforce CRM and Sage Accounting need to be connected to a website’s database via an API; which requires specialist programming, is complicated, and is the wrong way to run a web-based company.

If your software is primarily there to support your website, then the software should be part of the website. The more APIs one creates for vital data or variables, the harder and more complicated a system becomes.

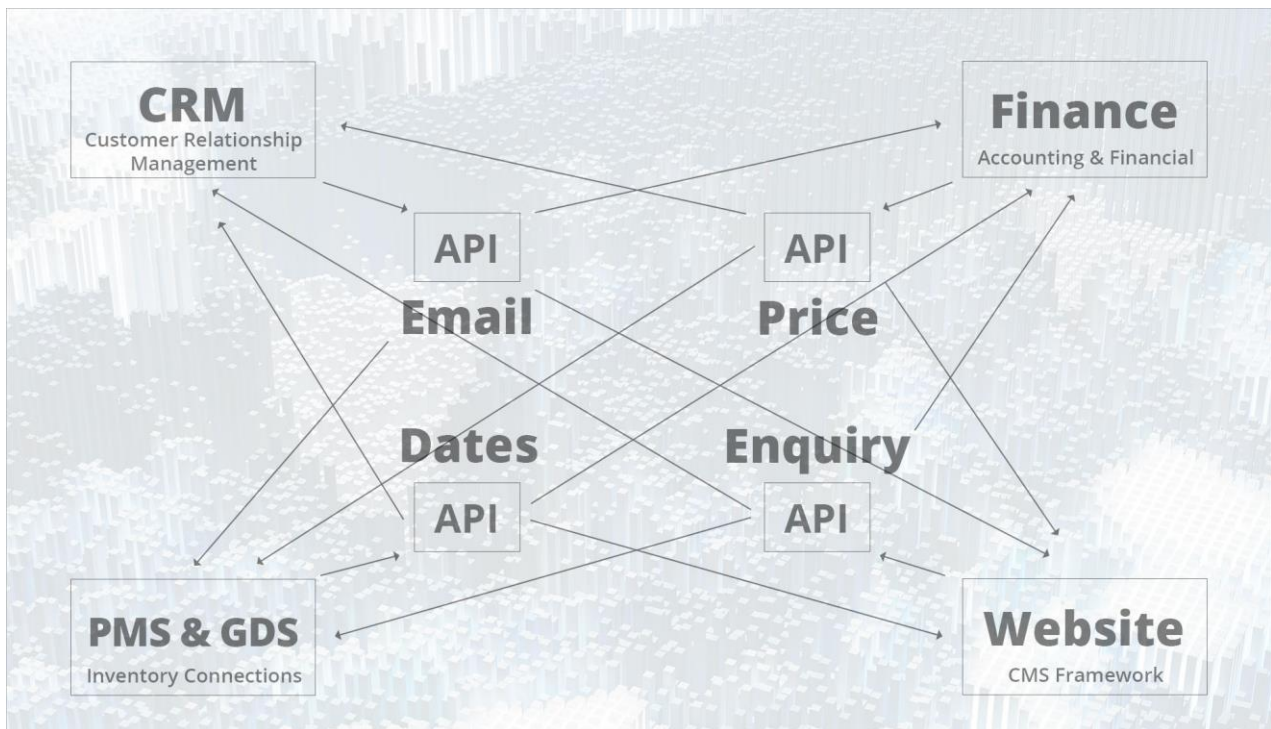
We shall start with point 10, and work backwards presenting ‘a new way’ for each problem.

Problem 10. Software, Websites, and the problem with APIs

Below, we see an ultra-simplified way that one would connect 4 different systems together using APIs.

1. A CRM such as Salesforce improves a sales person’s organization and communications such as Email.
2. Financial software such as Sage Accounting, which in this scenario we create as the master accounting tool and so responsible for the price. Although any of these systems could be the master system for the price, and that’s what makes it complicated. There is often a choice of many systems that could be the master for one variable or another, instead of one central database, one has four (or more given more separate software systems).
3. The website, which in this case we are attributing the initial enquiry data to.

4. Connections to PMSs (property management systems) that provide availability (the dates).



The problem with this picture is that there are many master controllers. If one were to add a new system, say marketing software by Marketo, it would need to fetch data from 4 different sources. And to get the most out of it, all the other systems would need to fetch data from it. The more systems you add, the more different master controllers of different data you have. There is no single place to connect to. Then if you wish to add concierge software such as Gold Key, the same problem again. And each time you add another system, it creates another layer of problems.

In addition, we need to remember we are looking at a very simple view; each system could have 1,000 different functions that all need to be recorded in one database table or another.

Programming in this way is greatly affected by the law of diminishing returns, as the more software and the more functions per software item, the more you add to the complexity and the less efficient it becomes. There is no magic wand, eventually, it will become so complex that development will grind to a halt, as programmers spend most of their days trying to remember where this database table or that database table is, and which API is the master for which functions in the first place. Even the most organised development teams can only get so far with this method of system architecture.

And of course, there is no way to make this work together on mobile at all. Not in a useful way. Instead, one would need to swap between the different software apps.

However, in 2015, in the early days of the S-Web framework, this was the way we were going to create the software, connecting over a dozen different pieces of software, seen here in over 5 hours of video:

<http://network.villasecrets.com/business-plan/system-software-framework/divergent-crm-the-future-in-consumer-relationship-management>

It's not that this was a bad solution, it would be an awful lot better than no solution. But it's light years away from 'limited only by our imaginations.'

So, what is the solution?

"If your software is primarily to support your website, it needs to be a part of your website, contained within the web framework."

This solution started to emerge in the Autumn of 2015, as a part of a deal on hiring another senior programmer, I was given an intern programmer for 6 months for free. And I experimented with the intern on integrating software directly into our website, specifically the magnificently complex 'Magic Menu.'

<http://network.villasecrets.com/business-plan/system-software-framework/magic-menu-intelligent-xml-sitemaps-cms-logic>

Unfortunately, in the end, we did not use the system. But that's not the point, the point is to work with an intern with a degree in computer science but no experiences in developing complex software including the multiple APIs needed. I needed a different way to work. I could not just give a list of functions, as that would create code that only he could fathom.

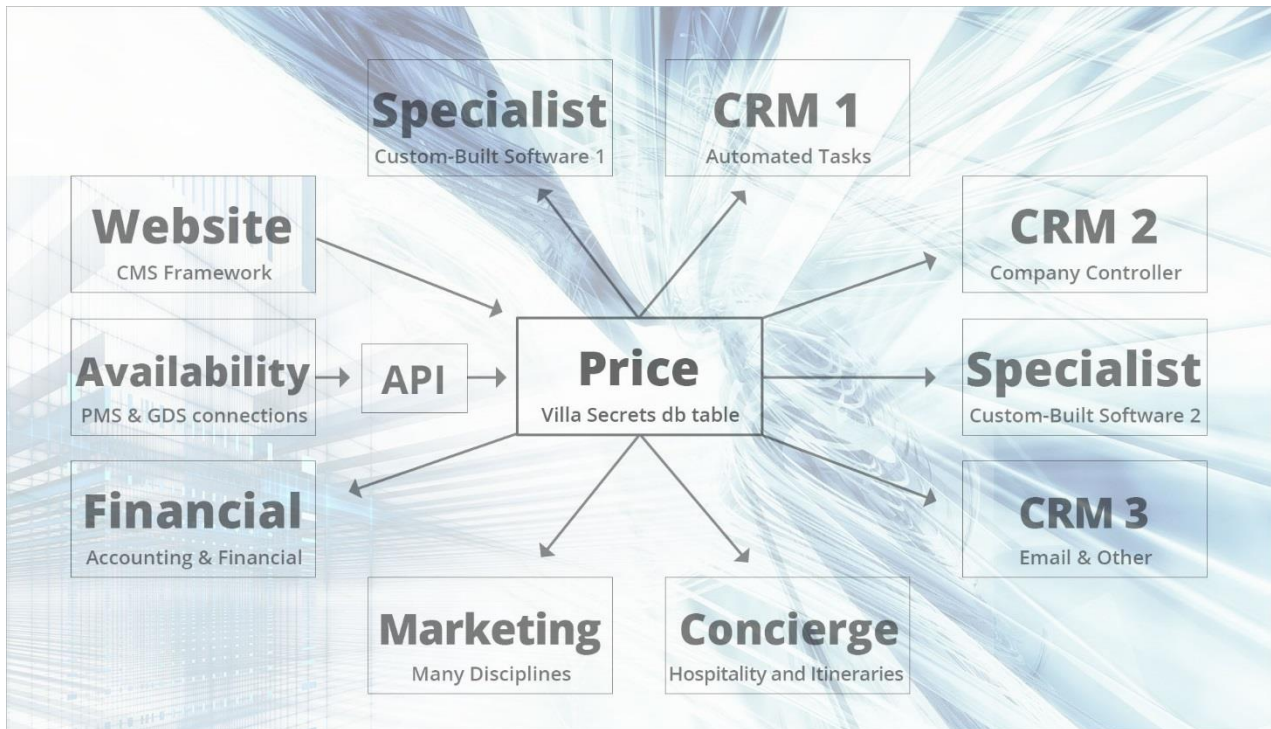
So, I created a new way of working with programmers that I called '**CMS Logic**,' which demanded that for every variable and database input, we would create a new CMS page, which I could use to adjust every action. But more importantly, it reminded me and the programmer where everything was in the first place; cos, believe me, by the time you have programme hundreds of variables into multiple APIs, it gets hard to remember where everything is and is much harder for a senior programmer to oversee and add to when necessary.

Over time, 'CMS Logic' developed into the S-Web CMS Framework. At first, we improved the basic CMS function of adding a product. Then we thought, let's do this to the homepage as well, and then we thought to create a CMS for every front-end page for the website; created in a simpler way than any other webpage building CMS we have seen, as instead of webpage elements, we created the CMS as a finished page, and just allowed users to swop text and pictures. This meant that not only could a complete novice at web design create the whole website without assistance, but they would also do so at least 10 times faster than a trained WordPress or other web designers could.

We shall get back to this later...

Creating the system per 'CMS Logic' enabled us to start to add the pieces of software that we wanted from external systems directly into the S-Web Framework, and the original idea of having many different systems linking to our website via APIs turned into creating the functions we need from the software directly into our CMS Framework.

In the graphic below, instead of the 4 systems seen in the previous example, we see 10 systems. If you compare the graphics, you can clearly see the unrivalled simplicity of all systems fetching from just one database.



In this scenario, we are highlighting one of the database tables essential to all systems, 'The Price,' which is created by either the website CMS Framework or the PMS, and all other systems fetch from a single database, or 2. But the point is it's easy to work out where the price is.

Only by working in this way can one create complex systems in a way that challenges the law of diminishing returns created from accessing vital data from multiple APIs, as one simply goes to the master database.

And remember, what we are seeing above is a very simplified view of just 10 systems and only one variable, 'The Price.' To imagine the scale of the entire system, a quote from Anthony Hopkins in Meet Joe Black comes to mind:

"Multiply it by infinity, and take it to the depth of forever, and you will still have barely a glimpse of what I'm talking about."

One simply can't begin to do this with a bunch of different systems created by different teams, all threaded together by a bunch of APIs.

If one were to be objective, however, or play devil's advocate, one may hear the argument that creating the software from scratch (like Salesforce) needs tens or even hundreds of millions of dollars in R&D funding; and anything less would not be to the same standard. This assumption would be correct if we tried to make a CRM for everyone and every industry.

But as we are going industry by industry, we don't need to recreate Salesforce. We only need CRM elements that are suitable for running a vacation rentals company. And, because we are only focusing on this as a starting point, we can build a far superior CRM to Salesforce (suited to a specific industry niche) for a fraction of the price; as is explained soon in 'Our Solution' and in Chapter 14. S-World TBS™ (Total Business Systems).

Problem 9. All-purpose multi-discipline software products such as Zoho

The Zoho system provides accounting, a website, a CMS, a CRM & other functions; but other than maybe their accounting, each system is always second best to industry leaders. Their websites are nowhere near the standard of WordPress. They have limited CRM functionality compared to Salesforce, and a CMS and workflow that is uninspired.

For more complex integration, one needs an expert to set it up, which can take months and cost \$\$\$\$; and connecting to existing websites require a skilled PHP programmer to make the API.

Solution: The Solution to the above is exactly the same as the solution to the last two points. One needed to create the software as a part of the web framework, not as separate items. But with added emphasis on each system, individually needing to be either equal to the next best thing or better than it, for the specific industry niche it has been created for.

Problem 8. Software created initially for desktops needs a different workflow on mobile or when creating Apps.

Solution: This one is simple. Don't start with a design for desktop, start with a design for mobile, then adapt the desktop to the mobile. (This is known as 'Mobile First' design.)

Problem 7. Changing web developers can be challenging, more often than not, a new company will want to create a new website.

In the same way, they say in building, "it's cheaper to build a new house than it is to renovate an old one." It's easier for developers to create a new site than work with another developer's code.

Solution: Don't hire developers or use development companies, be part of a disruptive technology company and pay a reasonable 2.5% royalty for their continued support and development.

Problem 6. Web development companies can look very good online but perform terribly with CMSs and complex systems.

Solution: Make sure you see an example of a CMS or complex system created by a developer before trusting them. With the best will in the world, nowadays, it's very simple to make a great looking WordPress website. But when it comes to creating custom CMSs and software, it's a totally different ballgame.

Problem 5. Smaller web developers, who live locally in your place of business, can copy your work and create competing business (as has happened to us on 3 occasions).

Solution: One can incentivise developers with equity or profit share, or one can outsource development to India, the Philippines, or Eastern Europe to get access to 'pound for pound' much better programmers and developers who are much more work-focused. Alternatively, just work with a big and respected firm with a portfolio of work that is equal to your ambitions.

Problem 4. Websites created initially for desktop have different navigation and functionality to how it would be best to create a mobile website in the first place.

Solution: Same as point 9, work 'Mobile First.'

Or create a separate App entirely, and work backwards from the App design to create it on mobile.

Problem 3. Most CMS components created for staff use are poorly designed and boring, and as neuroscientist John Medina confirms: "When the brain deems something uninteresting, it will disengage from it."

Solution: Demand more from your web or software developers, ask that they treat the back-end systems of your website with the same level of design and functionality as front-end systems. One will be surprised just how far and how much you can do with a CMS if one treats it with the same respect given to the homepage.

Problem 2. Large custom-built websites often lack 'Wow & Awe' and rarely have the design standards of the most cutting-edge WordPress themes.

Solution: Again, demand more from web designers and developers. There is nothing that can be created in WordPress that can't be created and improved upon in a custom web framework. Although it may take a couple of years to get it right.

Alternately, again go with a respected large web development firm who within their online portfolio has a website just like you want, who can show you a working CMS and can reassure you about their ability to create software within the website. But be prepared for a plus \$1million starting price for a project anywhere near what we are presenting.

However, by far, the most practical solution and definitely the most economic is to take all that is 'wow & awe' about the most up to date cutting-edge WordPress designs and recraft it into a web framework that one can use again and again; creating each time a website with the looks, or even better looks than WordPress, but within a framework that is custom-built for the task, that can add software straight into the core of the system.

Problem 1. There seems to be no web framework at the scale we are working to that can simply and easily create a complete website, created by people with no knowledge of web design or programming.

Solution: One would need a completely different way of creating websites instead of working like WordPress where one has a theme, which one can customize, adding this widget and that widget to make up a page. And then adding complex plugins such as the Advanced Layer Slider seen here at the top of the page from our WordPress blog: <http://blog.villasecrets.com/blog/stefan-antonio-cape-town-villas-in-south-africa>.

Instead, one needs to really simplify the process. For a start, the idea of adding various elements, widgets, and plugins to a page has got to be thrown out the window. And in their place instead, just present the user with a page that is already complete, and simply get them to swap the text and pictures.

It's that simple.

Of course, it not as versatile as WordPress, it does not have thousands of different themes, not yet, but this is part of the simplicity, not 10,000 themes, just a few for now. But, so what if your theme is better than all competitors, is a dream on mobile, and has all the connectivity advantages presented earlier enabling the simple creation of complex and original software?

I'm reminded of a quote from Chris Cox, the Facebook Chief Product Officer:

"We built a product that boiled down and removed all of those features, except for one thing, which was tagging it! So, we organised the photos on the web around

people, and it completely changed the experience, “That was (click) just like that!”

It’s the same principle, you don’t need all that. So why make it a part of the framework? For non-designers, one only needs to see complete pages, then add or swap the content, then it’s simple. And not only can it be done by just about anyone, but it can also be done 10 times faster.

For instance, to create a website not for a vacation rental or estate agency but for a single property; if one already had the text and photos prepared, one could create a complete beautiful 20-page website for a standalone villa in just a handful of hours.

Try asking any WordPress developer how much of a website they could create in just a handful of hours?

And this point comes full circle to our mandate marketing initiative and why few can copy it; as for it to be effective, one has to make every dollar count, and spending \$\$\$\$ on this website and paying god knows how much to design coffee table books would just burn up the money. To Win in mandate and prestige marketing, you need to make your bucks count more than double, and this is just one of many advantages of thinking simple, clever, different, and always disruptive.

The Challenger Sale Step 6. 'Our Solution'



Dixon & Adamson (The Challenger Sale):

Finally, demonstrate how your solution is the best one out there, now you lay out the specific ways that you can deliver the solution better than anyone else.

Our Solution Index...

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 - a. A Combined Website and Software Framework
 - b. We work one industry niche at a time
 - c. We work 'Mobile First'
2. **S-Web CMS Framework Part 2 (Mostly Complete)**
 - a. S-Web Super Simple CMS
 - b. S-Web Mobile
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3. **S-Web CMS Framework Part 3 (Well on its way, the most important systems already live)**
 - a. S-Web CDS™ – Content Delivery System
 - b. S-Web CDS™ – Online Magazine and Printed Media Publishing
 - c. S-Web CDS™ – My List / My Webpage
 - d. The Villas Cloud – Online Availability & Bookings
 - e. S-World CRM-Ai™ – Bookings and Sales 'Nudge Ai' (The Raybot)
4. **S-Web CMS Framework Part 4 (In the development queue)**

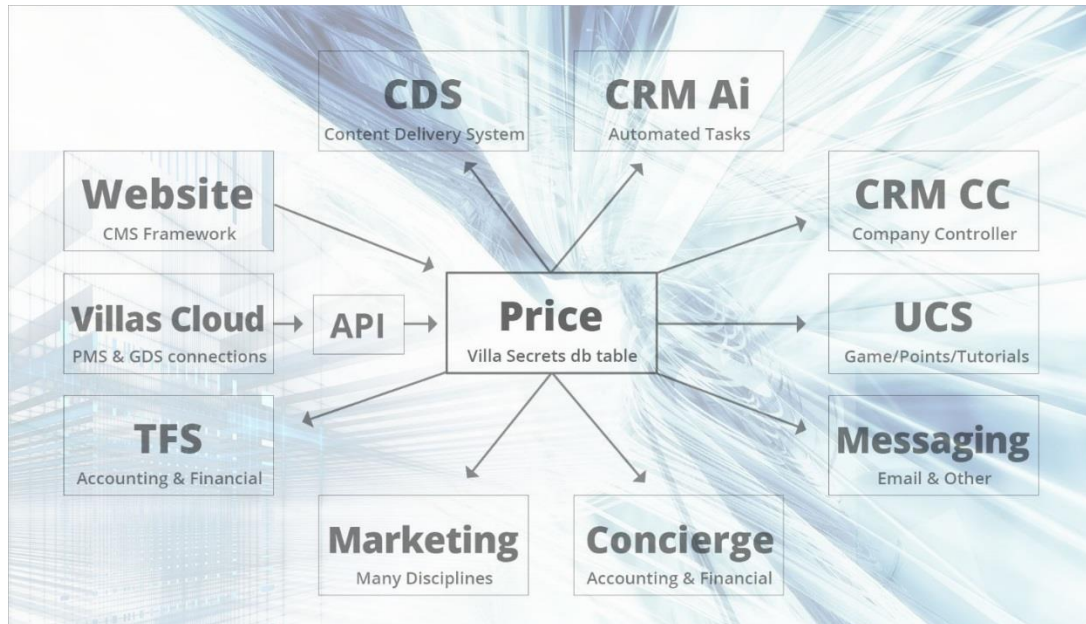
(Considerable planning already performed)

 - a. S-World TFS™ – Total Financial System
 - b. S-World CRM CC™ – Company Controller & The Hawthorne Effect
 - c. S-World UCS™ – Competitive Games, Fun, and Addictiveness
5. **S-Web CMS Framework Part 5 (Effectiveness of all system)**
 - a. S-World TBS™ – Total Business Systems (Ongoing Project)

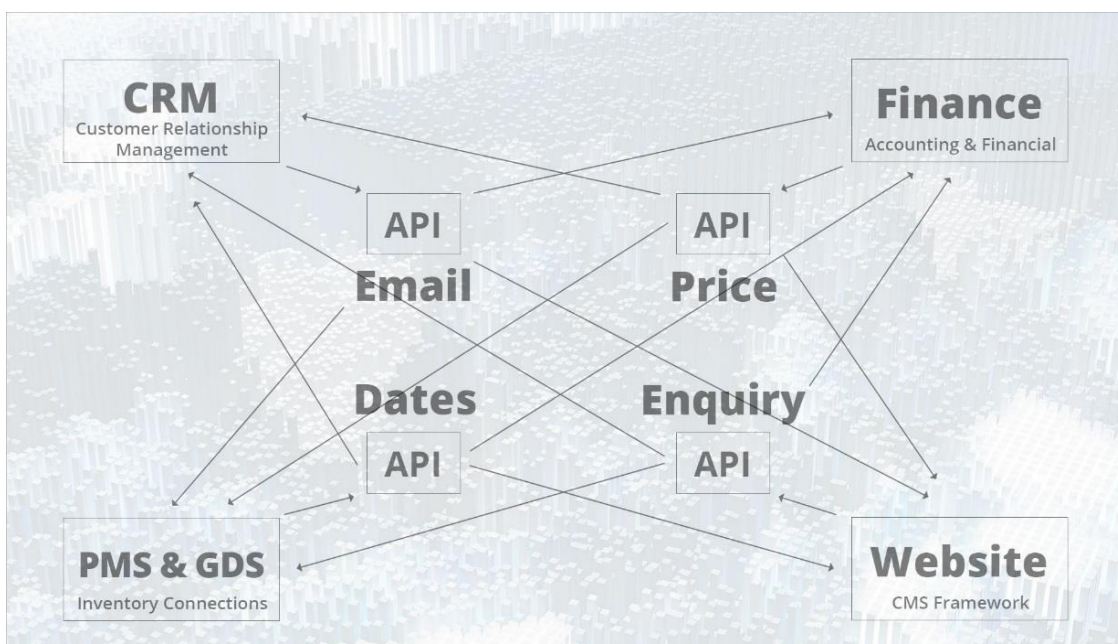
S-Web CMS Framework Part 1

a. A Combined Website and Software Framework

“To create truly disruptive complex systems without creating overly complicated systems; if your software is primarily to support business gained from your website, your software should be part of your website contained within a single web framework.”



Above, we see a graphic with 9 different Villa Secrets software systems intrinsically connected to the CMS web framework (the Website). On which we have isolated a single dataset the 'Price.' We can see how much simpler it is to develop this system, relative to using many software components strung together by APIs (data connections between 2 or more separate software items or websites) that create multiple data sources. And as seen below, in which we only show 3 software items that are already more complicated.



Of course, the above is an incredibly oversimplified version of both systems, as there are thousands of different database tables for this function and that function. A company that really knew their stuff could take every possible data set from each API and add that to one single master database. But that's a lot of organization and time and even then, one is limited to only data sets that are available from the API in the first place.

Whilst very technical, the above helps to explain the trouble IT companies have in creating useful systems, which helps explain the statistics from the Corporate Executive Board's Sales Executive Council. Who, if we remember, serve more than 200,000 business leaders across roughly 4,800 organizations in more than 50 countries and who says:

The CIO Executive Board found that only 26% of business leaders rated their IT departments as effective.

76% of staff disagreed with the statement: "Has their job performance improved due to a new system delivered by IT."

However, working our way (the Villa Secrets S-Web and S-World way) makes the creation of truly complex systems possible, without being truly complicated. If one has one central database that all systems fetch data from, we avoid the law of diminishing returns that would grind systems made up from different items of software to a halt as they become massive.

This does not mean that we don't use APIs (data connections between 2 systems), for instance, Google Analytics and just about every PMS (property management system) and GDS (global distribution systems). However, for all functions that provide data that we could not have gotten or created ourselves, such as CRM data (customer relationship management), accounting data, marketing, hospitality & concierge software; we create the systems we need straight into our core system, the S-Web Framework.

S-Web CMS Framework Part 1

b. We work one industry niche at a time

Large scale CRMs (customer relationship management) such as Salesforce are not dissimilar to jigsaw puzzles with thousands of pieces, of which some pieces are connected to create a solution. For most CRMs, the name 'customer relationship' takes a second place to the sales process of selling to the customer and monitoring of the sales person by management to make sure they are selling to the customer; with the only 'customer relationship' function being to send a bunch of follow up emails that most customers would prefer not to receive in the first place.

In contrast, if we go back to the first S-World integrated software design in 2011 created as an investment option for VIRGIN [www.s-world.biz/TST/The Virgin Business plan in Retrospect.htm](http://www.s-world.biz/TST/The_Virgin_Business_plan_in_Retrospect.htm), we see that one of our CMSs primary purposes is to deliver gifts to clients. A system now supported by the Villa Secrets coffee table book which will barter product placements and adverts from leading luxury brands like

Bulgari for gifts (such as handbags, perfume, and other items) that we give to clients on arrival and send to them on special occasions such as anniversaries and Christmas after their stay, providing a truly effective form of remarketing and customer retention.

However, CMS or Sales Tool:

“We make our websites and software for one industry niche, whereas most CRMs create a product for every business on the planet!”

Ask the C-Suite managers, or any developer at Salesforce, Sage, Zoho or any popular CRM if they thought they could make a better version of their software. If they made a system for a specific industry, or better still a niche within an industry and they would all say...

“Well of course...”

It's far, far simpler to create a CRM specifically for an industry niche than it is to create a system for all possible businesses. Not only because in doing so one can throw away most of the clutter, but because one is making a system specifically for a single purpose that one can get very detailed in the psychology and neuroscience of the communications back and forth.

For instance, we can include items that are not included in all industry CRMs such as 2nd and 3rd level questions and prompts; which in 'The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal' David Hoffeld explains are a key way to influence a potential client to book or buy, as Hoffeld reveals:

“These powerful questions have been analysed in numerous recent scientific studies. For instance, a study at Harvard University revealed that answering second-level questions which prompted participants to state their opinions increased neural activity in the areas of the brain associated with reward and pleasure! These good feelings caused a change in the brain that naturally enhanced the participant's emotional state. In other words, customers enjoy answering second level questions.”

S-Web CMS Framework Part 1

c. We work 'Mobile First'



In the spring of 2015, we added a JQueryMobile website to the then prototype Villa Secrets website. You can see the mobile version here <http://m.villasecrets.com> (please view on mobile and note it's only 80% complete). The reason we did not complete it was that in our ambition to create an 'out the box' web product, working this way made life twice as hard as we effectively needed to create 2 websites. So, if we wanted to create 64 versions of the Villa Secrets web framework, each on a different domain, we would need to create 128 different websites.

Also, we saw warnings from Google explaining that working in this way was not good for them, as with two web pages for each page (<http://m.villasecrets.com> and <https://www.villasecrets.com>) a link to a page on the desktop version would give no power to the mobile version and vice versa. Another reason we stopped working this way is that each time we made a new page for desktop, we needed to make a new page for mobile. And as we wanted to add many different pages, we could see there would be a lot of work to do, and it would be better if we created our own mobile framework and work 'Mobile First.' And in doing so, we own our own framework and sow the seeds for a product that can be created instantly at the touch of a button.

So, we decided to work from the JQueryMobile design and completely recreate the desktop version, which was a brave decision as we knew it would take at least a year to create, and so we would lose a year's revenue. But knowing this was the right decision, we decided to gamble all the additional money created from the www.cape-town-luxury-villas.com prototype. And so, at the beginning of Autumn 2015, we added 2 more programmers, a top-level HTML 5 designer and a copywriter.

However, within just a few days of the new team starting, a long-term back injury reoccurred and

limited my ability to type instructions for the team, who I communicated to from London to India via Skype. This event demanded a change from the development plan and was very significant; and also, rather odd that as soon as I made the change, my back got better and has not troubled me since...

This game-changing decision was to learn WordPress, which I had seen catching up and beating my stable tool for web design since 2000, 'Adobe Dreamweaver.'

Without the ability to communicate at pace with my team, I suggested that we stop the plans I had made for us all and instead, we were to all learn WordPress (well all of us but the designer who already knew it).

Fortunately, the very first WordPress lesson I found online was a very detailed three-hour tutorial presentation by Ferdy Korpershoek on the Enfold Theme. Here is Fredy's video <https://www.youtube.com/watch?v=tpMof601QNw> and here are various demos of the theme <http://www.kriesi.at/themes/enfold/>. And as you look, you will see how this WordPress theme helped mould the look of our current website design, www.villasecrets.com and in particular the HTML5 animations.

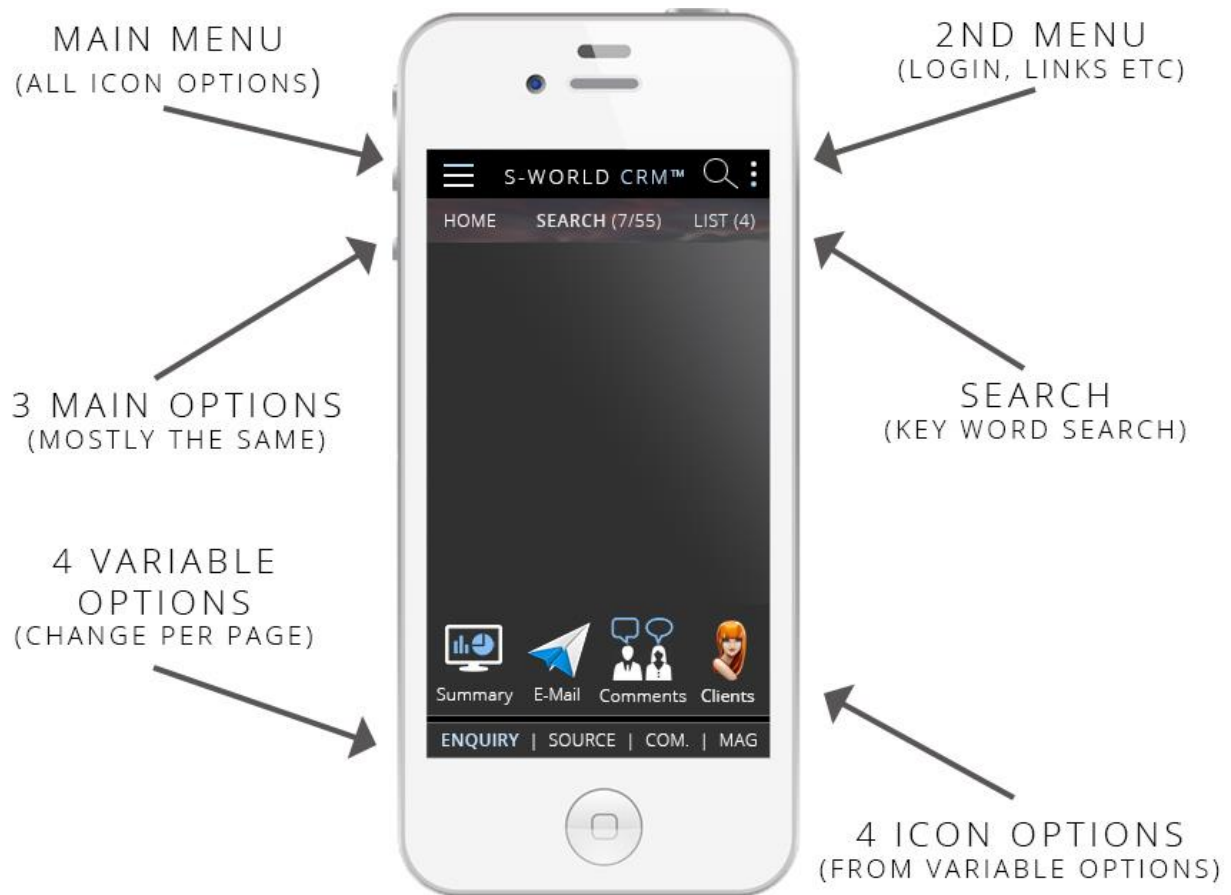
After a few days, my back was better. But having seen the design power of WordPress, we just carried on, making various test websites, and testing the database capabilities before integrating an Enfold Theme WordPress website into the Villa Secrets website as a separate blog site <http://blog.villasecrets.com>. And so, for a while, we just experimented with WordPress and the idea of a hybrid WordPress vs Villa Secrets framework website. Until we came across the problems mentioned in the previous steps, and (in particular) that we could not easily add data from our MySQL database to the WordPress SQL database without creating a specialist WordPress plugin each time, which would take a long time. Indeed, we would need a dedicated full-time programmer just to make the plugins.

It was at this point that the decision to completely remake the desktop design came about. And as we were redesigning the entire website, why not do it in a mobile-first way? The first task was the navigation which required fewer options; and once created, we proceed to make the mobile pages and desktop pages at the same time, using both our WordPress experiments and the JQueryMobile site as a guide. And 21 months later, we can see the mobile-first Villa Secrets website www.villasecrets.com.

But this is only half the story, because having seen the merits of mobile-first web design, when it came time to create the designs for the CMR and other software, we again started with the idea created in desktop, but then designed first for mobile, and in particular the navigation and workflows.

For a truly disruptive mobile experience, we needed the mobile version of the CRM to have the

simplicity of a game or a well-created APP. So, before considering any on-page input, we needed to create a simple navigation system.



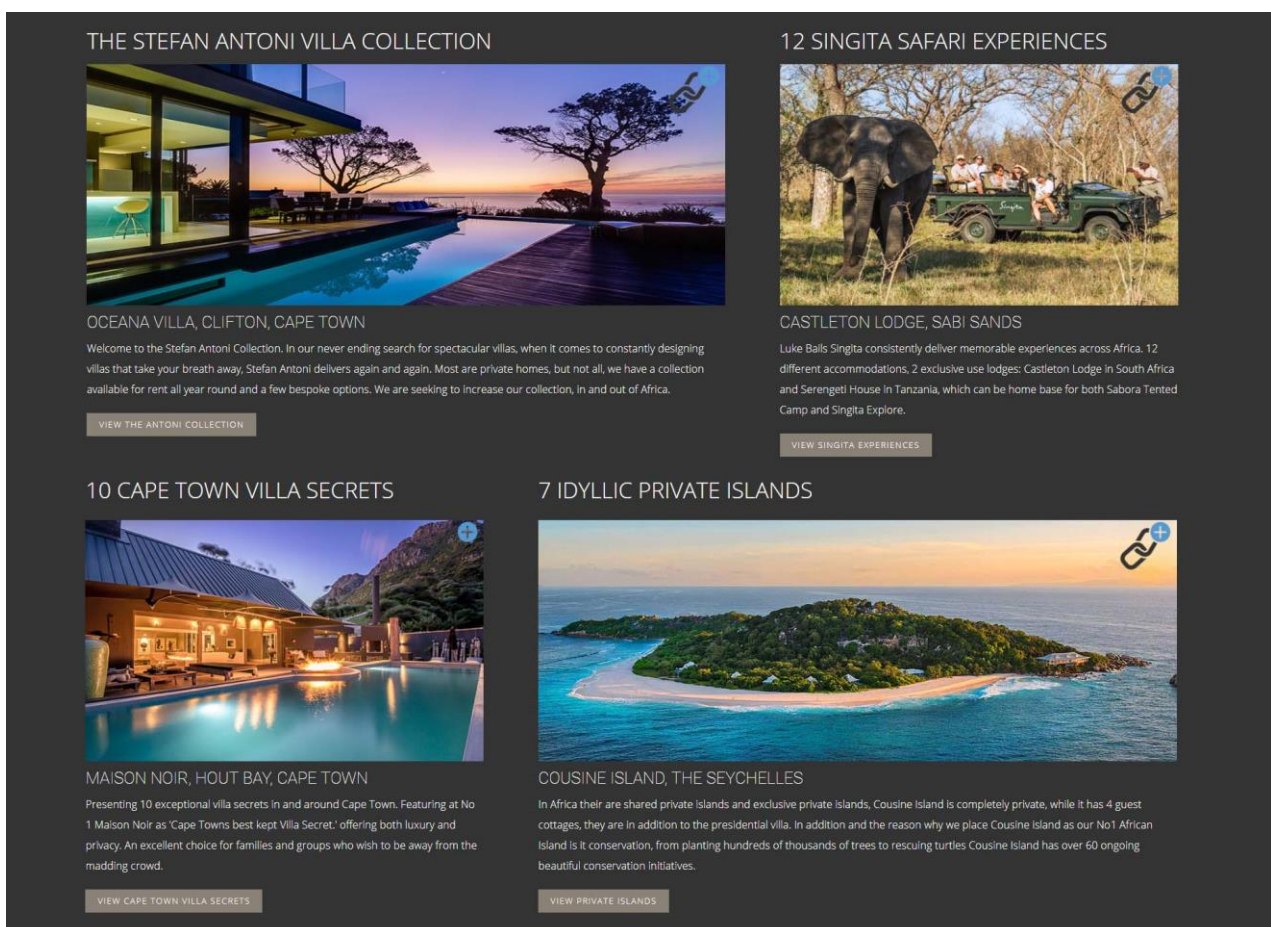
Above, we see within our mobile menu, we added top and bottom navigation. The top will mostly stay the same, but the bottom will change for each function and is supported by 4 icons that also change. This creates a total of 48 different 'quick tap' options available for each individual page. Which is a lot and, as far as we know, a unique way to navigate on Mobile, because with 48 quick tap options that are instinctively arranged, one creates a very versatile base from which to create complex websites, software, games, and apps.

S-Web CMS Framework Part 2

a. S-Web Super Simple CMS



There are millions of companies making 'do it yourself websites,' but the S-Web framework is different. Instead of making individual pages, S-Web users start with a complete website for users to replace or update the content on each page, with no widgets or fuss. An example of this is our homepage www.villasecrets.com, which can take less than 10 minutes to create.



Above, we see part of the homepage CMS, which for anyone who has ever used WordPress or other CMSs will look very unfamiliar. There are no options to consider other than the content, and the little link icon at the top right of every picture.

Clicking on this link lets you add the property or magazine article ID. And when entered, it changes the entire section adding a new header, photo, location, 60-word description and the call to action button, 'just like that!'

Or one can add a new photo and write one's own header and descriptions for each part, or simply edit any section.

It's that's simple!

And because it's that simple, one no longer needs a web designer at all, beautiful complex pages can be created by the most junior of staff. In fact, you could even ask your 7-year-old child to create a homepage that would still look professional and engage the public.

Skipping back in time a little, our individual villa pages which paved the way to the homepage CMS were initially forged as a response to web developers across the world raising their game and creating increasing more attractive websites. The only way to combat this was to raise our game, substantially. One idea was to create individual villa pages that looked like homepages and, working in WordPress, we created pages like this: <http://blog.villasecrets.com/blog/cousine-island-villas-seychelles>.

Whilst this and the other individual product/villa pages we made were a great improvement on any other travel or real estate website we could find and proved very popular with guests and villa owners; each page took about three to four days to create, and as such were expensive. So, we created a super-fast CMS (content management system) for our copywriter and photographer to use. And in so doing, after they had written the copy and chosen the images, adding the content and creating the animated image slider at the top of the page was down to a dozen or so minutes.

Here is an example www.villasecrets.com/Villa/North-Island-Villa=6061 which is superior to our original WordPress designs, and better than most websites homepages. Which makes an impact in the high-end villas market as looks count, both for clients looking to go on holiday and equally for the owners and managers of the villas, safaris, & private islands.

The final essential component to any website is how one presents products/villas after a search is performed. One can see our search results page here: www.villasecrets.com/Best-Of-Africa, this page gets created automatically via the photos and text in the product pages and a CMS page that changes the order of the villas.

We are creating a 'super simple' 'on page' CMS for every page. In fact, most pages are already done, we just need to do the contact us and various 'about' pages. Then after, as we add new pages such as Owner & Property Managers pages or the Client Suite, we will create the page and CMS together.

Does it work on mobile? Yes, beautifully and better than both our original JQueryMobile and our WordPress mobile webpages, which got confused by the magazine-style layout and ended up showing the pictures in the wrong order. Which yes, could have been fixed in the CSS editor, but not by anyone who was not skilled at CSS coding.

S-Web CMS Framework Part 2

b. S-Web's Villa Secrets Mobile



S-Web Mobile, a mobile website that looks and behaves like an App.

When it comes to the best website design, with so many different designs, there is no clear winner. However, in the land of mobile websites, there is far less competition, we are positioned amongst the best in the world.

There are many mobile-friendly sites made from WordPress. But WordPress is a tool for making smaller websites and not practical for big database-driven CMS projects.

Google [has warned](#) that they will penalize websites that are not mobile-friendly. It's only a matter of time until they do because presenting poor mobile pages create a bad user experience.

Search engines aside, [mobile usage has overtaken desktop](#). To have a site with a poor mobile presence is to say goodbye to half of one's customers. Mobile is not the future of the web, it is the right now!

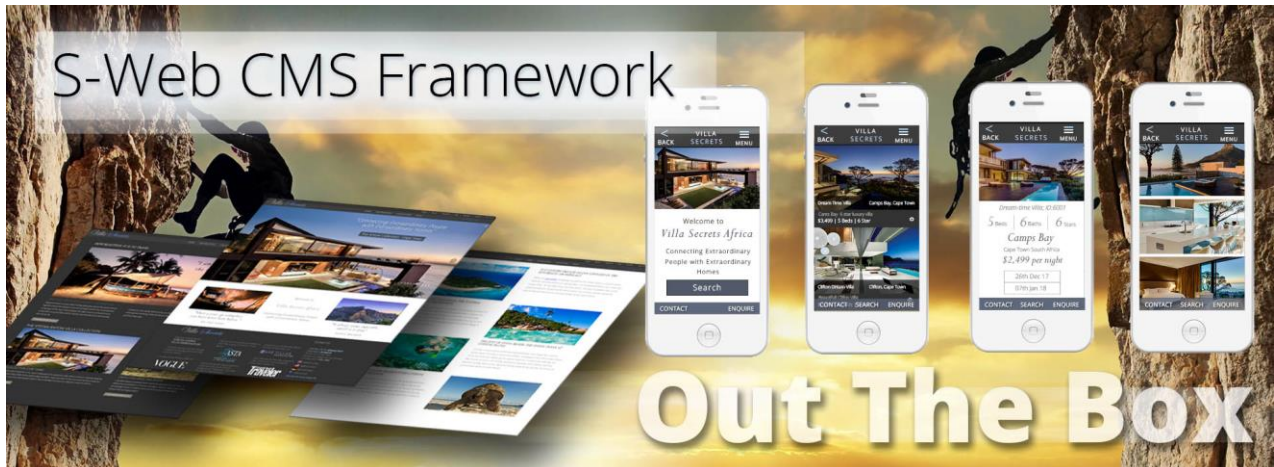
As you can see, our mobile product looks like an App and has instinctive navigation. It does not have all the functionality of the desktop version, instead, we have taken only the parts that make sense to see on a mobile, as we seek to make both the simplest and most attractive mobile real estate and travel user experience.

But note the only reason we can do this so effectively is that we worked 'Mobile First' from our JQueryMobile site to our desktop site, and then created our mobile site responsively from the webpage. Note in particular the on-page drop-down navigation that is the same on both desktop and mobile.

Whilst the mobile page and the desktop pages look different, they are both the same page, which in SEO (search engine optimization) is an improvement on mobile frameworks like JQueryMobile; which demand the creation of new websites specifically for mobile use, which loses any link power attributed to the original desktop page in mobile searches (or vice versa).

S-Web CMS Framework Part 2

c. S-Web 'Out the Box' Complete Website Builder



Before we begin explaining what we want to achieve, a word to say we are not there yet. The CMS is complete, so each page can be created per the previous points. And in the forthcoming section, S-Web CDS™, we show how we can already create users' individual customised web pages for their own use at the touch of a button. But in terms of a complete out the box website, we can't yet create one at the touch of a button.

However, what we can do is create batches of websites. We will see in Chapter 2 that we have 200 web domains ready. And between 2018 and 2020, we will create an S-Web website for each, and then present each website as an 'out the box solution' to various partners around the world.

However, it is our objective to be able to create a website as simple as buying a domain name and off they go. This is not an objective that we are looking to achieve soon.

However, should Facebook or Microsoft (well actually the Chan Zuckerberg, Paul G Allen, and Gates Foundations) pay interest in our project and secure the significant amount of equity in Villa Secrets Ltd. (the holding company) that is currently reserved for them, this is one of the first things I would ask them to work with me on.

And we would not just do this for Villa Secrets, instead, we would create S-Web.org and versions of S-Web for everyday use for everyone, with the extra hook being that we would not charge for it and we would give free hosting. So, literally, the cost of creating a great website was just the cost of the domain at about 10 US dollars a year, for a product that is far simpler than any other and looks better than most.

Where we get paid is if people use their S-Web sites for business and, in which case, we would ask for a royalty.

The biggest win comes from complex sites that wished to use database inventory; such as Villa Secrets, where one can only use databases that are connected to S-Web from which a royalty will be collected, in the same way, it is for Villa Secrets of between 2.5% and 5% of each trade. And in the Facebook and LinkedIn worlds of billions of users, steering those users to use S-Web for their

e-commerce needs and receiving a 2.5% to 5% royalty is a very big deal indeed.

What's to stop Facebook and Microsoft from just doing this themselves?

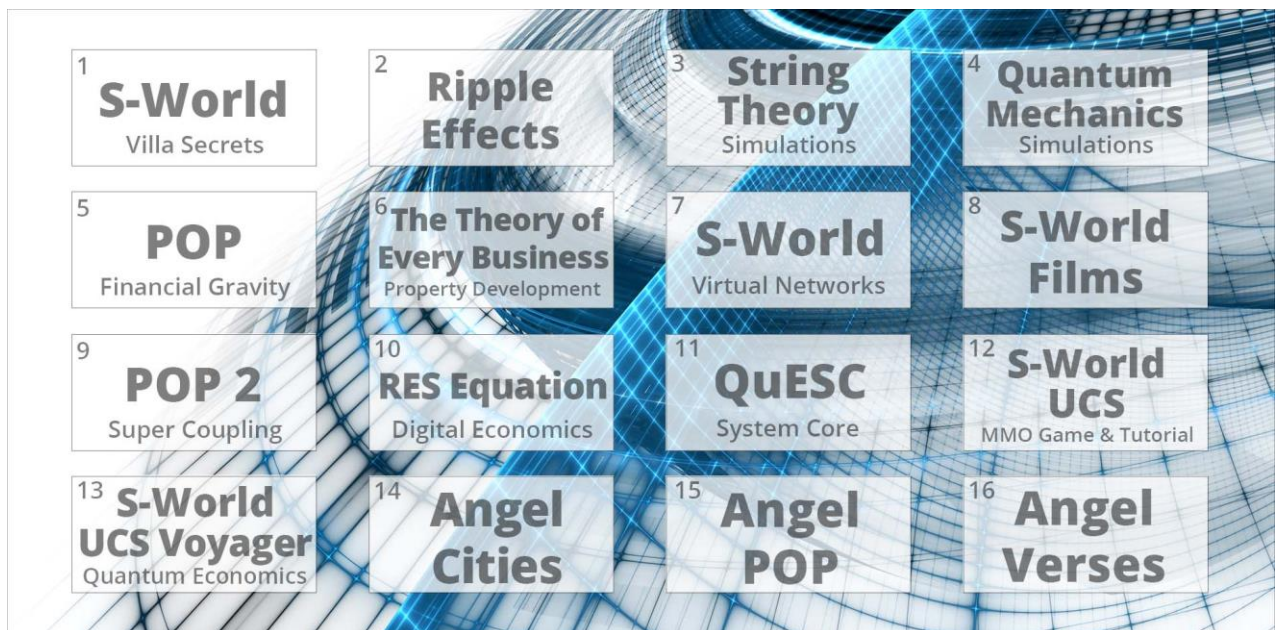
This is the question I have heard from literally everyone I have discussed this with. For sure they have the technical skills, that's why we're going there ourselves. However, the reason (I hope) they would choose not to do this themselves lies in the subject of the next book in the Angel Theory series: 'M-Systems' (now [Paradigm Shift](#)).

M-Systems is an ecological and philanthropic super project on a scale much bigger than anyone has ever imagined. It is the macroeconomic plan to the Villa Secrets microeconomic plan, and whilst on the surface, they may seem very different, they are, in fact, two sides of the same coin. (Indeed, now [Villa Secrets](#) and [The Total Business Systems](#) are the 4th book in the Angel Theory – Paradigm Shift Series, see www.angeltheory.org.)

To put a scale to it, consider the statistic quoted from the Sales Executive Council, who if we remember serves 200,000 businesses: "When you put it all together, only 14% of companies so-called unique benefits were perceived by customers as both unique and beneficial."

With 22 chapters of unique and beneficial systems, Villa Secrets systems can be argued to be statistically 154 times more unique and useful than the average business.

But here's the thing, S-World Villa Secrets is only the first of 16 [M-Systems](#), each as powerful and some more so. And as such, if we follow the math, the M-Systems design is statistically over 1000 times more unique and useful than the average business.



Within these systems lies that answer to why Facebook and Microsoft or others would not just 'do it anyway,' as their founders are not primarily interested in making money. Mark Zuckerberg (co-founder of Facebook) has pledged 99% of his fortune to improve the world and in particular 'advancing human potential and promoting equal opportunity.'

Paul G Allen (co-founder of Microsoft) says, 'The possible is constantly being redefined and I care deeply about helping humanity move forward.' Allen has a passion for [Ripple Effects and Elephants](#), which is the subject of M-System 2, an extension to our 2012 www.AmericanButterfly.org on economic butterfly effects which became the forerunner to both Villa Secrets & M-Systems.

Last but by no means least is Bill Gates (co-founder of Microsoft). We can trace the beginning of Villa Secrets, Angel Theory, and M-Systems to the Bill & Melinda Gates Foundation and in particular [Bill Gates's Harvard commencement speech](#) in 2007, as the inspiration for what was called 'Give Half Back.' In which we would create a system that was more than twice as profitable as others, and so could afford to 'Give Half Back' without the participants being worse off for it, and indeed better off for it, due to the positive PR and branding associated with the charitable giving.

It is the Angel Theory assumption that Zuckerberg, Allen, Gates, and many others are more concerned about how they can help humanity and our planet than any other pastime. And if M-Systems can deliver on its ambitions, we sincerely hope that Zuckerberg, Allen, Gates, and others will jump on board; add to, own, and improve the system by taking their equity in with Villa Secrets and S-Web.org and becoming trustees of S-World (The Sienna Foundation).

S-Web CMS Framework Part 3

S-Web CDS, The Villas Cloud, and S-World CRM-Ai



Putting aside any involvement from philanthropic or other investors, as this book is about certainty, with the investment income we receive from the first Primary Network (being \$42,000 deposit moving up to \$168,000 by the end of 2019), we can afford an additional 3 Senior Zend framework qualified programmers and an App specialist, creating a team of 6.

Given an October 2018 start, 3 Zend framework qualified programmers added to our current superhero programmer Vineeth and our slick designer Piyush, plus an App specialist is all we need to create all the sections presented in the conclusion of this chapter by the end of 2019. (For the latest development timetable, see (or ask for) Chapter 23.)

In this section, we find software integrated into the web framework that we are currently working on. Of which, most of S-Web CDS™ is complete, phase 1 of the Villas Cloud™ is complete, and we are very close to a working alpha version of S-World CRM Nudge Ai (sales assistant and automation).

First, we present the S-Web CDS™ which is a truly original system that has become the backbone to many other systems. We did not set out to create this system, we were programming wild and free to see where the wind would take us, and it pretty much created itself as we expanded upon the S-Web CMS Framework.

S-Web CMS Framework Part 3

a. S-Web CDS™ – Content Delivery System

After creating the homepage CMS, we had a problem. We wanted the Villa Secrets website to be like a magazine, not just a directory of products. I wanted most of the links on the homepage to lead to quality articles about various products or locations, not just links to products.

So, we needed to create an Articles CMS, and it was in building this that we managed to make it so well that after the 10 minutes or so it would take to create an article header, a short description and a 60-word introduction; we could create a full rich-content article within a minute.

Please watch this three-minute video presentation: <https://youtu.be/X9-o3E4n2Dk> to see me create an online magazine article in less than a minute (once the title, description and 60-word introduction has been created).

To see the article I made in the video, follow this link: www.villasecrets.com/Magazine/6-Exclusive-use-Safari-Lodges-to-fly-for-By-Nick-Ray-Ball/6811.

One minute to create an article that, when including all the original copywriting, photography, and image editing used to take us about 3 days.

The trick to it, that turned a task that took hours into a task that takes minutes, was that instead of just making a template for a new article, we gave the user the option to call in the pictures and 60-word introductions and other details from product pages and other article pages. And this simple action empowered the user after writing an introduction paragraph, to call in a variety of different products and articles to create a well-crated image-rich page, in less than a minute. Including the eye-catching picture slider at the top of the page, in responsive design looking great on mobile as well.

Hence the name 'Content Delivery System' (CDS), as we deliver previously made content into new pages, or newsletters, emails and even specialist web pages created specifically for an individual client.

S-Web CDN™ (Content Delivery Systems)



One may recognize the graphic above as a predecessor to the full 25-chapter Villa Secrets' Secret

business plan. That's how important S-Web CDS™ is in terms of linking the S-Web framework into the core of the business, it was the magic source in creating super-fast and simple web page creation.

Once we had the framework design and could make article pages in seconds not days, it was an obvious jump to create an online magazine.

S-Web CMS Framework Part 3

b. Online Magazine, Newsletters, and Printed Media Publishing



Welcome to the S-Web CDS™ (Content Delivery System), the Villa Secrets Online Magazine, Printed Book Publisher, and Newsletters.

www.villasecrets.com/Magazine

As we can create articles in minutes, each Villa Secrets company can go blog and magazine mad, with each sales staff members having their own magazine featuring their own articles, made in no time at all. This improves the website, is the key foundation of a good content marketing strategy, is a great addition to the CRM (customer relationship software) as the sales person, and send an article a week to their previous or current clients.

Personalised magazines will give the client a far better impression of any sales person as they will seem knowledgeable, involved, and passionate about their products and insights.

Plus, it is infinitely better to ask a client if they would like to receive their sales person's personal magazine, in terms of sustainability of the magazine newsletters, as people only have time for so many newsletters, choosing to unsubscribe to most. The fact that they will not be receiving newsletters from Villa Secrets, rather their agent that they know at Villa Secrets, will greatly decrease the chances of the newsletters being unsubscribed.

Printed Magazines and Coffee Table Books

We can see the very well-considered plans for the Villa Secrets Coffee Table Book in Chapter 18. Following on from the last magazine 'Cape Villas' that was distributed by Condé Nast Traveller UK,

creator of our biggest booking by far, acclaimed by Bulgari who offered \$100,000 in barter items to be the principle sponsor of the follow-up.

For now, we shall just lay out the technology and it's really simple. We adapt the current CDS™ and create a selection of CMS pages for different book or magazine page layouts, with the ability to move the +/- 60-word text block around each page, then convert it to a PDF, give it to the printer; and hey, presto, that's 50% of the cost of the average print publication saved. Plus, we get to make a very well laid out online version at the same time and can make an updated version of the magazine very simply.

S-Web CMS Framework Part 3

C. *My List / My Webpage*



Welcome to MyList / MyMagazine / MyWebpage, in which we give clients the option to turn their 'my favourites list' into a magazine display and then a unique webpage.

Please watch this 2-minute video <https://youtu.be/JS8vJQ1KxbM>

And please try it out yourself by making your own Villa Secrets webpage.

1. Visit www.VillaSecrets.com.
2. Go to 'Destinations' > 'Best of Africa.'
3. Add a handful of villas to 'your favourites list' by clicking the 'add to list' buttons.
4. Go to 'Magazine' and add some articles.
5. Click 'MY LIST' at the top right of the page.
6. From the blue navigation menu under the logo, click: 'Make my Webpage.'
7. Add your client, boss, or partner's name and email, then click 'Publish my Webpage.'
8. Click 'Add Comment' to start a very organised conversation.

This journey is as unique as the last and built upon the same principle. But this time, we create a tool for guests to use. S-Web CDS™ MyWebpage begins with the standard 'My Favourites' function, www.villasecrets.com/MyList.php, and presents a good-looking page with properties that can be dragged and dropped into order.

We build upon this by giving clients the option to then see their list displayed in magazine mode, which is a superior presentation, and then the clever bit... we offer a super simple way for the client to create a unique webpage, such as www.VillaSecrets.com/NickRayBall or any name one wishes which he/she can send to their wife, husband, partner, boss, or any others in the group.

This accomplishes several objectives: It captures the client's email address and lets us know which villas he/she likes, and it increases the likelihood of a client booking as the more time they spend amending, showing the webpage to others, the less time they will spend looking for alternatives.

Also, the list function can help the client become a motivator within their group, even if others in the group are talking to other agencies. The lists tools can win the day, as the organization of the list is far superior to any list of links via email one party in a group may send another. And as the others in the group can make their own list, this organizational tool can and will often win the day.

S-Web CMS Framework Part 3

d. The Villas Cloud™ – Online Availability & Bookings



Moving from Chapter 4 to Chapter 5, the Villas Cloud™ is currently all about live availability. In time, it will grow to include a property management system and distribution channels. However, due to politics, these functions may well be created as/ or by separate S-World companies.

Currently, we are only focusing on fetching availability data live, so our clients can search for villas that are available to book now, and our agents can simply look on our website to find available properties. And so, we can build upon the 'MyList / My Webpage' CDS™ functions and enable the Nudge-CRM-Ai™ to automatically reply to clients by email, presenting villas that are available to book.

Currently, we are connected to MyBookingPal. But across the world, there are hundreds of systems that we wish to connect to, including many smaller systems or agencies own inventory systems databases.

S-Web CMS Framework Part 3

e. S-World Nudge CRM-Ai™ – Automated tasks



Now, we move into Chapter 6 and the CRM functions, functions that improve sales and the customer experience.

In a nutshell, the Nudge CRM-Ai™, or as it is also called ‘the Raybot,’ is designed to automate the enquiry process; by analysing the enquiry data and creating an email response of a quality far beyond any current automated system, which can be automatically sent after 5 minutes; if a local or call centre agent is not available, steering the client to their webpage/client suite, to refine the search criteria and answer important questions. Then follow up and keep the lines of communication open until an agent is available. (Note that statistics say, the chance of making a sale decreases by more than 50% if an enquiry is not answered within 5 minutes.)

Whilst it can run on autopilot, the CRM-Nudge Ai™ is designed to work with agents. So, going back to the 5-minute time point, if the agent picks up the enquiry before their reply, it is already very well organised. And if the agent is out viewing a property or it is out of office hours, they can work with the CRM-Nudge Ai™ from their cellphone, from desktop or mobile. Within just a few minutes, the agent can send a quality and well-researched reply to any new or ongoing enquiry; including prompts that take heed from innovative sales methodology and psychology, such as three levels of questions from ‘The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal’ by David Hoffeld,’ which assist the sales person to influence the client and help close the deal.

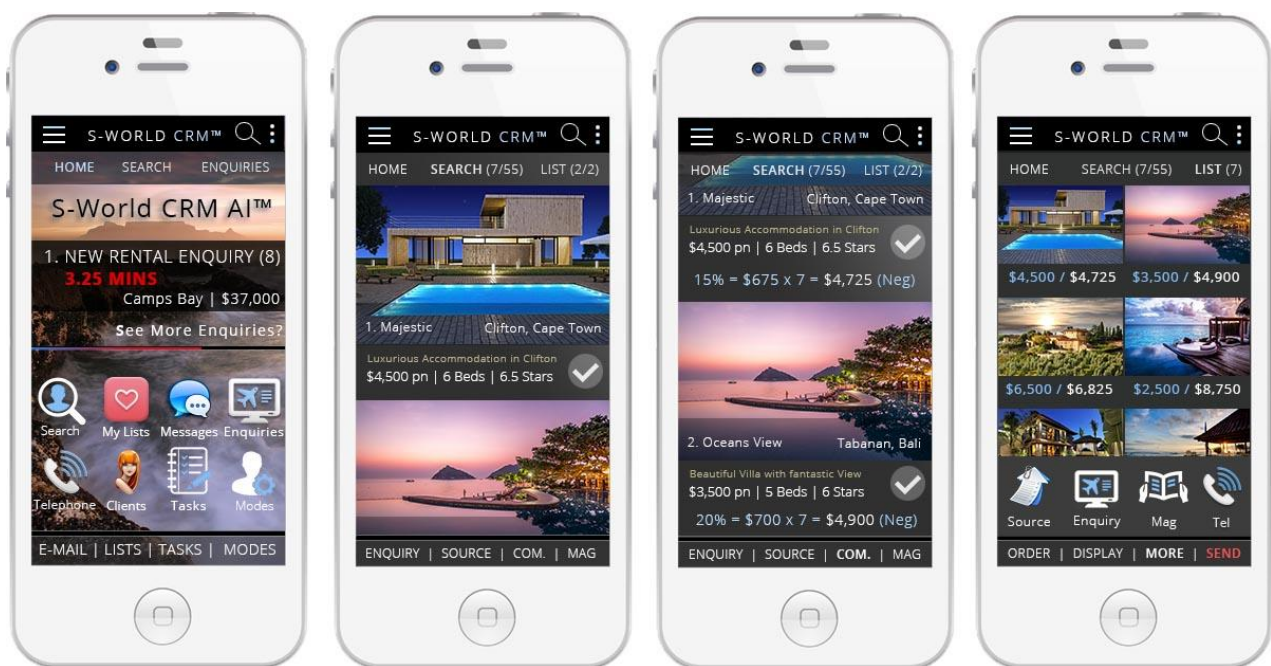
Note that since writing this book, the plan for the CRM-Nudge Ai™ is to seek assistance and, in turn, offer generous equity in Villa Secrets USA and other projects to 2017 Nobel award winner Richard Thaler, author of ‘Misbehaving: The Making of Behavioral Economics’ and ‘Nudge: Improving Decisions about Health, Wealth, and Happiness,’ as lead advisor on the CRM-Nudge Ai.

The system will automatically contact all ‘bespoke’ properties (properties that are not on booking systems), be them villas, safaris, or private islands by email. And as the property managers of such accommodations click the ‘yes, the property is available’ button on the email, the property is

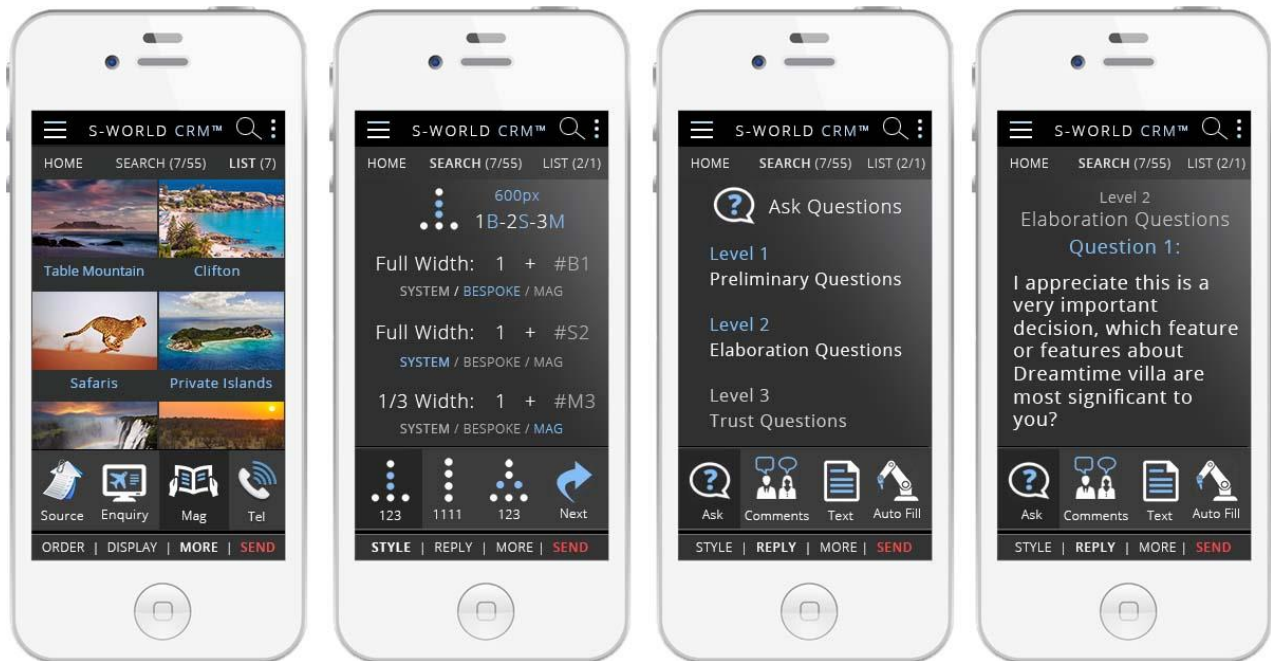
added to the list and sent to the client. This single point is massive as it does something no other agent would do, or at least no other agent is currently doing; and that is to contact all 'bespoke' properties that match the enquiry, not just the few that the agents immediately think of.

To use the system, one starts with the search results created from the enquiry, of which the Ai will have picked 3 or 4 properties to send to the client and will have added a few magazine articles at the bottom of the email. The agent has the option to change the villas, simply by scrolling down the list and clicking the tick or cross button in the search.

One particularly useful function will be the 'see commission' option. Below, we see that in action. First, on the left, we see the initial enquiry and the 5-minute countdown. If the agent picks up this enquiry, they just need to look at the list of available villas as seen in the second phone (note this functionality as already complete) and tick or untick the properties to send. Next on phone 3, the agent has hit the 'Com' button and the commission and total income made from the booking is displayed. Then in phone four on the right, the agent has chosen a different view showing more villas on a page that can be reordered easily, and which display the price per night and the commission made.



Below, we see the second half of the journey. First, the addition of 3 magazine pages. Then the email format can be changed at the tap on a button, followed by question options, carefully created to suit not just the industry niche but also the location.



These questions will be carefully created (we hope by Thaler and colleagues) to engage the customer's subconscious and to make them focus on why they like the properties they select or choose; and are, in fact, good service in general as they provide the sales person with insight into what the customer's primary buying motives are; and so, the agent and the system alike can better recommend properties.

Once the questions have been chosen, the email is ready to send, which can be followed up with a phone call. A phone call that will be all the better for the agent had used the CRM-Nudge Ai™ and learned how to ask good questions and other sales techniques that the CRM-Nudge Ai™ provides, such as 'How many properties should one send in the first place?'

However, if the agent is out of hours and the call centre is not yet in operations, we can target the 'very important' enquires to be sent to them, which using the CRM-Nudge Ai™ cuts the time it takes to do the search and make a well-considered reply down to just a few minutes. And as such, with only a few or maximum a dozen enquires per day being 'very important,' it's not an imposition to expect top agents to be available to answer big bookings in most waking hours, which we know from experience can greatly increase conversions (bookings and sales).

When the client receives the email, it will have added an introduction, a key 2nd level question, a link to the client suite, the photos and the description for each villa (usually 3), a link to a search results page to showing many more villas, a row of magazine articles, possibly more 1st level questions, and a conclusion.

Where after, the client can either go to their client suite, which is currently their My List /My

Webpage page, or they can reply by email, or pick up the phone. And if a client is calling from the UK, USA, Germany or Australia, the call is free. And a 'Call us Toll Free' button will be added to the email and shown on line.

Development

Currently, as of the 9th July 2017, we have created about half of this in desktop format; the property display on mobile, the client suite and dedicated webpage, and the CDS™ functions, plus we have created many email templates.

We need to make a CRM login that shows the website as normal, but with additional data, such as the commission rate. Then sales people can simply use the CDS™ My List /My Webpage to finalise the property options, and we need to add a page that changes the email template and question options, then connect it to the email template. Once achieved, we have a tool for desktop that a new sales person can use to create replies to enquiries like an experienced agent, or can assist an experienced agent to work 2, 3, or even 4 times faster and do the job of many, which saves a lot.

Once a basic, but still critically useful version described above is made, It will take some testing to get the questions right and a slick desktop version working.

S-Web CMS Framework Part 4

a. S-World TFS™ — Total Financial System



Since 2011, the primary objective of S-World Villa Secrets in terms of systems has been to create a simple financial system as a part of the core software design.

In 2011, the first version of this business plan found at [www.s-world.biz/TST/The Virgin Business plan in Retrospect.htm](http://www.s-world.biz/TST/The_Virgin_Business_plan_in_Retrospect.htm) combined a CRM (customer relationship management system) alongside a financial system, and a GDS (global distribution system) which provided access to online availability, as was previously presented as The Villas Cloud™.

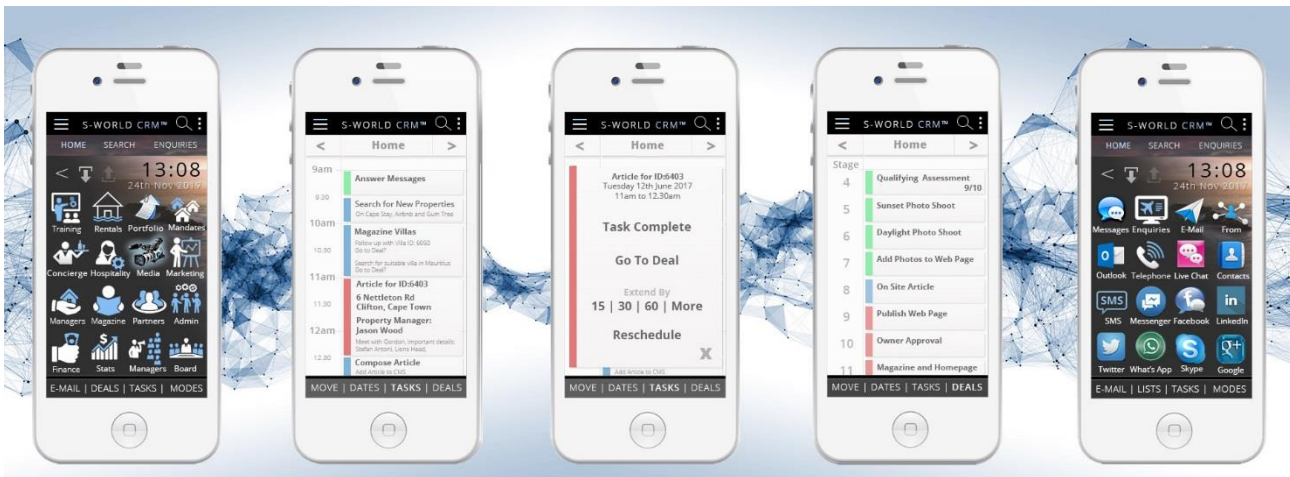
To many, the idea of creating financial software may seem a highly specialised art, but it's really not. At this basic level, it's actually one of the easier projects. There is a general rule to consider in programming that if something can be created on a spreadsheet, it's simple too within an online database. Then all one needs to do is be competent at making CMS pages, to display the data simply and, as this entire chapter is about our S-Web CMS Framework, we have this covered.

The trick to the system that is unique (as far as we know) is how we avoid human error and make fraud much harder, which is to download the banking data as a spreadsheet and upload it into the system, along with a screenshot of the banking page, which may sound a bit old school, but it works.

We are yet to create the 'Mobile First' design, but I am looking forward to it. Chapter 7 expands upon the TFS™ and provides 'Emotional Impact' sections that present a series of problems and solutions gained from 10 years' experience of financial managers and accountants (who should have known better) getting it wrong time and time again; and how the TFS™ has learned from this and makes a simple platform for Villa Secrets companies to avoid such problems, allowing them to focus on their strengths and reaching there and the companies' potential.

S-Web CMS Framework Part 4

b. S-World CRM CC™ — Company Controller



Welcome to the S-World CRM-CC ‘Company Controller.’

Taking control of each Villa Secrets partner company.

We have seen how the S-World CRM-Nudge Ai™ allows a good sales person without experience in the industry to take control of the booking process in all waking hours, effectively doing the job of a small sales team on their own with greater efficiency. Now, we look at monitoring and incentivising the entire team, from the intern to the CEO.

Whilst this was originally created to manage staff production and performance and a way to avoid the need for an operations manager or MD, since creating the plan and chapter, an even greater motivation for the use of this system has been unveiled within ‘The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal’ by David Hoffeld.

Hoffeld describes how an experiment in staff motivation yielded surprising results. In the experiment, 50% of staff were given additional work-based benefits. But after the experiment, when the data were examined, the productivity of all staff improved. This went back and forwards with different motivations and even a group that had their benefits removed. But no matter what, the performance just got better and better, even for those who had lost their benefits.

So, what is going on?

The incentives that motivate and encourage staff were not as powerful as the simple act of observation, they call it ‘The Hawthorne Effect’ (also referred to as the observer effect), in which individuals modify an aspect of their behaviour in response to their awareness of being observed.

And so, the CRM-Nudge CC™ is doubly useful, it not only monitors and tells staff which tasks to do, it increases their performance by giving the impression that staff are constantly being observed.

Like the CRM-Nudge AI™, we are developing this system ‘Mobile First.’

Below, we see the design for the CRM-Nudge CC™ (Company Controller). The second icon you see, ‘Rentals,’ would lead you to the CRM-Nudge Ai™. The rest of the icons lead to different user types or functions including Training, Villa Rentals, Portfolio Management, Mandate and Best STO acquisition, Concierge, Hospitality, Media Production, Marketing Objectives, Property Managers, Magazine Creation, Partner Deals, Admin, Financial, Stats and Sales Funnels, Managers, & the Board of Directors.



In the initial version, we are only including functions we can create quickly. All we require right now is a calendar & planner, deal steps, targets and incentives; all wrapped up within a game of sorts that gives points per completion of task, booking or sale.

Day Planner and Alerts

One of the big tricks to create, calendaring, is in a way that it has ‘important tasks’ and ‘tasks that are useful but not essential.’ So, if a task takes longer or is delayed, the entire timeline can be shifted back, keeping the important date sensitive tasks, and tasks that require collaboration in their original dates. To accomplish this, we start by spreading out the essential tasks, with plenty of time in-between each, which is filled with useful tasks, such as prospecting for new villas and mandates. And if there is a delay, all the nonessential tasks get moved back, whilst the essential and time-sensitive tasks stay in place.

Below left, we see the day planner in task mode, which assigns different colours to different tasks based on importance. Green is for an important regular task that should not be missed. In blue, we see tasks assigned that can be put back if a more pressing task arises or if a previous important task has overrun. Then in red, we have very important tasks, usually involving a meeting, collaboration, or a deadline.



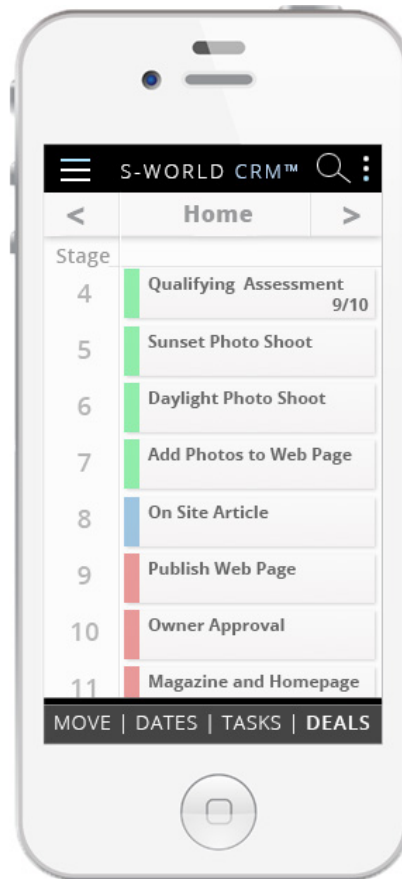
In this scenario, the staff member with the dual role of copywriter and portfolio manager has a meeting with a property manager at a villa from 11 am to 12.30 in the afternoon.

Above right, we see the alert that beeps and pops up at the end of the task time, from which the user can click 'Task Complete' (which will update the corresponding deal), or click 'Go to Deal,' 'Extend Time,' or 'Reschedule.'

Sole Mandate & Best STO Deal Preparation

STO stands for 'Standard Tour Operator Discount' and is the difference between the 'public rate' charged by the property and the discounted rate offered to the agency.

In the graphic below, we see the 'deals' page, which will have automatically updated as soon as the copywriter/portfolio manager has clicked 'task complete' on the previous graphic, moving deal stage 8 from Red 'not complete' to 'green complete' (as the deal stage is currently in progress, it is in blue).



There are 11 different stages to this process that happen before we pitch for a mandate:

1. New property identified
2. Basic details received
3. Got images
4. Qualifying assessment 1 to 10, where we prioritise higher-numbered properties
5. Sunset photo shoot
6. Daytime Photoshoot
7. Add photos to the webpage
8. On-site article
9. Publish web page
10. Owner edits/ approval
11. Magazine article & home page

(And note now with S-World Film and The Famous Concierge adding quality videos to this list.)

This last deal stage is where magic can happen. Not only does the villa webpage look this awesome (www.villasecrets.com/Villa/North-Island-Villa=6061) but in just a few minutes, we can create an online magazine article, presenting it as the featured villa in an illustrious company within a pan African mega villa article, which also temporarily adds the property to the home page.

When the web page, mega article, and home page are presented; this is the point where managers and owners see Villa Secrets as the company that goes the extra mile. And that is the

time to start the pitch for a mandate, as an experienced and seasoned sales mandate specialist joins the portfolio manager to help bring home the opportunity, following a different deal path specific to the task.

Even if a mandate is not secured, one will have made better friends with the manager and owner and may get a better STO or better bespoke discounts for quality bookings, and we have more great content for our clients to look at and other websites to link to.

S-Web CMS Framework Part 4

c. S-World UCS™ – Competitive Games, Fun, and Addictiveness



Following on from the conclusion of the reframe in step 2, S-World UCS™ is a massive system initially considered in 2003 as a management game called 'Villa Mogul,' in which players could run their own version of [Cape Villas.com](http://CapeVillas.com) and expand upon it to forge a global real estate empire.

The difference between this and other management games (at the time) was in part [our unique virtual tours](#) providing better graphics; but mostly, as it would be the first game based on a real business, it would have significant PR benefits for the parent villas company; and networking benefits as gamers could win the rights to open their own international franchises. Well, that was the 2003 thinking, which is now upgraded into the S-World Network and [Angel Theory – Volume 1. Paradigm Shift.](#)

In 2011, the first of the 11-point travel plan we created with Facebook in mind [www.s-world.biz/FaceBook/1 The FaceBook Travel Tutorial Game.htm](http://www.s-world.biz/FaceBook/1%20The%20FaceBook%20Travel%20Tutorial%20Game.htm) taught users to appreciate and learn both the industry and our systems, before trying the business for real.

Then, in 2012, in the final chapter of the first American Butterfly book: '[The Theory of Every Business.](#)' expanded upon the theme with the more inspirationally titled 'Universal Colonisation Simulator' or S-World UCS <http://americanbutterfly.org/pt1/the-theory-of-every-business/ch8-s-world-universal-colonization-simulator>.

More recently, in [Angel Theory – Volume 1. Paradigm Shift](#) S-World UCS™, is the tutorial, recruiting and simulations software at the heart of the system, being the subject of Books 2. Part

2. [A More Creative Capitalism](#), Book 3. [The GDP Game](#), and Book 7. [S-World UCS](#).

In the Villa Secrets UCS plan, we have allocated significant funding for-profit share which gets distributed to those who have accrued the most UCS points.

It's a simple enough system to program, each task completed, each best STO or mandate secured, and each booking has a points value. And as staff and management complete their tasks, they win points. And each day, there is a points winner, and the points winner gets a percentage of the profit share.

Created in this way, we can allow for a sales agent to bring in a big booking, or a property networker to land a mandate and receive a huge score on that day. But the next day, everyone starts from scratch. So, on any given day, anyone can win. And that's important to the game play and will encourage staff to perform simple tasks such as increasing Facebook likes, or writing tweets in their spare time, as each action has small points score.

It also allows management to steer the team in the direction of gaining mandates and adding properties. Whoever adds a property, will see point wins every time that property is seen on the website, and more points if it's booked; and more still if it's booked and it makes a lot of money.

This not only focuses staff on adding properties, but also on adding properties that will make money and adding them as well as can be done; as in doing so, they increase the chances of being seen and booked, and so more points, prizes & profit share. (Prizes potentially coming in the form of handbags, glasses, perfume, and after shave from brands like Bulgari; in exchange for adverting space in the Villa Secrets Coffee Table Books from Chapter 18.)

This competition is more about motivating the support staff and management than the frontline sales and mandate staff, as such staff are already motivated with a commission and in many cases, will be shareholders in the company itself.

There will be a great looking winners page that shows all points won each day and the daily top 3. And from that point, we can create weekly competitions, in both days won and total points, and monthly; and 3 monthly competitors, which will pay our significant bonuses, for winners.

This is what turns the S-Web CMS Framework from simple and beautiful to simple, beautiful, fun, and addictive. And as a bonus, as well as the motivation of being a daily or weekly winner, is that we create a very observed view point on each staff member on each day. And so, 'The Hawthorne Effect' kicks in improving overall performance from all team members. It also makes a bridge to Angel Theory's M-system 12, but we need not get into this here.

Development Timetable

Initially, within 3 months of a request to move on this system, we can create a basic version of both the CRM-CC™ and UCS™ that will let all staff know their tasks, and we can test the point-scoring variables. After this basic version, we are looking at 6 months for the alpha version, with the beta version ready another 6 months after that.

S-Web CMS Framework Part 5

a. [S-World TBS™ – Total Business Systems](#)



The TBS (Total Business Systems) is the collection of all web and software systems under one roof. In this chapter, we provide benchmarking data, ROI calculators, and an estimated improvement percentage that each component provides.

For some history, follow these links:

[S-World.biz](#) (2011)

[The Divergent CRM](#) (2015)

Part 1 the [Total Marketing Systems](#) (2016)

Part 2 the [Total Financial and Business Systems](#) (2016)

Paradigm Shift Book 4. [The TBS™ Total Business Systems](#) (2018)

Collectively, the combination of all software found within the S-Web framework is disruptive, but what is a disruptive system?

From our vantage point, a disruptive system is a system that has taken longer to create; but when it enters the market, it disturbs it, taking a larger market share than traditional companies in the marketplace.

In 2002, our prototype website www.CapeVillas.com with its [virtual tours](#) disrupted the Cape Town vacation rentals market, as a couple of web designers created a company that would lead the market for 8 years.

However, Cape Villas has nowhere near the disruptive firepower and potential that Villa Secrets enjoys.

In this summary chapter of the TBS™, we start with potential negative factors before zooming into the effects created by the different systems. And note that when it comes to negative factors, for caution, we overestimate. And when it comes to positive factors, we underestimate.

Below, on the far right, we see percentages estimated for phase 1 (2019). And on the left, are the full potential of each system when fully complete and tested, which could be many years away. In forecasting, we only use the lower far-right figures.

Competitors and Other Negatives

First Year Jitters	-40.0%		-40.0%
Airbnb	-60.0%		-36.0%
HomeAway	-25.0%		-12.5%
Other	-50.0%		-12.5%
Competitor Improvement	-50.0%		-12.5%
Total Negative	-225.0%		-113.5%

Now, for the positives and note some of the systems below are not software generated but are instead staff functions, from photography to guest blogging to manning call centres.

Portfolio Manager & Team

Adding Properties for Agents to Rent	50.0%		15.0%
Subtotal	50.0%		15.0%

Concierge, PR, Film, & Social Media

Repeat Clients	25.0%		2.5%
Referrals	10.0%		2.0%
Attracted to come because of Concierge	15.0%		3.0%
Systems created to increase the above	25.0%		0.0%
PR	25.0%		2.5%
Videos of Villas Marketed	25.0%		0.0%
Films of Villas Syndicated	25.0%		0.0%
Concierge - Social Networking - Manual	15.0%		1.5%
Concierge - Social Networking - Automatic	15.0%		0.0%
Subtotal	180.0%		11.5%

Villa Secrets Call Centre & Content Marketing

24/7 365 Call Centre and Sales Team	40.0%		13.2%
Foreign language Sales Teams	35.0%		11.6%
24/7 Live Chat (USA, Asia Time Zones - Multilingual)	25.0%		8.3%
Content Writing 1	20.0%		3.0%
Subtotal	120.0%		36.1%

S-Web Villa Secrets Web Framework

Superior Visual Experience	15.0%		11.3%
Greatly Superior Mobile Experience	20.0%		10.0%
Advertise on Mobile Platforms	10.0%		7.5%
Subtotal	45.0%		28.8%

S-Web CDS™ (Content Delivery System)

Clients' Lists	2.5%	2.5%
Clients' Web Pages	5.0%	5.0%
Online Magazine	5.0%	5.0%
Online Magazine posts to homepage	1.0%	1.0%
Newsletters	0.0%	0.0%
Agents' Own Newsletters	7.5%	7.5%
Agents' Own - Online Magazines	5.0%	5.0%
Agents' Social Networking (SN) - Manual	15.0%	2.3%
Agents' Social Networking (SN) - Automatic	15.0%	0.0%
Rest of staff - Magazine + SN - Manual	5.0%	0.8%
Rest of staff - Magazine + SN - Manual - Automatic	5.0%	0.0%
Client's CMS	15.0%	0.0%
Agents' Desktop Quick Quality Emails	10.0%	10.0%
Bulk Email Bespoke Villas	10.0%	10.0%
Upsell Villas, Safaris, and Private Islands Pt.1	10.0%	2.5%
Subtotal	111.0%	51.6%

S-World CRM-Ai™ (Bookings Robot)

Ai - Automated Replies at 5, 15 and 30 mins	10.0%	10.0%
Ai - Automatic Replies from Bespoke Villas	10.0%	10.0%
Agent - Better Organization for Ongoing Enquiries	10.0%	10.0%
Agent - Out of Office Replies	15.0%	15.0%
Agent - Saves Money on commission		
Both - Upsell Villas, Safaris, and Private Islands Pt.2	25.0%	3.1%
Both - Upsell All Travel	40.0%	0.0%
Subtotal	110.0%	48.1%

S-World TFS™ (Total Financial System)

Financial System - Data Entry	0.5%	0.3%
Financial System - Data Sorting	0.5%	0.3%
Financial System - Data Reporting	5.0%	0.5%
Financial System - Sales Funnel	25.0%	2.5%
Financial System - Auditing & Tax	2.5%	0.3%
Subtotal	33.5%	3.9%

S-World Villas Cloud™ (Availability)

MyBookingPal (Razor) - Availability Search	10.0%	10.0%
MyBookingPal (Razor) - Online Bookings	5.0%	5.0%
Nitro - Availability Search	10.0%	10.0%
NightsBridge - Availability Search	5.0%	5.0%
NightsBridge - Online Bookings	5.0%	5.0%
NightsBridge - Africa Upselling	5.0%	5.0%
Subtotal	40.0%	40.0%

S-Web CRM-CC™ (Company Controller)

Increases mandates			
Lowers staff costs			
Increases productivity	10.0%		10.0%
Hospitality Systems	10.0%		1.0%
Greater Collaboration	10.0%		10.0%
Subtotal	30.0%		21.0%

Total (Complete or in progress Systems)	719.5%		255.6%
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Minus Negative	-225.0%		-113.5%
Total so far	494.5%		142.1%

When we add it up, in terms of all the systems we have covered so far, we see that even after a very exaggerated threats assessment for phase 1 (2019), we are winning by 142%.

And now, for the original 2016 TBS™ in 2 sections, of which you will note that many of the systems have since been removed and placed into the S-Web Framework products we have presented.



The TMS™ (Total Marketing System)

Bing PPC (Advertising)	5.0%		5.0%
AdRoll & Other Remarketing (Advertising)	5.0%		5.0%
Content Writing 1 (Now in Call Centre)			
Photography (SEO + Social Networks + Experience)	15.0%		2.3%
Marketing & Advertising the Online Mags & Blogs	10.0%		2.5%
Syndication to Blogs and Mags (Guest Blogging)	5.0%		1.7%
Update to Social Networks (Now in CDS™)			
Social Network Systems & Staff (For Main Sites)	15.0%		1.5%
Newsletters (Now in CDS™)			
Guest Gifts (From Magazine Barter)	15.0%		3.8%
Villa, Safari, & Island Brochures	15.0%		0.0%
Villa Secrets Magazine 1 (2018) (Run of 5,000)	10.0%		10.0%

Villa Secrets Magazine 2 (2019) (Run of 50,000)	30.0%	0.0%
Villa Secrets Magazine 3 (2020) (Run of 250,000)	50.0%	0.0%
Villa Secrets Films & TV Shows (Now in Concierge)		
Villa Secrets Brand	10.0%	0.5%
Trade Memberships (ASTA etc.)	5.0%	1.3%
24/7 365 Call Centre and Sales Team (Now in Call Centre)		
Foreign language Sales Teams (Now in Call Centre)		
24/7 Live Chat (Now in Call Centre)		
Mobile Sites (Now in S-Web Framework™)		
Mobile Apps (For the Public)	25.0%	0.0%
Local SEO	10.0%	5.0%
Tutorials & Operations Manual	10.0%	2.5%
Awards Software	10.0%	0.0%
Subtotal	245.0%	41.1%

The TFBS™ (Total Financial Business System)

Financial System - Data Entry (Now in TFS™)		
Financial System - Data Sorting (Now in TFS™)		
Financial System - Data Reporting (Now in TFS™)		
Financial System - Sales Funnel (Now in TFS™)		
Financial System - Auditing & Tax (Now in TFS™)		
CRM - Advanced and Other Features	10.0%	2.5%
Enquiry System (Now in CDS™)		
Client's CMS (Now in CDS™)		
Sienna-Bot Ai (Now in CRM-Ai™)		
Hospitality Systems (Now in CRM-CC™)		
Experience Africa (Association Branding)	15.0%	1.9%
Experience Africa (Systems Developed for)	15.0%	1.9%
Experience Africa (Improved STOs)	15.0%	1.9%
PMS & GDS Connections (Now in Villas Cloud™)		
Villas Cloud Booking System (Now in Villas Cloud™)		
Distribution Channels (Now in Mandates)		
Property Manager CMS	2.5%	0.6%
Owner's 'For Sale' CMS	2.5%	0.6%
Property Owner/Manager Websites	10.0%	2.5%
Magic Menus	5.0%	1.3%
Magic Galleries	2.5%	0.0%
Projects (Now in CRM-CC™)		
Analytics	5.0%	1.3%
Subtotal	82.5%	14.5%

M-Systems

M-Systems are the advanced software design and networking plans. However, as these systems need assistance from Silicon Valley, we have only included some small effects created by the creation of the network in both Cape Town and Africa.

<https://www.villasecrets.com/Best-Of-Africa>

M-Systems

M-Systems 2. Cape Town Network	30.0%	3.8%
M-Systems 2. Africa Network	20.0%	5.0%
M-Systems 2 & 16. Global Network	10.0%	0.5%
M-Systems 5. POP	25.0%	0.0%
M-Systems 6. S-World Resort Developments	25.0%	0.0%
M-Systems 7. S-World Virtual Networks	25.0%	0.0%
M-Systems 14. Philanthropic Projects	25.0%	0.0%
Subtotal	160%	9.3%



Finally, we come to the total of all the systems that are complete or in progress, plus all the TBS™ & M-Systems™, minus competitors and other negative probabilities, and we equal a positive 206%.

Total (Complete or in progress Systems)	719.5%	255.6%
Other TBS & M-Systems	488%	64.5%
Competitors and Other Negatives	-225.0%	-113.5%
Total	982.5%	206.6%

(Note: the figures above are from Scenario 7.12c, future updates will differ)

This 206% figure is relative to the ROI one should expect from advertising an average-to-good

website; with the bare minimum of staff, without any systems, and with no repeat business. So, for instance, if a company was to make \$100,000 in a year from \$33,000 in advertising; the complete web framework, integrated software, and staffing as presented change the \$100,000 ROI into \$306,000 ROI.

Whilst this may seem like a huge gain, it is a gain that started from nothing. If instead, we were to consider one of Africa's travel success stories, such as the award-winning [Rhino Africa](#) who have invested millions of dollars in their system development and are very well staffed; we would be expected to match their performance. This 206% is no miracle, it's standard for many big-spending companies. It just looks big as we started from a low bar, the bar most new small business would start at.

The simplest way to look at it is in terms of increasing performance in two areas.

- 1. Increase the number of enquiries made by visitors to our web sites.*

(In this case, from Google AdWords, but the same applies to all visitors.)

- 2. Increase the number of bookings generated from enquires.*

- 1. Increase the number of enquiries made by Google AdWords visitors.**

In 2015, the second Villa Secrets prototype www.cape-town-luxury-villas.com (CTLV) had 5,541 visitors (clicks) from Google AdWords at a cost of \$12,107 and at an average cost of \$2.19. This lead to only 241 individual enquiries online, which we roughly increase to 350 to include enquiries made by email or by telephone. As such, about one in 35 Google AdWords visitors enquired.

If the much-improved website and CMS Framework, plus all systems both human and automatic can get this conversion rate down to 1 in 17, that is a 100% gain. Or better still, if we can encourage 1 in 11 visitors to enquire (which is far from an unreasonable target), that's a 206% gain.

- 2. Increase the amount of booking generated from the Google AdWords enquiries.**

This is a harder one to work out, as we have Google SEO and other enquiry sources all thrown into the Google Analytics mix, and we did not receive Nov or Dec CTLV figures. However, estimating CTLV made about 80 bookings from 350 enquiries, that's a closing ratio of 23%, just under one in 4.

If the much-improved website, S-Web CMS Framework, software and systems (both human and automatic) could collectively get this closing ratio up to 46% (just under one in two), then that would double the return on investment again.

If we were to increase enquires from 1 in 35 to 1 in 11, and increase the bookings ratio to

one in two, that would create a 414% gain, as the 206% gain is doubled.

And that's where we go in phase 2 in 2020, as we build upon the 206% target and reach for a plus 400% increase in income made from advertising, compared to the no systems 2015 CTLV prototype.

Villa Secrets and The Chan Zuckerberg Philosophy

Now, that we have seen how by creating software within a web framework, including a plethora of unique and beneficial systems, we can give new small (Villa Secrets) companies the advantages of the systems only a big company enjoy; which was the pre-2011 objective, and one of the key ideas that led to the beginning of this project in the first place.

Based on the principle 'if all systems are even,' then a network of small companies with an owner to staff ratio of 2 or 4 staff per stakeholder, compared to thousands of staff per owner big companies have; this single factor would lead to the small owner-run companies greatly outperform the companies with low ownership vs staff ratios. For the exact same reason, communism did not work. People will push their own efforts to the max if they will benefit from it. But take that benefit away, and many people will do as little as they can get away with.

Maybe the above is a bit extreme. The point is people care more about things they own, but small companies are perilous. Take away that peril and add the systems' advantages, and a network of small owner-led companies will outperform their big company rivals. And as a by-product, this network model is the most potent way to create an environment that encourages potential, so falling in line with the main Chan Zuckerberg philosophy.



Part 2

Angel Theory V1. **Paradigm Shift**

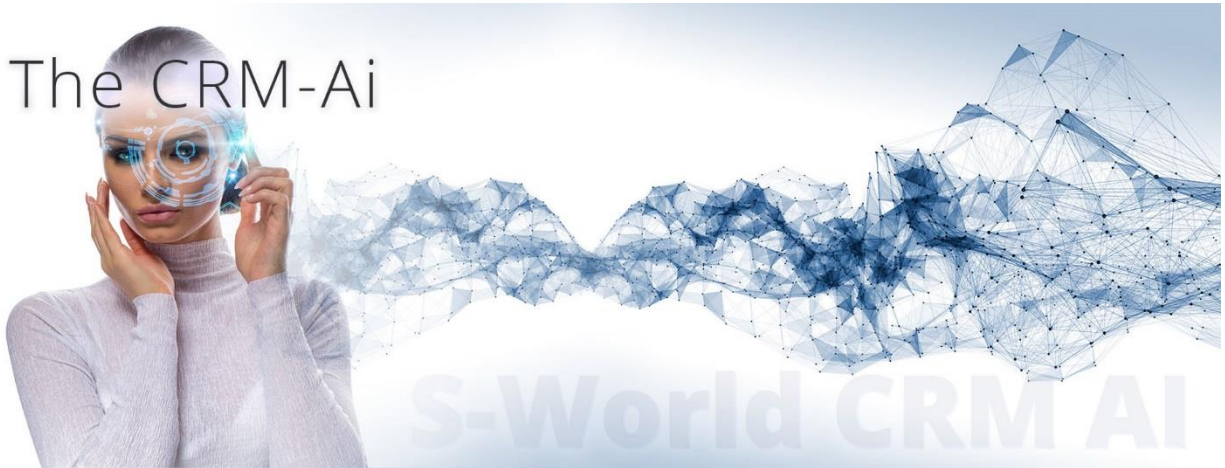
Book 4. The TBS™ Total Business Systems

Book 4. Part 2. S-World Villa Secrets

Original Edition/First Draft

The Villa Secrets' Secret

The CRM-Ai



By Nick Ray Ball 25th April to 11th August 2017

The Villa Secrets' **Secret**

PART 2

Chapters **2** to 10

**BUSINESS PLAN
& OPERATIONS MANUAL**

Chapter 2. Network Strategy



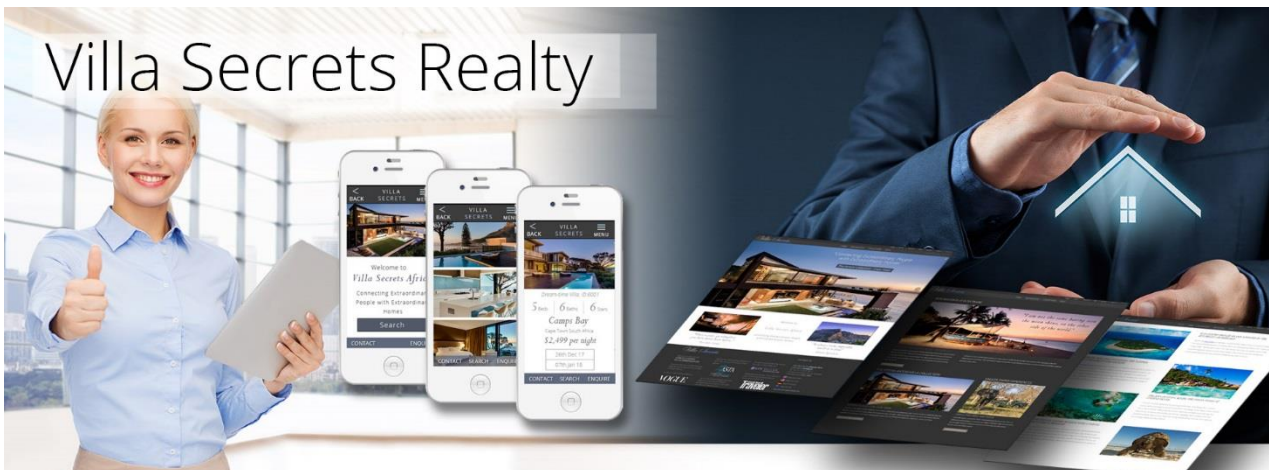
Chapter 2a. Villa Secrets is Unique Because...

1. The S-World System has been designed to give small companies an individual system that is superior, or at least on par with the systems afforded by big companies.
2. Given the systems, a network of say 50 companies with total personnel of 200 (of which 100 are company owners) will far outperform a single company with half a dozen board members and 188 paid by the hour staff.
3. All financial actions created within the network will be monitored by the master licensor, avoiding potential landmines that would be associated with such a network without such controls.
4. Ultimately, the S-World Villa Secrets Network Strategy is a global strategy to create a network of literally millions of businesses. In just a second, we will see how we have identified 25 different business types in any one location, which means there are well over 100 opportunities and far more when we include individual property managers and villa owners. In the USA, there are about 80,000 real estate agents; assuming we work only with the top 10%, that's 8,000. And for each agency, we can source 100 supporting companies. Thus, in the USA, we target 800,000 companies; and Globally, 3 times this number.

Villa Secrets is a completely different type of network, created for large scale adoption on a scale far bigger than any competitor has considered. This is not at all like Airbnb, HomeAway, Facebook or Linked in. Each adopter is a bona fide company and will compete ferociously for market share.

5. In time, we desire to connect with many different types of companies. Vacation Rentals is simply the start.

Chapter 2b. Why Realty First?



On this page, we discuss why, having been forged from experience in the luxury villa rentals industry, are we looking first for partners that are realtors.

Since 2012, the plan for Villa Secrets has been primarily focused on real estate agents as the initial companies in each location, for the following reasons...

1. **Sole Mandates.** The Villa Secrets plan is a sole-mandate plan, real estate agents would welcome this, as it assists their core business plan... To Get Mandates!
2. **It's in the Estate Agent's interest for the network to be as big as possible.**
Most of the Villa Secrets companies created will, in exchange for a sizable marketing mandate, seek the 'first option for sale' clause within their rental mandates. But whilst there could be 50 property management and rental companies in a local network, only the real estate company attached to the network can sell the properties. The more successful and the bigger the network, the more sole mandates the realtor achieves. Realtors will see villa rental companies and property managers as contributors, not competitors.
3. **Contacts / Collections.** Real Estate Agents have good contacts for rental mandates.
4. **International Model.** The Villa Secrets plan can be applied to realtors in hundreds of locations across the world, creating a large international network of companies.
5. **Practicalities.** Working with existing local villa rental companies may lead to a conflict of interest, as mandate opportunities can be transferred from Villa Secrets to the existing villa rental agencies' business. Whereas Realtors, who do not have strong vacation rentals divisions, would not mind merging all vacation rentals into one division; the Villa Secrets company, they create and own.
6. **Property Developments.** The initial reasoning for creating an 'estate agent's first model,' was in 2012 due to S-World ([theory of every business](#)) real estate developments, which would reach a higher value if the S-World Network were to include many leading high-end realtors, alongside a great many luxury travel and realty websites.

Chapter 2c. Cape Town Villa Secrets Network



The Villa Secrets Network seeks to create networks of companies in different locations; in the real estate, construction, and travel industries.

In our home location of Cape Town, our representative may create the network as follows...

Companies that contribute to Villa Secrets and S-World

1. Top and high-end real estate companies
2. Pan African top-end travel company
3. Several local top-end villa rental companies
4. Specialist Safaris Companies
5. Inventory systems: PMS/GDS/ADS and others
6. Travel agencies dealing in luxury travel arrangements
7. Foreign Language divisions
8. Specialist tour operators
9. International top-end villa rental companies
10. International top-end villa tour operators
11. International top-end villa travel agents
12. A vacation rentals company
13. An apartments specialist
14. Many property management companies
15. Other companies or individuals who can gain mandates
16. Architectural companies
17. Interior design companies
18. Property Development companies
19. Stills, Film & TV location companies
20. Events Companies
21. Concierge Companies
22. Wedding Planners
23. Business Travel and Accommodation
24. Booking Channels such as HomeAway & Airbnb
25. Others...

Chapter 2d. Ripple Effects & the AST<>BST



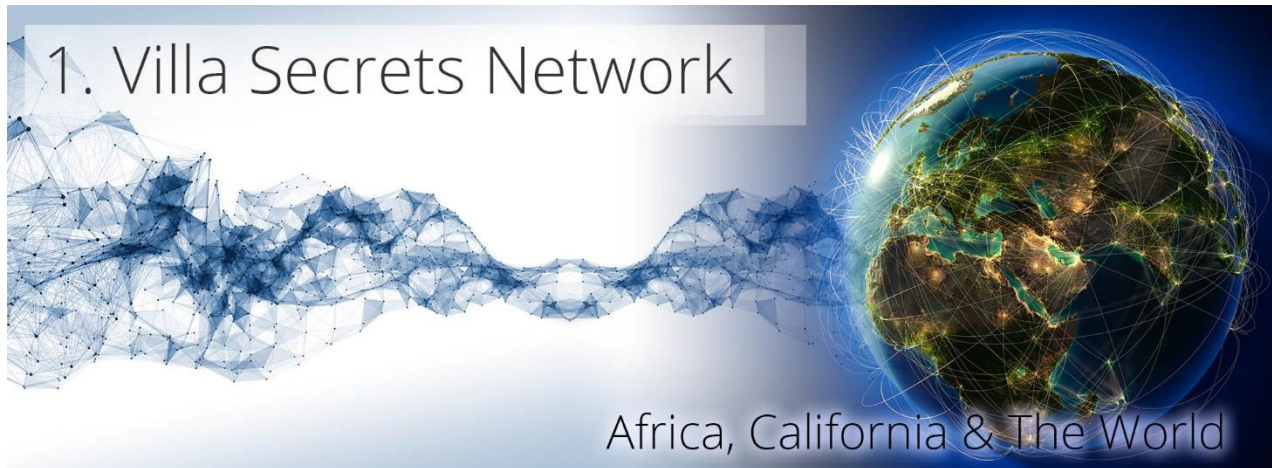
One demand in the creation of each network is that due attention is paid to fine-tuning the number of companies within, to maximise positive ripple effects whilst avoiding the creation of significant inter-network competition.

In M-Systems 2, also known as '[Ripple Effects and Elephants](#),' I present a network scenario of 8 companies, presented as follows: $A^{53} \Leftrightarrow B^{57} \Leftrightarrow C^{60} \Leftrightarrow D^{42} \Leftrightarrow E^{44} \Leftrightarrow F^{62} \Leftrightarrow G^{61} \Leftrightarrow H^{63}$. The numbers next to each company are points of improvement gained by a company via the rest of the companies in the network. So, for instance, company A⁵³ (a high-end villa rental company) has 53 different positive effects, gained from the rest of the companies in the network; the top 16 follows...

1. Access to a pool of fully exclusive villas, once a provisional booking is made.
2. Referral commission on mandated properties
3. Foreign Language Divisions (including German in phase 1 in Cape Town).
4. Easier to recruit mandates to a network of companies.
5. Increased income for software and web framework development (S-Web and TBS-Nudge AI).
6. Increased income for PMS, ADS, and GDS Interrogations (bigger portfolio of properties).
7. Local, national, & global network creation (more visitors to www.VillaSecrets.com).
8. Villa Secrets magazine (more exclusive mandates, visitors, and increased properties' values).
9. Villa Secrets film and video (more mandates, visitors, and increased properties' value).
10. Shared office (affords a share of a prestige office for the price of a non-prestigious office).
11. Best STO (trade discounts) on hundreds of apartments and Safaris
12. High and top-end villa bookings from international villa companies and tour operators.
13. High and top-end Villa Bookings from Safari operators.
14. Hospitality and concierge directors & staff, plus guest gifts.
15. Access to a shared pool of Live Chat operators and copywriters, eventually operating 24/7.
16. Referral commission on property sales.

Add to the above the advantages from the companies paid by Villa Secrets and there are a host of reasons to join the network.

Chapter 2e. Licensee or Licensor?



Having established that, in each location, we first seek to do business with a successful real estate company, the next question is about the deal made with real estate companies, and whether they prefer to be a Licensee or a Licensor.

A Licensee Realtor would receive a set of agency websites and would run a high-end villa rental business.

In this scenario, the exclusivity in real estate is that there be only 2 realty companies. There is no limit to villa rental companies and property managers and other companies that can acquire mandates, but only the Realtors can sell the mandates.

In terms of CEO time, this is a relatively effortless plan that makes a profit for the new rentals division and gives a boost to the realtor's real estate business in the form of mandates. Current thinking (as of Summer 2017) is that we would offer one licensee a twelve-month option on becoming the Licensor, so the system can be a test run before the CEO needs to apply his or her efforts.

A Licensor would either take on all of Cape Town, all of South Africa, or all of Southern Africa. And the first Licensor would also take an equity stake in either Villa Secrets USA or Villa Secrets Europe.

Considering first Southern Africa, a company will be created called 'Villa Secrets Africa' that owns the Licence to create 'Villa Secrets Africa companies.' This company may be 25% owned by Villa Secrets Ltd. and 75% owned by the Realtor.

Where after, assisted by Villa Secrets, Villa Secrets Africa creates new companies or makes mergers with existing companies. In each case, retaining a shareholding percentage of each new company from 12.5% to 50%.

One example would be a company made of 2 directors. For instance, a good sales person and a good mandate recruiter own 25% of the company each, and Villa Secrets Africa owns 50%. There are several other models.

A Licensor in real estate is exclusive, so all for mandates created by all the Villa Secrets companies

are sold by the realtor's company in exchange for a 25% referral. This can (in time) create thousands of individuals and small companies seeking mandates for the realtor.

Chapter 2f. Villa Secrets International (incomplete)



Villa Secrets is currently working on 4 fronts: Cape Town, The Rest of Southern Africa, California, and The Rest of the World.

The Rest of Africa plan can be created in several different ways, starting with 8 different territories similar to the following groups:

1. Western Cape (South Africa)
2. Rest of South Africa
3. The Seychelles
4. Mauritius
5. Tanzania, Kenya, Uganda, & Rwanda
6. Namibia, Botswana, & Zimbabwe
7. Mozambique, Malawi, & Zambia
8. Madagascar & surrounding islands

It is possible that one real estate company could become Villa Secrets Southern Africa and develop the network from their strength, ingenuity, & infrastructure; in most cases, keeping 25% shares in a great many different mostly small companies; or the entire network can be created company by company by Villa Secrets, Ltd. It is equally possible that a realtor takes control of South Africa and a top safari agent, or a luxury tour operator takes the rest of Africa.

The California model is likely to consist of a number of big international brands, alongside quite a few realtors who are experts in their particular area; creating a selection of 8, then 64, then 512 companies. The California Network is entangled with a plan for a giant property development in Southern Africa.

As for the rest of the world, we have identified about 250 locations. If a top realtor from any of these locations makes a direct application, we can create a network for them, starting almost immediately with Villa Secrets. For example, www.VillaSecrets.com/St-Barts.

Currently, in all cases except Cape Town, a 3-month villa recruitment strategy would need to be implemented including a photographer, copywriter, and portfolio manager at the behest of the licence owner before becoming operational.

Note that in many international locations and especially California, one may add a zero at the end of the Cape Town profit figures, due to the higher cost of property and the greater abundance of such properties.

1. *Before presenting the strategy, we will have a look at some of the web domains we will be creating, Villa Secrets framework websites for...*

a. Cape Town

CapeVillas.com	CapeLuxuryVillas.com	CapeTownsVillas.com
CapeTownVillas.co	CapeTownVillas.Rentals	CapeTownVillas.Club
CapeTownVillas.pro	KapstadtVillas.com	VillasInCampsBay.com
CampsBayVillas.net	LuxuryVillasInCampsBay.com	VillasInClifton.com
CliftonVillas.CapeTown	BantryBayVillas.com	

b. Southern Africa

ExperienceAfrica.com	JetSetAfrica.com	AfricanSophistication.com
MajesticAfricanVillas.com	LuxuryVillasAfrica.com	ExclusiveAfricanVillas.com
ElegantAfricanVillas.com	UniqueAfricanVillas.com	LuxuryVillasInAfrica.com
AfricanVillaAwards.com	AfricanVillaAwards.org	BeautifulSeychelles.com
LuxurySeychellesVillas.com	LuxuryVillaSeychelles.com	LuxuryVillasInSeychelles.com
SeychellesPrivatelands.com	LuxuryVillasInMauritius.com	MozambiqueLuxuryVillas.com
TanzaniaVillas.com	LuxuryVillasInKenya.com	KenyaLuxuryHomes.com
BotswanaVillas.com	ZanzibarLuxuryVillas.com	ZanzibarHome.com
ExperienceAfrica.com	AfricanSafari.Network	AfricanSafari.Reviews
AfricanSafariAwards.com	Top10Safari.com	LuxurySafari.club
LuxurySafari.org	Safari.Network	Safari.Systems
Safaris.Direct	Safaris.Network	TanzaniaSafari.tours

c. California, USA, America, & The Caribbean

CalVillas.com	LuxuryCaliforniaVillas.com	LuxuryVillasCalifornia.com
CaliforniaVillas.co	LuxuryVillas.LA	LuxuryVillasLosAngeles.com
LaVillas.net	VillasInHollywood.com	HollywoodVillas.net
ApartmentHollywood.com	MalibuBeachVillas.com	VillasInBeverlyHills.com
BelairLuxuryVillas.com	SantaBarbaraVillas.com	SanFranVillas.com
SacramentoVillas.com	VillasVegas.com	

AmericaVillas.com	LuxuryVillasNewYork.com	NYVillas.com
TheHamptonsRentals.com	HousesInTheHamptons.com	LuxuryVillasInFlorida.com
LauderdaleVillas.com	MiamiVillas.net	VillasDisneyWorld.com
LuxuryVillasInHawaii.com	HawaiiVillas.net	HawaiiVillas.Rentals
LuxuryKauaiVillas.com	MauiLuxuryVillas.net	MauiVillas.net

CanadianVillas.com	MexicanLuxuryVillas.com	LuxuryMexicoVillas.com
CostaRicasVillas.com	UruguayVillas.com	

CaribbeanVillas.Rentals	Villas-Caribbean.com	CaribbeanVillas.us
Villas-StBarts.com	StBartsLuxury.Villas	VillasStBarts.com
LuxuryStJohnVillas.com	Villas-Barbados.com	LuxuryBarbadosVillas.co
BarbadosVillas.co	BahamasLuxuryVillas.com	LuxuryVillasInBahamas.com
BahamasVillas.net	LuxuryStLuciaVillas.com	Villas-StLucia.com
StMartinVillas.Rentals	Turks-CaicosVillas.com	TurksAndCaicosVillas.co
Villas-Antigua.com	AnguillaVillasRental.com	VillasAnguilla.com
LuxuryGrandCaymanVillas.com		

d. Europe

MonacoLuxuryVillas.com	FranceVillas.net	Saint-jean-cap-Ferrat-Villas
CapFerratVillas.com	StTropezLuxuryVillas.com	SaintTropez-LuxuryVillas.com
StTropezVillas.net	GermanyVillas.com	ItalianVillas.net
LuxuryTuscanyVillas.com	Tuscany-Luxury-Villas.com	Villas-Tuscany.com
VillasRome.com	SienaVillas.net	LuxurySpainVillas.com
LuxuryVillasSpain.net	IbizasVillas.com	PrivateVillasIbiza.com
Ibiza-Luxury-Villas.com	IbizaVillasRental.com	LuxuryMallorcaVillas.com
MallorcaPrivateVillas.com	MajorcaLuxuryVillas.com	LuxuryMykonosVillas.com
LuxuryVillasMykonos.com	CroatianLuxuryVillas.com	SwedishVillas.com
ScandinaviaVillas.com	VillasMalta.com	TurkeyVillas.net
PragueVillas.com	LuxuryVillasInPortugal.com	LuxuryLondonVillas.com
LondonsVillas.com	LondonsHomes.com	LondonsLuxuryHomes.com
ChelseaVillas.com	KnightsbridgeVillas.com	

e. Asia, Middle East, & Oceania

VillasInMaldives.com	AusVillas.com	TahitiLuxuryVillas.com
VillasChina.com	VillasInHongKong.com	HongKongLuxuryVillas.com
LuxuryVillasInIndia.com	LuxuryVillasInBali.com	PrivateBaliVillas.com
BaliLuxVillas.com	BaliLuxury.villas	Bali-LuxuryVillas.com
BaliVillas.co	LuxuryThailandVillas.com	ThailandVillas.co
ThaiLuxVillas.com	KohVillas.com	LuxuryVillasInKohSamui.com

f. Global Reach

VillasCafe.com

JetSetVillas.com

LuxuryVillas.villas

GlobalVillaAwards.com

ArmaniVillas.com

LuxuryYachtsAndVillas.com

LuxuryHotelVillas.com

BeautifulLuxuryVillas.com

LuxuryDisneyVillas.com

DreamLuxuryVillas.com

VillasCloud.com

SecretVillas.com

ArchitectAwards.org

LuxuryVillas.Agency

CelebrityHomes.pro

BespokeVillas.com

SunStarVillas.com

VillaSpecialist.com

VillasCompare.com

VillaStars.com

LuxGuides.com

WorldVillaAwards.org

LuxuryVillas.Network

AmazingHomes.pro

LuxuryVillas.Review

GolfClubVillas.com

PrivatelandVillas.com

Chapter 2g. S-World Jet Set



The S-World Jet Set Network has been developing as a hypothesis for many industries since 2011, as a part of American Butterfly and M-Systems. But specifically, for Villa Secrets we consider:

How do we get more high net worth individuals and high earners to visit Africa and Cape Town?

This question is answered in several parts:

1. Create opportunities and a website for the top-end safaris, villas, and private islands; to capitalise on their overflow (enquiries for the venue when it is already booked or otherwise unsuitable).
2. Point the Luxury Safari industry to send visitors to Cape Town.
3. Create Affiliate partnerships with companies that are used to handling high net worth individuals.

4. The Experience Africa conservation initiative
5. But mostly via [Angel Theory – Paradigm Shift](#)

Chapter 2h. Business Strategy 1. Game Theory



This game assumes that by 2021, as a combination of mandates acquired by the Villa Secrets network, both rental and sale divisions lead to just over 2 sales a month at a 4% commission.

This game assumes that 3 big real estate agents own half the market and a dozen others own the other half. And so, each of the big players owns 16.67% of the market.

For display simplicity, this game is played between 2 of the big realtors, and the numbers in the game directly reflect the amount of market share each will win or lose.

Each real estate company has a dominant strategy, to be the only partner with Villa Secrets; as they will gain a 10% market share advantage, being a 12% gain via Villa Secrets, but a 2% loss in current market share, as all companies lose the 12% equally.

A company that starts with 16.67% of the market will end up with 26.67% of the market and will have made a 60% gain in its sales from its affiliation with Villa Secrets.

The second-best option at a 4% market share each (being a 20% company gain) sees 2 companies as partners to Villa Secretes. And whilst at this point in the game, it's not half as good as the dominant strategy of being the only company licenced to use Villa Secrets systems and software, there is another more complex game in creation that looks at a far bolder ambition, and much more time dedicated to sales not rentals; which uses collusion to take a much bigger slice of market share in the first instance, albeit this game involves certain technology partners to assist.

It's important to know that while we are prototyping Villa Secrets in Cape Town, our ambition is California and then the world; where opportunities are an awful lot better paid, as there are many more properties selling for much higher costs. It makes perfect sense for the team who joins us

now to assist and be involved in this international venture.

Chapter 2i. Emotional Impact (Part 1 of 2)



Identify Problem / Present Missed Opportunities / Avoid potential Landmines

1. The landmine of losing one's best star performing agents.

Losing one's best agents, particularly for small agencies, can have catastrophic results. In my experience, this has happened many times/occasions. The first, when we just got going in 2003, was for me to do a deal with one of the big four estate agencies to run their short-term rentals. Only to find not only my lead but also the second agents quitting to work for this other firm in a secretive fashion, so as not to evoke the restraints of trade clauses in their contracts. The result was catastrophic, as we only have three staff members, and the other was a web designer. And what followed was 18 months of staff turnover to try and find the correct replacements.

To make matters much worse, the new sales staff did not know the villas, and several costly mistakes were made. But what was costlier was that this 18-month set back allowed our competitors to catch up, but fortunately not enough to overtake or be seen as the 'go-to company for luxury villa rentals in Cape Town.'

Eighteen months later, we had settled into a rhythm once again, had a stable set of new talented and also fun sales staff. One, in particular, stood out and was typically the one at the top of the leader board each month.

Unfortunately, along the journey, this sales star concluded that all it took was a website and off you go; and all of a sudden quit and informed me he had bought out one of my competitors. This was bad on many levels. Firstly, I had lost my star sales person. Secondly, as I tracked back the sales record, I had noticed that his sales for the previous 4 months were half what they should be. Third, he then made the bookings from these missing bookings back to my company as we had the mandates; and as we proved by visiting one and getting his input, which was that he too thought it off that the company website changed. And lastly, as two of the other sales people left were both his friends, it meant that (in just a few months) we had gone from a strong team of 6 to a weak

team of 3. And the business was only saved by myself, working 14 hours a day, every day for 6 months, until we had once again found some sales stars.

But you know what, both these sales stars went on to start their own company and joined a competitor, taking with them the Cape Villas database of owners.

By the end of 8 years of the same problem happening again and again, and myself adopting different tactics to encourage sales stars to stay and hearing similar stories from other companies and estate agencies; I concluded that I needed to completely rethink the way I was working. I needed to accept that the same qualities that make a sales star often lead such stars to wish to run their own business, or at least be a stakeholder/boss of a larger organization. In all cases, not one of the sales stars went on to run a stand out business and I don't think they made more money; the decision was purely one of wanting to be one's, own boss.

I need to create a system where sales stars can create their own business. And seven years later, we have this book 'The Villa Secrets' Secrets.' And a year later, Angel Theory – Paradigm Shift, in which this book will be rewritten and assisted by many to create Paradigm Shift Book 4. ['The TBS™ Total Business Systems'](#) and Book 4. Part 2. [S-Word Villa Secrets.](#)

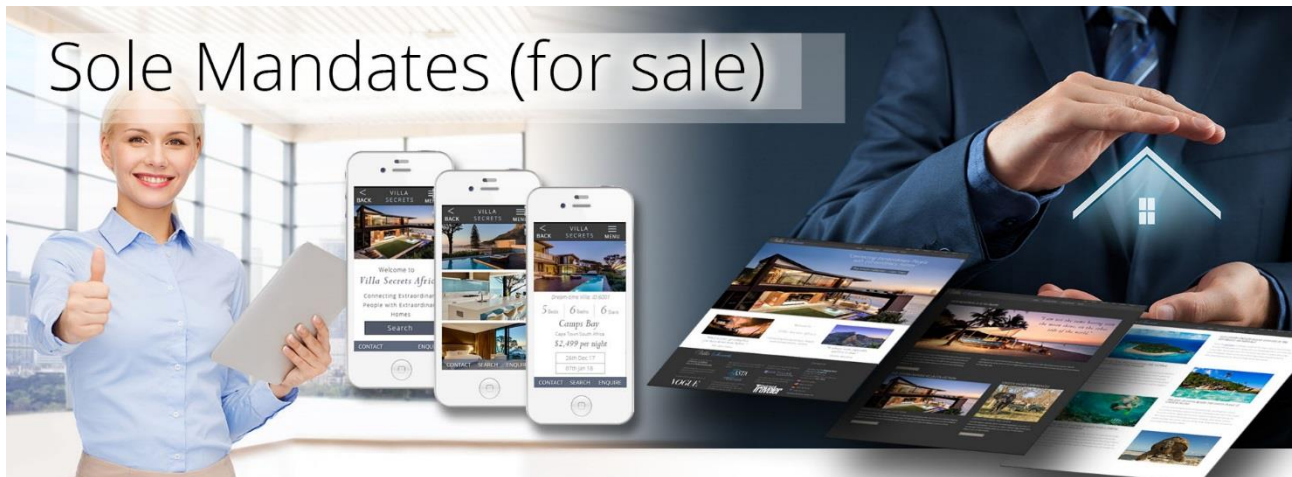
Chapter 3. Mandate Marketing



Chapter A. Is Unique Because...

1. We change the commission structure to include 10%, dedicated for directly marketing each villa.
2. For each property, we create a website and continually update it with fresh content and new articles and have a hefty budget for directly advertising the website, plus many methods for marketing the websites that have no cost other than personnel time.
3. We shall create extremely sexy magazines with villas featured over 2 to 8-page spreads.
4. For top of the line villas, we shall place them in magazines such as Conde Nast Traveller and Vogue, in glorious 4-page spreads, often in conjunction with a luxury safari and private island.
5. For Villas that cost over \$3,000,000, over 3 years, we would expect to have generated close to \$100,000 in marketing material and adverts.
6. From this marketing, we deploy 'prestige marketing,' marketing that is as much about increasing the prestige of the villa as it is about receiving rental enquiries.
7. Due to this advertising, we create a great many more enquiries than the villa can accommodate, and we generate passive income from the overflow (booking alternate villas from the enquiries that cannot be accommodated as the villa was booked or was otherwise unsuitable).
8. All prestige and other marketing are condensed into an 'estate agent's pack,' full of magazines and extracts, to be given to qualified clients who are interested in buying property. We will make as many as 50 such packs.
9. When it's time for the owner to sell, it simply makes perfect sense for the owner to use the Villa Secrets estate agent who has access to the marketing material.

Chapter B. Mandate Marketing Elevator Pitch



Welcome to Villa Secrets Mandate Marketing, it's amazing how the simplest of ideas can take an absolute tonne of strategy and complex mathematics before arriving at the simplest of solutions.

So, let's start with the solution; for rental mandates or properties worth over \$2 million, we can charge a 2.5% commission, a 7% Service and Concierge Fee, plus a 10% direct marketing contribution. Where the said contribution pays for direct marketing and 'the estate agent's pack.' Where after a couple of years, this pack and the web presence we create for the villa is so good, it makes perfect sense should the owner wish to sell, for that owner to first appoint the estate agent that has access to the packs.

Now, please consider that within the previous chapter is a list of 25 different types of business that we wish to network with, and for each business type, there may be as many as 50 different businesses, all recruiting mandates.

Almost every company will seek sole or shared rental mandates, but only the real estate company/ companies can sell the properties (have access to the pack). As such, by 2021, I would be very disappointed if there were less than 50 Villa Secrets licensed companies who had all recruited mandates, and given a Silicon Valley equity partner in Villa Secrets holdings by 2020, maybe even 2019

Chapter C. Villa Secrets Mandate Marketing



A sole mandate is when a property owner trusts one company to exclusively market and manage or sell their property. However, as we see in this chapter, there is a lot of systems that ripple from this action.

In terms of marketing, we will [directly market](#) each villa that signs a mandate with us. Based on a sliding scale, where a suitable villa that costs \$4,000,000 would see a \$50,000 three-year marketing commitment designed to increase rentals, and the prestige and value of the home.

This commitment is afforded by the villa's bookings. But here's the clever bit... [profit is then made from the overflow](#). As at peak season, a villa may have 25 good requests, but can only be booked once. And so, we make money from the overflow, using the other 24 enquiries to make bookings for other villas.

The acquisition of property mandates is the biggest nontechnical profit centre a Villa Secrets company can create. In our 2016 [forecasting scenarios](#), third-year income from rental mandates is between 39% and 74% of gross profit. And in addition, due to the '[estate agent's marketing pack](#),' most villa owners will sell their property via our affiliated real estate company or companies.

In the Mandate Marketing chapter, we present the following: [4 pillars for maximizing rental income](#), [4 pillars for maximizing a villa's prestige & value](#), [18 reasons to sign a sole mandate](#), and a massive package aimed at maximizing villa owner or [property manager income](#). We follow with a look at the specifics of [mandate marketing](#), including [due diligence](#), the [S-Web villa websites](#), and [the Villa Secrets magazine](#).

Then we look at the [estate agent's marketing pack](#) and [prestige marketing](#), designed to increase the prestige and value of each villa, and encourage all owners to first attempt to sell via a Villa Secrets affiliated realtor, and present the page [Sole Mandates \(for sale\)](#).

Moving into 'Part 2. Concierge and Commission,' we look at [essential guest services](#), [Villa Secrets concierge](#), [concierge, PR, film and marketing](#) before looking at a review of [Airbnb commission](#) vs [Villa Secrets commission](#), [off-peak discounts](#), [property manager vs concierge](#), [property manager strategy](#) and [opportunities](#); including the initiative for Villa Secrets companies to pay for property managers' fees from their commission, before concluding with [19 ways to attract sole mandates](#) which collectively provides Villa Secrets licensors with many mandate winning opportunities.

Chapter 3d. The 4 Pillars for Maximizing Rental Income



Welcome to Villa Secrets and our 4 Pillars for maximizing rental income: massive agency Google Ads campaigns, your own website and marketing of it, affiliate marketing, and clever usage of distribution channels.

Maximize Booking Income: If one is relying on owner direct websites, one is only achieving about a quarter of the enquiries that Villa Secrets villas enjoy. Using such channels alone will most likely lead to smaller return and will have done nothing to increase the value and prestige of your home. Indeed, for more expensive villas, advertising using distribution channels will lower the prestige of one's home.

The 4 Villa Secrets Booking Methods: Trusting your property to a Villa Secrets company for bookings, service, and management makes a lot of sense; as we have not one, but four booking methods:

1. **Massive Google Ads Footprint:** Odd but true, Cape Town is the world's most expensive location to advertise a villa on Google. Another fact is that a company may not advertise in more than one position in Google. However, as Villa Secrets is a network, we are allowed and do advertise in three out of the top four Google positions for over 200 keywords.
2. **Mandate Marketing and your own Villa Website:** At our cost, up to \$50,000 will be spent creating and mega-marketing a dedicated S-Web website for each villa we represent. Including content marketing campaigns that spill over to print media, the Villa Secrets magazine and editorial in magazines such as Condé Nast Traveller and VOGUE.
3. **Affiliate Marketing:** Many bookings for high-end villas are created by international villa agencies and small or large exclusive tour operators. Our affiliate program for such companies is unique and designed to maximize bookings for the most prestigious homes.
4. **Distribution Channels:** For villas who are agreeable to ourselves promoting their villas via distribution channels such as Airbnb and HomeAway, we shall do so. But our 'ace' is that our primary reason for doing so is to push clients from the distribution channels to our clients' villas website, as they Google the name and find the villa's website directly, so avoiding Airbnb's commission of sometimes more than 15%

Chapter 3e. The 4 Pillars for Maximizing Prestige



In addition to the 4 Villa Secrets pillars for maximizing a villa's rental income, Villa Secrets also provides 4 pillars for maximizing a villa's prestige & value, increasing one's 'for sale' price and attracting 'Love Buys.'

A Love Buy is when an individual is on holiday, falls in love with the location, and buys a villa. I am familiar with this concept as I did this myself in Cape Town in 1999 and again in Camps Bay in 2000. And I have also seen it happen many times. And from time to time, it sets a record for the most money spent on a villa in a specified location. For this reason, some villas are 'for sale at the right price.' So, let's see how Villa Secrets increases the prestige and value of a home.

1. **The Estate Agent's Pack:** Many top-end villas are featured in magazines and TV shows. And as many again allow photoshoots and TV ads to be filmed within, however, no one keeps a good record, and opportunity is lost. Enter the Villa Secrets 'estate agent's pack,' a physical pack showcasing a villa for estate agents to give or send to clients, and initiates to offer prestige brands big discounts on shoots, if they provide us with the media.
2. **A Dedicated Website and Marketing Campaign for Each Villa:** Many villas have their own websites, but few match our design, and none match our CMS. To make matters worse, other than a little SEO, 99% of villa websites are not marketed in any way. In stark contrast, Villa Secrets websites are extensively marketed and see all media collated within. Plus, admin systems and booking history, useful tools for any potential buyer.
3. **Print Media:** As our Villa Secrets website is special, we have been offered greatly reduced rates for producing advertorial in various Condé Nast publications. We shall be producing 2 and 4-page 'Best of Africa' editorial spreads, featuring our best villas. And purchasing about 50 magazines for inclusion in 'the estate agent's pack.'
4. **Prestige Marketing:** A villa's prestige can be boosted in several ways. For instance, a 4 to 8-page spread in a Villa Secrets magazine (and note the last magazine we published was distributed with Condé Nast and saw Bulgari asking to advertise). Also, awards and placement on top villas website's homepages is an indication to any buyer that the villa is held in great esteem.

Chapter 3f. S-World Publishing: The Villa Secrets Magazine



The Villa Secrets magazine follows on from our last coffee table magazine 'Cape Villas' distributed by Condé Nast Traveller, which saw (amongst other salutations) Bulgari Jewellers asking to advertise in our follow up saying...

"We did not know you had such luxuries in Africa!"

Unlike most magazines, Villa Secrets will show few ads, rather product place companies we feel are likely to excite our clients in the villas we show; from fashion companies to jewellery, watches, Jets, yachts, and prestige cars. Everything about this magazine will convey a sense of exclusivity and style.

Magazine marketing assists Villa Secrets network in 4 different ways:

1. Mandates

- a. It's a great incentive for recruiting mandates, as companies can hand deliver it to all the villas they like.
- b. Once there is interest in signing an exclusive mandate, the offer of placement in the magazine is a significant carrot for the property owner or manager.

2. Bookings

- a. Each enquiry received will see a magazine posted to the client, this assists to convert the booking for our agencies, as the clients have a tangible thing that they can look at when they discuss their villa options.
- b. The magazine also creates direct enquiries.

3. Sales

- a. An essential part of the 'estate agent's marketing pack' is the Villa Secrets magazine. We know from our previous magazine, properties were sold to international clients, who did not even visit the villa they purchased, all they did was see the villa in our publication.

4. Network

- a. The magazine will greatly assist to expand the network internationally.

Due to S-Web systems, the cost of producing the magazine's artwork can be very low, saving more than 50% of the cost that media companies quote to create similar publications.

Chapter 3g. The Estate Agent's Marketing pack



The estate agent's pack is a physical package including magazines and a DVD, which estate agents can give to interested clients. In this regard, Villa Secrets becomes the marketing company for the property owner and their realtor.

We shall create about 50 such packs per villa; half for use for rentals and half saved for the realtor.

As we have heard, for the right \$4 million villa, Villa Secrets will commit to a \$50,000 three-year marketing campaign; which will be geared towards both bookings but also increasing the prestige and value of the home. Given we have three years to produce this pack, each pack will include the villa seen gloriously in the Villa Secrets magazine, an advertorial in one or more *Condé Nast* publications, other magazines the villa was featured in; and on CD, a video that presents big brand photo shoots and videos shot at the villa, videos we create, TV appearances, awards, and other accolades.

As our Villa Secrets websites are impressive and their focus is Africa, we found Condé Nast and other magazines appreciate that our content is qualified for lower rate advertorial in a prime position, where we would typically make a three-leg presentation of Africa's most luxurious experiences... a safari villa, a beach villa, and a Cape Town villa. This single article in a magazine like Traveller, Tattler, or House and Garden adds to the prestige of the villas and will impress any buyer.

The article will infer that the properties presented are the standout properties on the continent.

This inference will also be passive due to brand association by displaying the villa with venues, such as Sir Ricard Branson's game reserve [Ulusaba](#) and a private Island such as [Cousine Island](#), wrapped up in a three-leg holiday of a lifetime experience.

Chapter 3h. Real Estate Prestige Marketing



Real Estate Prestige Marketing is the notion to market a villa specifically to increase its sale price over time, by raising its local and international prestige. This initiative works hand in hand with marketing mandates and the estate agent's marketing pack.

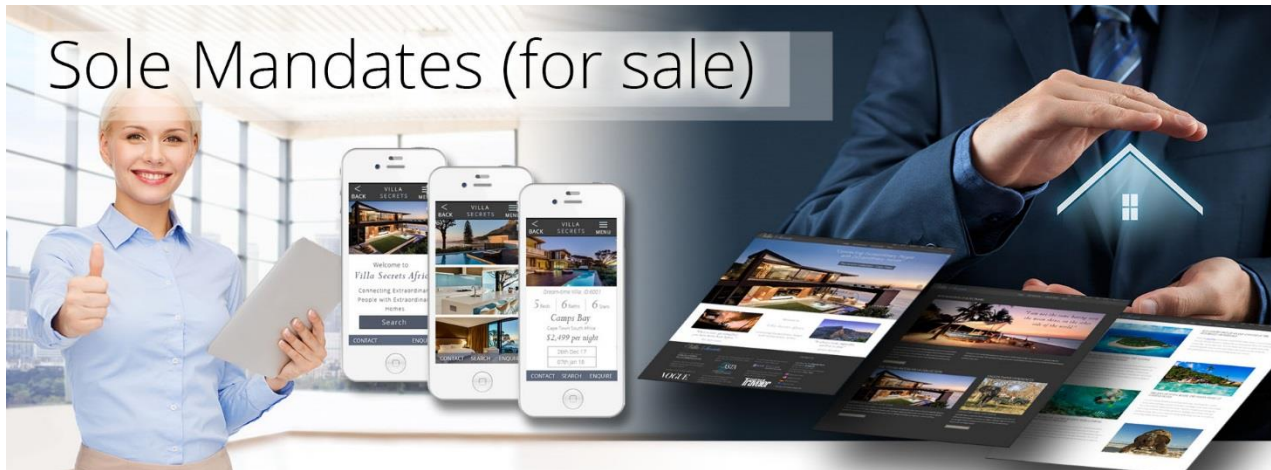
We will of course discuss the exact nature of the villa's prestige marketing with our partner estate agents. But as a starting position, we suggest the following exercises:

1. **Villa Hotels:** For outstanding properties, we recommend and will help implement the services required to create a Villa Hotel, which is exclusive-use but provides a higher service level including concierge, valet, chef, and other staff, complimentary drinks, and other enticements.
2. **Proactive Luxury Brand Photoshoots and Adverts:** Where we lower the daily rental rate for luxury brands that will (by association) raise the prestige of a home, and catalogue the shoot or advert including a video, seen online, and presented on the disk within the marketing pack.
3. **Celebrity Stays:** Product placement works, be it the late [Steve Jobs](#) getting Apple computers appearing in just about every film and TV series to come out of Hollywood, to James Bond driving an Aston Martin. In this presentation, we have discussed the idea to give luxury brands special deals to advertise their products at the villa. But, in addition, it is in the owner's interest to offer special deals for the types of celebrities and public figures who impress renters & buyers.

Typically, when a celebrity stays at a villa, their stay is (at best) known only via word of mouth, as it is not appropriate to use their stay as a PR exercise. However, if a villa or other accommodation is bartered at half price in exchange for limited publicity, such as a simple photoshoot, one may capitalize from the client's celebrity status and use such photographs for advertising purposes.

4. **Don't advertise or be seen on lower prestige websites.**

Chapter 3i. For Sale Sole Mandates



The companies with the most to gain from a collaboration with Villa Secrets are Real Estate Agents; because all Villa Secrets partners, including rental agencies & property managers, recruit sales mandates which only the realtors can sell.

And as we have seen in the [technology summary](#) via [game theory](#) and ‘[The Real Estate Agent’s Game](#),’ Villa Secrets cautiously predicts a 6% market share of villas that sell for over \$1,000,000 in Cape Town by 2021; which for one of the top three companies in the market, results in a 27% net gain.

The Villa Secrets commission for non-real estate companies, who recruited the rental mandate, is a 25% referral; which is not paid for an introduction, but rather in light of the marketing commitment as Villa Secrets essentially becomes the marketing companies for the property owner and the estate agent.

Also, Villa Secrets is creating products specifically for realtors, which can be used to directly recruit sales mandates, and sell properties regardless of the rental.

Moving back to sales mandates, created as a part of a deal for a rental mandate, Villa Secrets companies will offer a direct marketing budget of say \$50,000 for a \$4 million villa for the rights to rent and have the first option to sell a property. Which can be presented at \$25,000 in marketing for a rental mandate, and another \$25,000 if the first option to sell is granted. And from this budget, an [estate agent’s marketing pack](#) will be produced, and Villa Secrets companies will engage in [prestige marketing](#), seeking to increase the prestige and value of a property. Even if the original rental mandate does not include the option for the first sales mandate, due to the marketing pack and prestige marketing, it makes complete sense for any owner to work with the real estate company who has access to this material, regardless of enforcement.

Lastly, a significant factor is the quality and strength of the estate agents Villa Secrets is affiliated with. If the realtor or realtors Villa Secrets recommends are the same estate agents that an owner was already thinking of using, then getting the option for the sales mandate in the first instance is more likely.

Chapter 4. S-Web CDS™ Content Delivery System



Chapter 4a. Is unique because...

Identify Problem / Present Missed Opportunities / Avoid potential Landmines

1. The cost of a dedicated content team to create and continue creating online magazines, blogs, and newsletters.
2. Rental agents don't teach clients about the location they are visiting or offer other travel options.
3. International sales are less likely to happen, as the client needs to visit the country.
4. Sales agents have few or no options to provide international sales clients travel options, and so the client is less likely to visit in the first place, and a significant amount of residual income is lost as well in the sales commission.

Is Unique Because...

1. S-Web CDS™ creates a system that allows agents to create customised web pages for clients, which can be sent using the client's name; for instance, www.VillaSecrets.com/Mr-Forrest.
2. S-Web CDS™ also created the same system but for clients to make their own pages and client suites.
3. S-Web CDS™ allows the team to create online magazines pages usually only seen on a big company's website in minutes, not hours (or days if you include photography and copywriting).

4. S-Web CDS™ is a system that allows agents to create their own attractive and informative magazine/blog pages in minutes; and, as such, can impress clients and owners by sending them some links to their own pages and continue to send the new pages they make after the client has completed their holiday.
5. What makes S-Web CDS™ completely unique is the system it has created for pulling in information created by copywriters and photographers into their own articles in discrete picture, header, and 60 words of text chunks; and so, creating a new page is as simple as writing a header and adding in the ID numbers one wishes to display.

Is a Solution to...

1. Keeping up with big companies with websites that have budgets for dedicated magazine/blog writers.
2. Improving the respect a client has for the agent via the agent creating their own magazine articles that are clearly considered as authored by the agent.
3. Allows agents to teach the clients about the location, attractions within, and excursions available.
4. Allows sales agents, who receive requests for properties, to not only sell the properties they present but also the location they are in.
5. Allows sales agents to present options for them to handle travel arrangements, so increasing the likelihood of the client coming in the first place, and greatly increasing the chances of the client being loyal to the agency they choose to buy from.

Chapter 4b. Villa Secrets, S-Web CDN™ Sales Tools



Welcome to Villa Secrets' Sales Tools.' To kick-off, a simple tool that you can use that will improve your online bookings & sales by more than 20%

Please watch this 2-minute video: <https://youtu.be/JS8vJQ1KxbM>
And please try it out yourself by making your own Villa Secrets webpage.

1. Visit www.VillaSecrets.com.
2. Go to 'Destinations' > 'Best of Africa.'
3. Add a handful of villas to 'your favourites list' by clicking the plus symbols.
4. Go to 'Magazine' and add some articles.
5. Click 'MY LIST' at the top right of the page.
6. From the blue navigation menu under the logo, click 'Make my Webpage.'
7. Add your client, boss, or partner's name; email them and click 'Publish my Webpage.'
8. Click 'Add Comment' to start a very organised conversation.

If you or an agent in your team was closing 1 in 5 sales, do you think a system like this would improve the closure rate to 1 in 4?

Consider the following percentage breakdown: It's copywritten and visually superior 5%, it's much better than email or mobile 20%, the client's name in the URL creates a sense of ownership 5%, and clients are much more likely to share with others 10%.

As all the info is neatly recorded, there's less room for error or confusion 5%; as the agent took only a few minutes, they have more time to deal with other clients 20%; future correspondence is quicker and more accurate 10%; and as agents can see the client's list adjustments in real-time (including alerts on same), he/she is better able to close the sale 10%.

This adds up to 65% (or 85% via mobile); but we always provide a low forecast as well, so 20% to 65%.

S-Web CDN™ (Content Delivery System) is unique, as it pulls content from articles and product pages within the database. Soon, we shall see how S-Web is a fully integrated system, “One does not plug it into a website, it is the website!”

Chapter 4c. S-Web CDN™ System Architecture/Design



Above, we can see 15 systems that are created from S-Web CDN. We have seen System 10; now, we shall look at the other 14, and give low and high improvement forecasts.

The percentages presented represent the following: increase in enquires from website, opportunity to make bookings, increase in salesperson closing; for a total improvement of over 101%.

1. Villa Secrets S-Web CDS™ & TBS™ Integrated Website	15% to 100%
2. Villa Owner S-Web CDS™ & TBS™ Integrated Website	15% to 100%
3. Property Management S-Web CDS™ & TBS™ Integrated Website	15% to 100%
4. S-Web CDS™ Publishing	10% to 100%
5. Newsletters Created Automatically	05% to 20%
6. Social Network Auto Posting	05% to 15%
7. My List / My Web Page	05% to 10%
8. My Website / My Client Suite	05% to 20%
9. My Holiday Planner / My Itinerary	05% to 100%
10. S-Web CDS™ Sales Tools	20% to 65%
11. The Disruptive CRM™ (Customer Relationship Management)	10% to 50%
12. The TBS-AI™ makes and assists bookings automatically	10% to 100%

13. CDS, PMS, and Other Inventory Databases	05% to 50%
14. Bespoke Auto Contact and Deal	05% to 25%
15. S-Web CDS™ & TBS™ Public Systems	01% to 100%

For more details, please watch: <https://youtu.be/0V96StU7HnI> (35 minutes).

Chapter 4d. The Villa Secrets Online Magazine



One of many Villa Secrets USPs (Unique Selling Point) is The S-Web Magazine Creator.”

Please watch this three-minute video presentation: <https://youtu.be/X9-o3E4n2Dk>.

Whilst this idea can be traced back to 2009, S-Web’s CDS™ Publishing was forged as a response to web developers across the world raising their game and creating increasingly more attractive websites in 2015 and 2016. The only way to combat this was to raise our game substantially. One idea was to create individual villa pages that looked like homepages; and, working in WordPress, we created pages like this: [Serenity Villa](#), [Ulusaba Game Reserve](#), and [Cousine Private Island](#).

Whilst these pages were a great improvement on any other travel website and proved very popular with guests and villa owners, each page took about three to four days to create; and, as such, were expensive. So, I had the idea to create a super-fast CMS ‘Content Management System’ for our copywriter to use; and in so doing, after she had written the copy and chosen the images, adding the content and creating the slider was down to a dozen minutes.

Another advancement in other companies’ websites since 2014 was the creation of blogs and magazines. This was as, if not, more time consuming than creating a product page, as one needed to get content from a variety of sources. So, we created the CDS (Content Delivery System); and now, an article that took 3 days to make, takes less than a minute, see <https://youtu.be/X9-o3E4n2Dk>.

To see the article I made in the video, follow this link: www.villasecrets.com/Magazine/6-Exclusive-use-Safari-Lodges-to-fly-for-By-Nick-Ray-Ball/6811.

Lastly, we can see all the pages on www.villasecrets.com/Magazine. The trick to it is in how I call in the content for an article segment by adding the property's ID Number or take it from 'My List'.

Now, each Villa Secrets company can go blog and magazine mad, with each sales staff member having their own magazine, featuring their own articles, made in no time at all. This improves the website and is the key foundation of a good content marketing strategy. And of course, the sales staff's magazines make them seem more knowledgeable to clients. Just one of the great many ways S-Web and the [TBS](#) can improve sales staff's performance, increase the chances of an owner granting a mandate and the company's bottom line.

Chapter 4e. S-Web CDS™ My List / My Magazine / My Web Page

By Nick Ray Ball 30th April 2017



Welcome to another Villa Secrets USP (Unique Selling Point) which we refer to as My List / My Magazine / My Webpage, in which we give clients the option to turn their 'my favourites list' into a magazine display and then a unique webpage.

Please watch this three-minute video presentation: <https://youtu.be/2hONL0oXFfo> and please follow the video or this email, and make your own Villa Secrets web page featuring your favourites.

This journey is as unique as the last and built upon the same principle, but this time we create a tool for guests to use.

S-Web CDS™ 'My Webpage' begins with the standard '[My Favourites](#)' function and presents a good looking page with properties that can be dragged and dropped into order.

We build upon this by giving clients the option to then see their list displayed in magazine mode, which is a superior presentation. And then the clever bit... We offer a super simple way for the client to create a unique web page, such as www.VillaSecrets.com/NickRayBall or www.VillaSecrets.com/NickRaysVillas/forCaitlin or any name one wishes which he/she can then

send to their wife, husband, partner, boss or any others in the group. We are currently creating the functionality to create group functions and create a web site/client suite.

This accomplishes several objectives: It captures the client's email address and lets us know which villas he/she likes. So, increasing the ratio of visitor's vs enquiries. And it increases the likelihood of a client booking, as the more time they spend amending, showing the web page to others; the less time they will spend looking for alternatives. And in addition, as the list is addictive, when sent to others who can create their own lists (even if others in the group are talking to other agencies), the lists tools can help win the day.

And in further addition, if the person looking is the PA or other employee looking for the client, it's a great way for them to present it to their boss.

Further to this is a great increase in efficiency, as the Client Suite pages become the main communications method, and within all details are recorded.

Chapter 4f. S-Web CDS™ For Real Estate Companies

By Nick Ray Ball 1st May 2017



We have heard how the S-Web CDS and My List/My Website will win customers over, so now imagine what it can do for real estate clients.

Let us pretend that a deal has been done and we have synchronised databases. So, real estate companies' properties (over \$2 million) appear on Villa Secrets and whatever website we make for the company. Added to this come all the [mandates acquired](#) by all other Villa Secrets companies and all 'open mandate' villas, which collectively creates a significant portfolio.

Then we add a customer, which could have come from the internet, a walk-in, or any other method. In all cases, the agent will likely at some point send the client an email. If the agent uses S-Web, this email will take only a few minutes to make and is vastly superior to whatever email would have been written; and at the top, it contains the personalised client link:

www.mywebsite.com/mycleint/their-list. As before, the client will receive a beautifully presented webpage in magazine format that looks a million dollars via mobile.

On receiving their email, the client can reorder the villas, make different lists, and create the option for their partner, boss, sub-agent or anyone involved in the buying process to create their own lists. And a master page is created which presents various ways to look at the collective data.

This is already a useful bit of kit. However, this is only the beginning of what we shall create. Also, we shall provide the client with a great deal of data and statistics from a construction watch that pinpoints ongoing construction and locations that could be adversely affected in the future, to lists of schools and universities and various raking data. Plus, hundreds of other factors that are important to home buyers; creating a platform so useful and so easy to use that it becomes the new standard in real estate in Cape Town, then California, then the world.

Lastly, if in the future I suitably impress Paul G Allen, Mark Zuckerberg, Will Wright, Larry Page & Sergey Brin; we will build '[S-World Virtual Business Network](#)' which will create the technology to create, pinpoint accurate and visually superb 3-D virtual renderings of the property; which present the same data but within a virtual Cape Town.

That is even more addictive, as clients can completely remodel any house they wish, using tools so simple they were designed for 7-year olds. This technology has the potential to completely disrupt the current market, and future-proof business; from a company like Airbnb adding a for sale option to its platform and creating a price war that forces Realtors in the USA and Cape Town (usually about 5%) to lower their commissions to UK standards, which are sometimes less than 1%.

Chapter 5. The Villas Cloud™



Chapter 5a. Is unique because...

Identify Problem / Present Missed Opportunities / Avoid potential Landmines

1. Opportunity to make bookings for villas, private islands, resorts, and safaris without the need for an agent.
2. Solve the problem of agents, spending time looking through multiple online databases and/or personally contacting a variety of property managers or owners to present the best options to clients.
3. Solves the problem of clients coming to our websites and not finding available options that can be booked there and then like they would find on sites such as Booking.com.
4. Creates opportunity for agents of one niche, say 'villa rentals,' to be able to present options from another niche, say 'safaris' that are available for their stay.
5. Creates the opportunity for real estate agents to also present villas to stay in for African Experiences to their international clients.
6. Solves the problem of the need to hire experienced agents.
7. Creates the opportunity for an international call centre and live chat station to make bookings directly.
8. Solves the problem of booking channels not wishing to work with companies that also are a property management system.

Is Unique Because...

1. The Villas Cloud will be unique as it will become a handful of different S-World companies separately owned, thus avoiding existing big players insisting that one cannot be both a distribution channel and a property management system at the same time.

2. The Villas Cloud is unique as it has a one price suits all function, where a client has only to entre one price, which is seasonally adjusted to the different seasons.
3. The Villas Cloud is unique due to the scale of the commander's intent, to connect to all, or at least 100 Property Management Systems about the same amount of booking channels, and as many channels again for safari & hotel channel management systems.
4. Create APIs for at least 1,000 real estate companies' databases and more than 1,000 villa rental agencies.
5. The Villas Cloud is unique as it is part of the [S-World VBN™ Virtual Business Network](#) that in time will seek to connect every inventory database on the planet.

Is a Solution to...

1. Some existing big players in the market, will not connect to systems that are both distribution channels and property management systems.
2. Being able to hire staff with good sales skills, but no experience in the real estate and luxury travel industries.

Chapter 5b. The S-World Villas Cloud



Thus far on [Network.VillaSecrets](#), the business development presentation for Villa Secrets, the Villas Cloud, has had only the slightest of mentions with under 250 words [presented](#).

However, if we were to go back in time to mid-July 2015 and the beginning of this Villa Secrets presentation, we find that after a broad introduction, the first system specified was the 'Villas Cloud' in a 44-page document called 'Villas Cloud - PMS 003.'

The primary reason for barely including the 'Villas Cloud' on Network.VillaSecrets has been primarily, as we found from [MyBookingPal](#), that some large players in the industry would not give them access to their systems if they were actively marketing a competing PMS (property

management system) product.

However, in answer to this potential landmine, the Villas Cloud is to be a separate company to Villas Secrets and will most likely be a broad description of many different companies, each independently owned focusing on different parts of the equation.

Since July 2015, the Villas Cloud has set its sights on accomplishing the following:

1. **Villas Tech:** Connecting Villa Secrets Network companies to existing property management systems & booking channels.
2. **Villas Cloud:** A Property Management System (not unlike Kigo) for owners, managers, and agencies to add their inventory to.

a. Villas Cloud for Property Sales

3. **Villas Specialist:** This is the Agency system that inspired what is now the CRM-Ai App.
4. **Luxury Villas Pro:** Giving individual villas and property managers systems to book alternate villas when their villa is booked or is otherwise unsuitable.

Since creating the 2015 spec, we have so far connected one system, 'MyBookingPal,' to Villas Secrets; and in so doing, created our system in such a way that we can connect to most any system given enough programmers.

We have made little development headway on the Villas Cloud, aside from a clever pricing system. However, we are experienced in this field, having developed the Cape Villas property management system in 2005. We have more than proven our metal in CMS creation, and we can expect the Villas Cloud to be as equally simple, functional, and beautiful as our other systems.

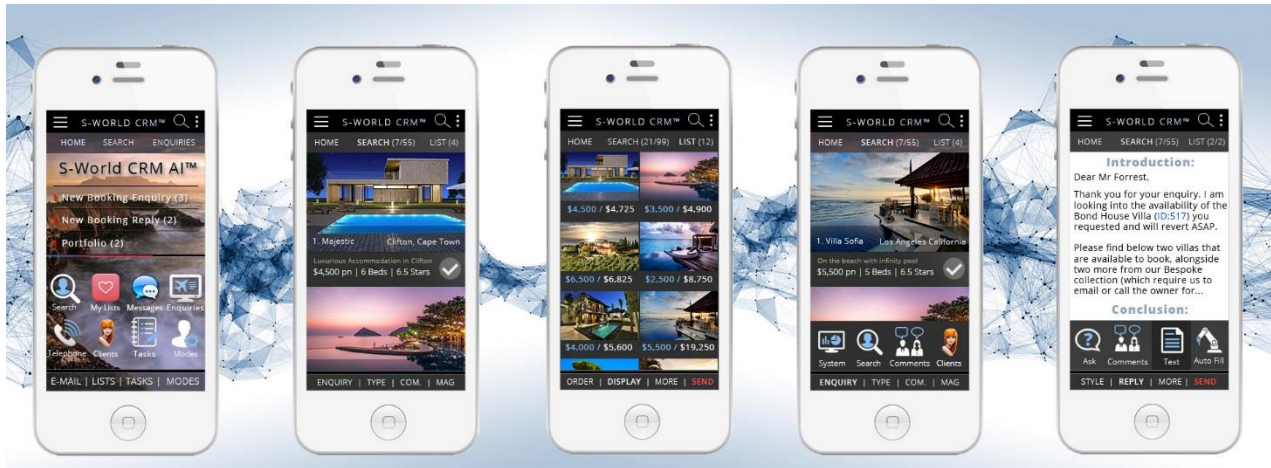
Villa Specialist is well under way, as is Luxury Villas Pro.

Also, we require Villas Tech to connect to real estate agencies and vacation rental agencies' databases, often on an individual basis. Eventually leading to thousands of individual connections.

In further addition, under the broader scope of [M-Systems](#), we need to connect to databases in other industries. One ace up our sleeve for this seemingly impossible of tasks is My S-Web described later.

For all Villas Cloud systems, we are using commander's internet; in that for this system, instead of creating detailed specifications (except for the Villas Cloud PMS), we present the broad objectives and seek to find partners who can accomplish the task.

Chapter 6. S-World CRM-AI™ Agents APP



Chapter 6a. Key Challenges & Unique Solutions

Identify Problem / Present Missed Opportunities / Avoid potential Landmines

1. Agents typically work 9 to 5, whilst many customers from Europe and the USA enquire or would like to speak in the evenings or during weekends.
2. A star agent will often view the properties they see, attend viewing events, and network with the industry, so they are out of the office often even in the 9 to 5.
3. Due to the above, new agents, even if they are superb at sales, find it hard to get availability; as their knowledge of what stock is out there is limited to the company's database of villas and website.
4. Whilst nowadays many villas are on one booking system or another, there are still a lot of great options that are bespoke and require a phone call or an email to ascertain availability. This is a task often performed poorly, as agents may choose to contact a handful of such villas, but far from all options; and as the bespoke villas are not on the systems, they are more likely to be available and the owners are more likely to be flexible on price.
5. A good reply to a client can take an agent 15 to 30 minutes or an hour to prepare; and by that time, the client will (in all likelihood) have enquired with some competitors.
6. Given that, at any one point, an agent may have 20 different ongoing enquiries on the go at any one time; half of which should be addressed each day, there are simply not enough hours in the day; and every correspondence is written and researched in less time that is needed to get it right.

7. Staff leaving for new jobs or to start their own business.
8. Staff doing 'outside deals' (making a deal for a villa they know and receiving the commission directly from the owner, and not declaring it to the company); whilst not quite qualifying as a landmine, as in my experience this happened rarely, this trait could cripple a small or new business. And this practice is so common that it even has its own name... 'Outside Deals.'

Is Unique Because...

1. S-World CRM-Ai™ is created specifically for rental agents; it has removed all the unnecessary features that multi-industry CRMs, such as Salesforce, offers and so is much simpler. The S-World CRM-Ai™ is created to be suitable for children over 7!!!
2. S-World CRM-Ai™ is the way an agent receives their enquiries, there is not a separate enquiry system, the CRM is the enquiry system.
3. S-World CRM-Nudge Ai™ automates the entire booking process and often will work without the agent's input; in particular, it will send a very attractive and well-composed email to a recipient 5 minutes after their enquiry, so keeping the agent focused on your company, not looking for others.
4. As the S-World CRM-Nudge Ai™ does most of the heavy lifting, agents can work on the move from their cellphones, and as it reduces the time it takes to prepare a quality email reply to a few minutes, agents do not mind keeping the app on in the evenings and weekends.
5. S-World CRM-Nudge Ai™ is so useful that sales staff and networkers become dependent on it, and so the idea of jumping ship to another firm, or starting their own firm is less likely.
6. S-World CRM-Nudge Ai™ can and will be converted to property sales and other travel items such as safaris, private islands, and resorts; allowing agents to become especially competent providers of such options, increasing the likelihood of becoming the provider for the entire trip, not just the local villa hire.
7. Real Estate agents can use the system to send international enquirers both options on renting villas, booking hotels going on safari to their international clients; who in 99% of cases, will need to visit the locations before operating with money to buy a home. By providing travel options and including articles from the magazines, agents can sell the client on coming to their location which (I would say) must increase the chance of making a sale from international enquiries exponentially.

8. The original component to the S-World CRM-Nudge Ai™, which added the 'Ai' to the system, was that the Ai can create automated responses from bespoke villa owners and safaris, where bespoke villa owner's availability is not on a system; and where safaris are spread across so many systems, it will take years to make all the connections.

Is a Solution to...

1. Rental agent's inexperience.
2. Rental agents receiving enquiries while away from their desks or out of work hours.
3. Immediate and consistent replies to clients.
4. Rental agents not following up on all ongoing enquiries.
5. Rental agents not replying to 'big enquiries' at the weekend or in the evening, and so decreasing the chance of a booking dramatically.
6. Having agents at all.
7. Training agents.
8. Monitoring agents.

Chapter 6b. S-World CRM-Nudge Ai™ Villa Rentals Assisted AI Demo



Welcome to the S-World CRM Nudge Ai integrated behavioural economic CRM and AI system, packed with more unique selling points than I've had hot dinners, created to make one person perform the job of two in half the time with twice the efficiency.

In fact, half the time is a gross underestimate; as if one pretty much leaves the enquiry process to the AI and only has a hand in villa selection, it takes less than a minute to create a very detailed highly professional reply. However, like our other systems, this simplicity of use is only created by incredibly complex back end functionality.

To create this CRM-Nudge Ai ™ App design, we are working 'Mobile First', as it is simple to convert a mobile design to a desktop design, but hard to convert a desktop design to an app, not in a way that makes a difference.

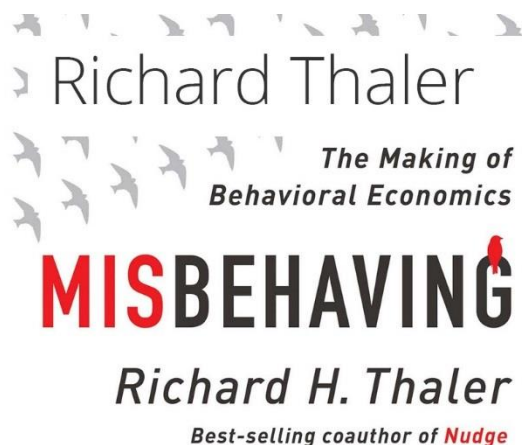
The S-World CRM Nudge Ai is built on top of our unique S-Web CDS ™ (Content Delivery System). If you have not yet seen this system, see Chapter 4. S-Web CDS™ Content Delivery System - Chapter 4e. My List / My Magazine / My Webpage and follow the demo to see how, in just one minute, one can create their own webpage (a webpage that would take days to create in a CMS such as WordPress) or create a magazine article in less time still.

S-World™ and S-Web™ focus on simplicity and lightning speed. We see a process that takes hours or days and we find ways to spectacularly speed up the process. In this demonstration, we are looking at the enquiry process of renting a villa, but the system could as easily be for selling a home or booking a safari, private island or luxury resort; or for that matter, yachts, jets, or other such luxury items.

One big fat reason the S-World CRM is superior is the Nudge Ai. We are creating a system that does not need human interaction and so core reps in Live Chat or in call centres (who do not know of any of the products) can do a great job on their own. And seasoned star reps can do the job of three staff members in half the time. And further, as reps get used to or even dependent on these systems, it makes for less staff turnover keeping your star reps in place.

Chapter 5C. Nudge Ai - 2018 Insert

Since writing this book in the first half of 2017, I followed up with 7 complimentary books in [Angel Theory – Volume 1. Paradigm Shift](#). Whilst researching Books 2 and 3, 'I came across the work of 2017 Nobel winning economist Richard Thaler and read his book, 'Misbehaving: The Making of Behavioral Economics' and I am currently ready his previous book 'Nudge: Improving Decisions about Health, Wealth, and Happiness.'



Behavioural economics will become entangled with the CRM Ai, hence I have rebranded the CRM Ai as the CRM-Nudge Ai after the concept and book by Thaler, and significant equity will be offered in Villa Secrets USA and The TBS™ Total Business Systems for Thaler and other's assistance with the projects.

Unlike macroeconomics, which principle deals with governments and GDP Accounting; behavioural economics, when practised in sales, can also be described as the science and psychology of selling.

This book, 'The Villa Secrets' Secret,' marked my journey into behavioural economics; as it was written whilst researching David Hoffeld's 'The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal.'

[Hoffeld is a behavioural economist](#) and quotes Thaler in his work and vice versa, Thaler mentions Hoffeld in his work.

There were a few places where I was a little stuck with the plan for the 'now named' CRM-Nudge Ai. For instance, how long should an email be? Some say very short, but some say detail is everything. This problem has now been considered; and with the aid of Hoffeld and Thaler, it would seem prudent to do both. The system (or an agent using the system) can, within 10 seconds of the enquiry, send a super short reply that would work great on mobile like this.

Dear Mr Forrest,

Thank you for your enquiry, please follow this link

www.VillaSecrets.com/cs/Mr-Forrest to edit your client suite.

Now I do not, in any way, claim to be good as a copywriter. But that's the great thing, I don't have to. Once the system is created, it's up to the behavioural economist to choose the actual wording. And here's the rub, as we have a network that will soon have hundreds of different businesses and websites, it's the perfect hunting ground for experimental behavioural economists to use different wordings in 10 different control groups and see which wins the day. And a number of complex rules will be created to nudge the client nearer and nearer to us. For instance, we can tell whether an enquiry was made on mobile, tablet or laptop, and can send different emails depending on which device was used.

We will later see my 2017 preferred S-Web email from the template and it's long; and in part, it's long because we had a lot of great stuff to show and questions to ask, but I knew it was probably too long. However, via experiments continually from behavioural economics, we will turn the CRM-Nudge Ai into such a sales tool that it dramatically increases performance and revenue.

Even down to the order of button options that we see next, and how best to make the system for agents and users alike.

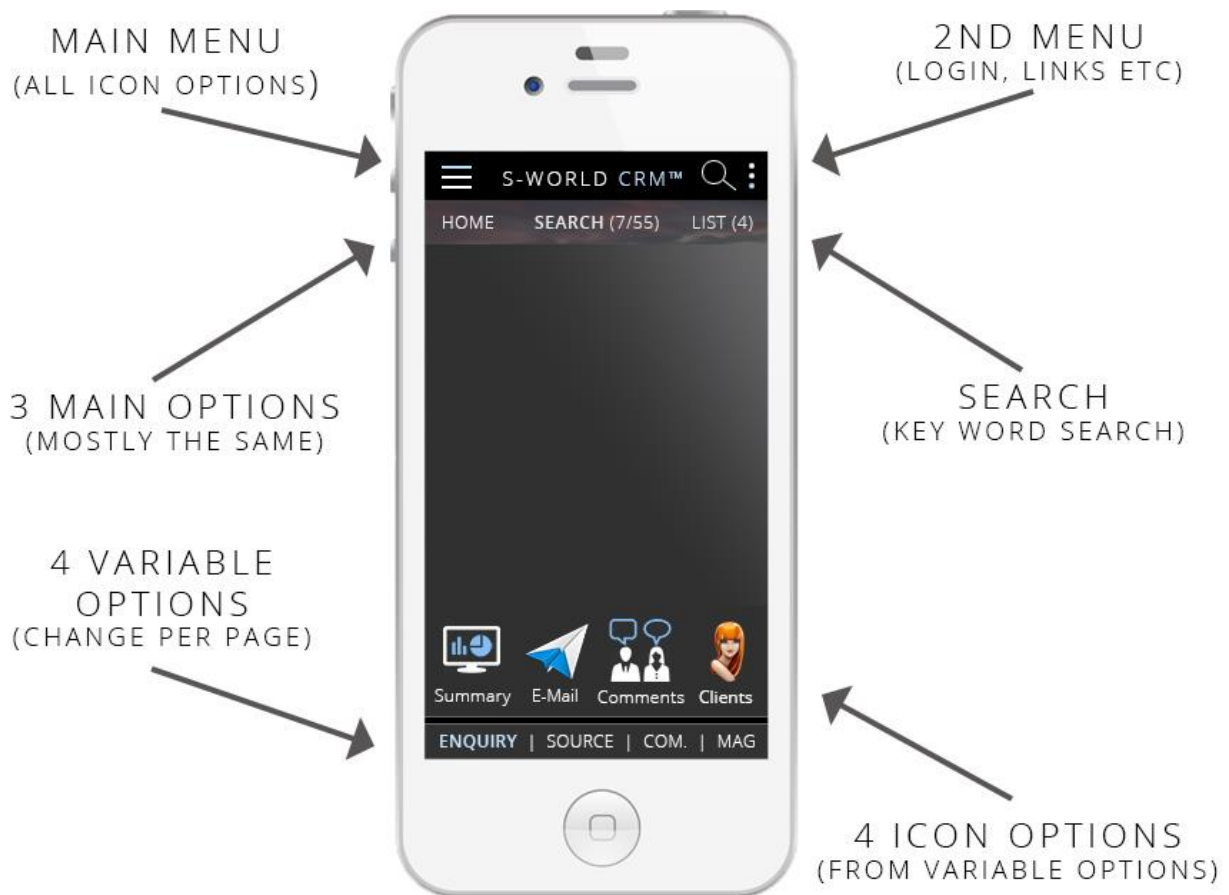
End of the insert.

Chapter 5d. Menus and Controls

At the top left, we have the main menu (the 3 stripes) which will link to many page options. On the right, a second menu (3 dots) for mandatory tasks such as logging in and links to other systems or website pages. In addition, is a key word search.

However, the objective is to make the system without the need for the main menu or search, the functionality of a desk top application with the sort of ease of use you would find in a mobile game.

To create this functionality and avoid the need for having to scroll the main menu, we create an (on page) navigation system. Starting with the '3 main options,' these options will be specific to the user type; and for vacation rentals, it is 'Home | Search | List.'



To complement the 3 main (top navigation) options comes the bottom navigation stripe, which changes for different pages. In this example, the user has the option to check the 'enquiry details,' 'the source of property' (system/bespoke), 'to display/adjust commission,' and the user's 'My Magazine' options.

In this example, the user has clicked 'Enquiry' and this creates 4 new icons: 'a general summary,' 'the email,' 'new comments,' and 'client's client' options. If one now clicks the client's option, three sub-options would be displayed in place of the other 3 icons. All told, creating 48 different 'quick tap' options available for each individual page.

Chapter 6e. Home Page & New Enquiry

Ok, now we start the enquiry journey; and for this example, we are working on the principle that the sales person is not in the office (maybe viewing a villa, it's in the evening, or the weekend).

On the left, we see the 'screen saver' and this is how the phone will look when inactive. The idea for this and all pages is that we create not just a great tool but a great experience. We want users to not only use the CRM for their work but for it to become an operating system of sorts, from which all other apps and functions the phone has can be accessed and integrated.



As soon as the phone screen is touched, the dark mask appears, and we see that the phone is split into the most important communications at the top, and user icons at the bottom. One navigates this page by the up and down options to the left of the time. Up will show all icons, as seen on the first phone in the previous graphic; and down makes the page show only messages and tasks, as seen on the right-hand phone.

At the top of this right-hand phone, we see a new 'priority 8' enquiry has just come in, and the App has made a ringing noise until it was answered. We see the timer in red shows 3.25 minutes, this is the time until the Ai automatically send the enquiry, or until is assigned to Live Chat operators. Note also the text in blue, in this case, the user is using the CRM to keep track of their appointments as well as work data. As is desired, the more the agents use the app, the better they will perform and the less likely they are to ever jump ship.

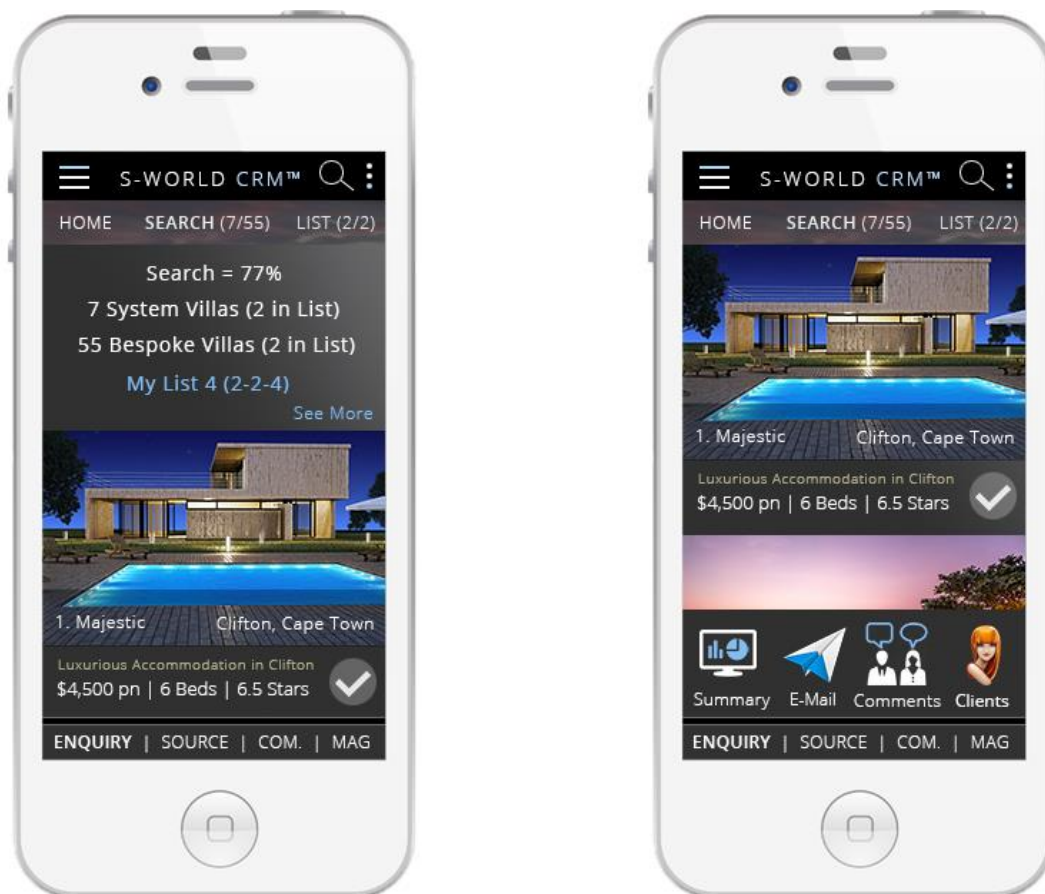
(Note that the blue and red line is an indication of workload, if an agent has too high a workload, enquires may be sent to other agents.)

Chapter 6f. Search Results Page – part 1

Having received the new important enquiry, the sales agent clicks the 'search 7/55' option and sees the very basic information from the Ai, being that the search is 77% complete, that there are 7 villas available to 'book now' and 55 bespoke options that may or may not be available.

And just a note that the ability to make one's enquiries part of the CRM is very important and is not a standard feature of any mainstream CRM. This task is important as it gets agents stuck in old habits to use the CRM in the first place, as this is how they receive the enquiries.

The Search at 77% indicates that there is enough data provided by the client, and villas are available to book online. Although there are a few items that need further clarification.



Before we look at the My List 4 (2-2-4), a note on villa lists; each location requires a portfolio manager, whose job is to create and continue to improve a master list of villas. So that when one filters, one is left with villas in the order that the portfolio manager thinks are best. Or an alternate version of this list is made by each booking agent, putting their favourites at the top.

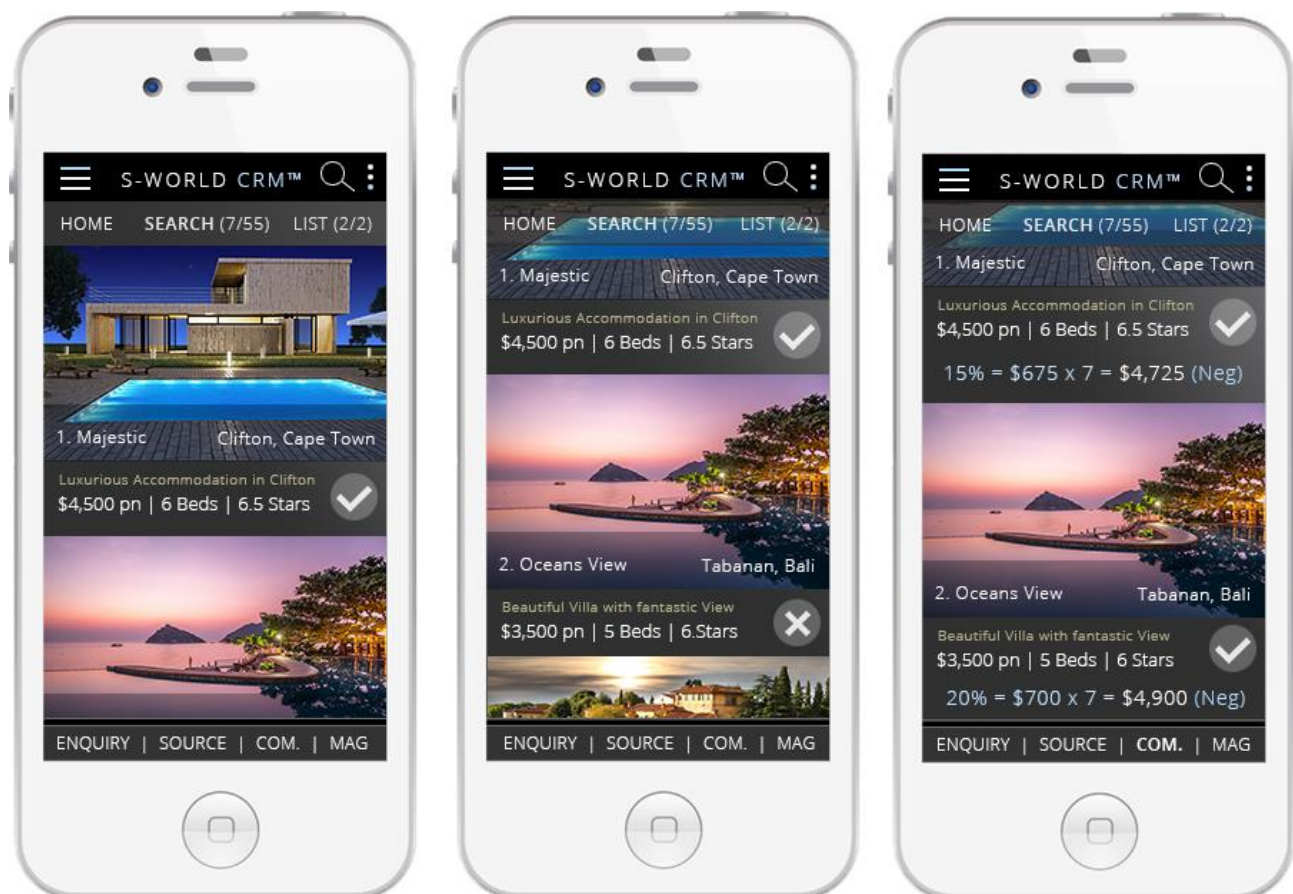
The My List (2-2-4) is the function that experienced and new agents will love. This is the format of the email that will be sent; and in many cases, all the agent has to do is go to the 'List' option check the order of the villas and press send, everything else can be handled by the Ai.

Lastly, on the second picture, the agent has clicked the Enquiry tab (at the bottom) to have a look at the specifics of the enquiry, should they wish.

Chapter 6g. Search Results Page – Part 2

This set of pages is for the average agent and this is the first place where they will start. In the first picture, we see the villas presented in almost the exact same way we do on Villa Secrets mobile, except for the 'add to list' button (the tick) being a bit more pronounced.

Searching first through the 7 villas that are available to book online, sourced from various property management systems, the system has set itself to pick two. But it may not pick the top two, depending on the price entered by the client. If there is a big difference between low and high, or if there is no price set, it will seek to offer a higher-priced villa, a mid-range, and a lower-priced villa. In this example, in the middle, we see that the system has not chosen the second villa.



Here is where the agent has the choice to now include that second villa by clicking the 'x' option.

On the right-hand picture, the agent has chosen to display the commission by tapping the 'Com.' Option, and we can see it displayed as commission percentage (20%) = \$700 x 7 nights = \$4,900; which is higher than the top option even though the villa price is less, due to the top option only being 15%.

For any agent or any company seeking to create the maximum yield, this is very useful data. However, currently, the system itself is set to offer the best options, not just the ones with the highest commission. The CRM-Nudge Ai shall factor for commission, but it would not be the only factor, rather it will be one of a few variables.

5g. Edit My List

To edit the order of the villas made from the search in the graphic below picture one, we use the top menu 'List' option. Then by clicking 'Order' from the bottom navigation, we see numbers 1 to 7 appear; and by clicking a number, the villa will move to that position in the list.

Clicking the 'Order' option again (or double-tapping) changes the view to the one seen in the middle picture. In this case, showing all 7 system villas. But equally, by clicking 'Display,' one can change from 7 system villas to the 55 bespoke villas. From this view, one can drag and drop the villas into a new order simply by touching a villa with a finger and moving it around, or up and down the screen.

Note that also on screen 2, we can see that in position 3 and 6, are villas that cost less but make more commission; or in the case of 6, much more commission; either as they are on sale, in low season, or the owner has chosen a high STO discount strategy. In the cases of villas 3 and 6, a 50% STO (discount) is offered. Usually, we would expect the agent to pass some or most of the discount to the customer but not always, depends on the option the owner/manager chose when making the mandate.



On the right-hand phone, we can see the user has clicked the bottom navigation 'More' option, which gives the option to browse through and select relevant magazine articles to appear at the bottom of their communication. We have already demonstrated in the S-Web CDS™ that agents can create their own magazine articles in minutes and adding one or two articles about the

location written by the agent can only increase the confidence of the client that the agent knows their stuff and helps inform and educate the client about the location, activities, and excursions.

Chapter 5h. Compose Email and Send – Part 1

Now, we come back to the compose feature, the ‘The My List (2-2-4)’ we saw presented at the beginning of ‘Search Results Page – Part 1.’

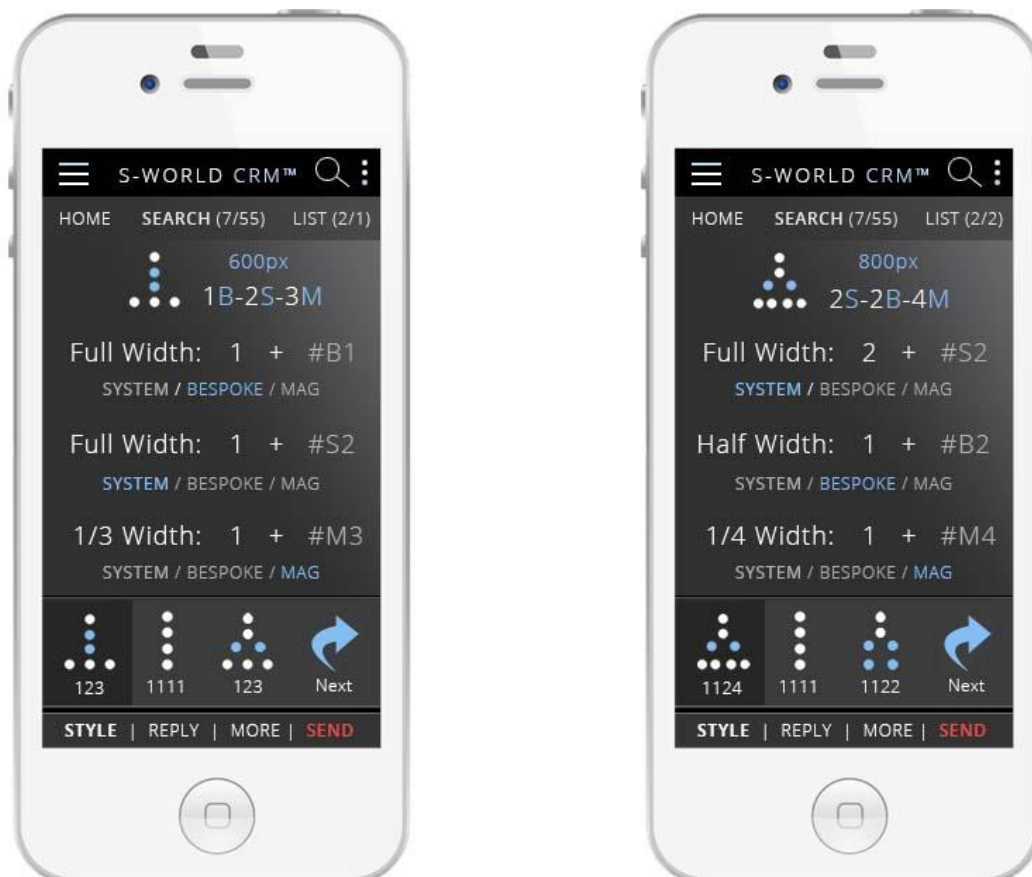
The exact options will be the result of an exhaustive behavioural economic study. It seems to make sense if the enquiry has come from a mobile, to first send the quick one-liner saying something like.

‘Dear Client,

Please follow [this link](#) to your client suite.’

Regards,
Krissy

There will be several options for the client to see and sort, and questions to answer. And if they engage, we know that they are active and there is no need for a longer email, and one communicates via the client suite. But if that email did not prompt a reply, a much more thorough and detailed email can be sent in the following way; starting with the email template, which is chosen via the options below, the dots in place of how many photos are in a row.



Choosing one of the above options decides the email template conditions, the default setting, the setting that will be sent by the Ai, or presented by call centre agents; will change according to the enquiry and the villas available.

What happens next depends on what properties are available and is not a feature one would be able to get on any other CRM as we start to follow 'The Science of Selling' by David Hoffeld. Starting with 'how many properties should one send?'

Ideally, one should not just send one property, as neuroscience tells us that the brain does not like to have only one option, and two is better, or even better still is three; but with the third not as good as the first two, so focusing the brain to be surer about one of the first two options.

However, we will not blindly follow the science rather use it as a guide that we will experiment with and refine per analytics of results, over time, and more research. And it should always depend on the initial enquiry data and what villas are available. And note that in case the client is interested in quantity as well as quality, we add a link at the end of the villa presentation (before the magazine articles) that presents many more villas like this:
'For 26 more villa choices, follow this link.'

If the client requested one villa and it was available, and there are no other villas that are clearly superior (per attribute point scoring), the first reply would be just to present the villa in rich format, with a few photos, the main article text and relevant articles from the magazine. This seems to contradict the logic Hoffeld made, saying one is better than sending 2 options. But from my own experience, I've found that if a client has requested a specific villa and it's a good one, then it's best not to confuse the client by offering more options.

Note, however, it is rare for a client to choose and want to book a villa without a conversation.

And even if they do and there is a villa or villas that are in the same location that is superior at about the same price, then it is in the customer interest that we inform them of the better options.

But what if the client asks for one villa, and there are others that are equal to it, some having better scores for one attribute and worse for another? What helps in this scenario is a summary of how the client browsed the website and their favourites list. As if one can see that the client has spent some time assessing many options and only picked one, then one can be sure the client has already chosen well, and one should guide the client into the buying process. But if the client has spent little time looking at other options, then it would not hurt to present one or two alternatives and seek to home in on what the client's primary buying motives are by asking the right questions.

However, here comes a curve ball; as we have two types of availability: We have 'system villas' that we know the availability for and we have 'bespoke villas' that require an email or a phone call to the manager or owner.

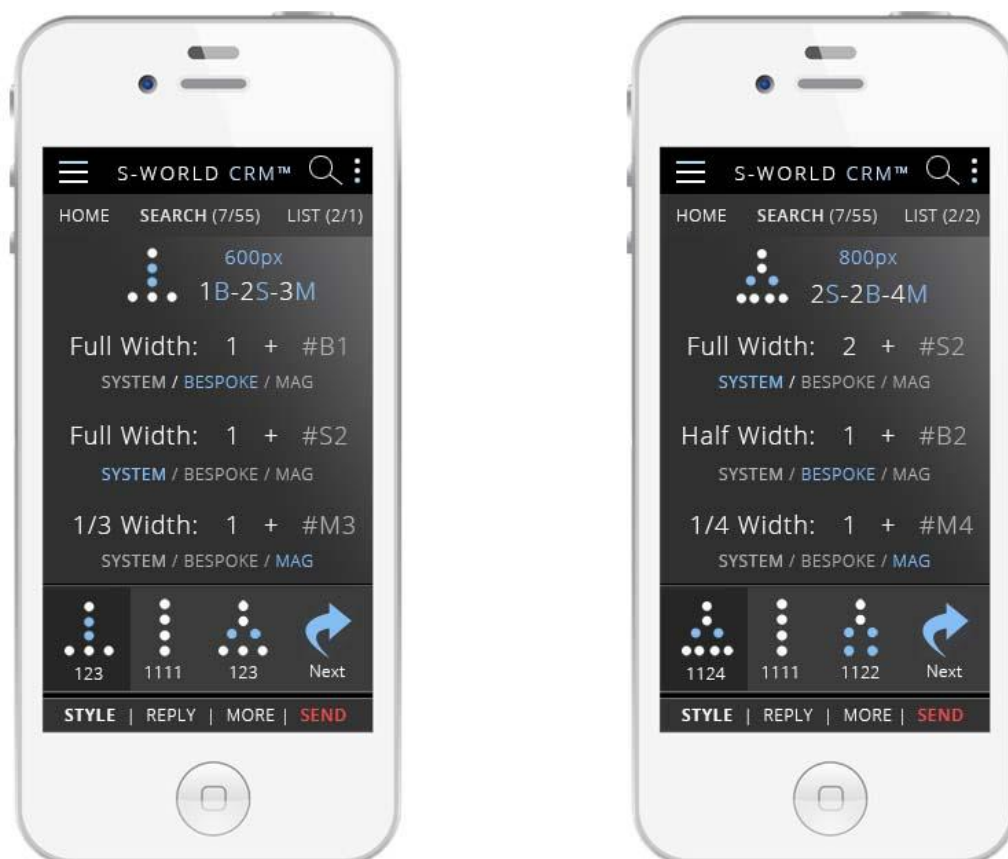
At popular times of the year, especially for bookings within a few months, there will be a lot more 'bespoke villas' than 'system villas' (as all the system villas are booked and so will not display.)

If the client has chosen a 'bespoke villa,' the system will automatically email this villa. However, the chances of that email being instantly read and replied to are low. And as a reply of any kind is necessary within 5 minutes of the enquiry originating, often the first reply will need to start by telling the client that we are contacting the owner and to present options that are available in the meantime.

So for this example, we are assuming the villa that was requested is bespoke and had been auto emailed but had not yet received a response. In this example, for this enquiry, there are 7 villas available from the system and 55 bespoke villas.

And in this case, we may choose to send in 1-2-3 format, the requested bespoke villa first with a big photo with explanation that we are waiting on availability, followed by 2 big photos of the best 2 system villas; followed by 3 magazine articles in portrait format, side by side so as not to take up too much room and to differentiate them from villa options; in an email template that is 600px wide, left-aligned to make it look like an email, not a newsletter.

However, the agent can choose to customize this in many ways, you can see the shortcuts below, and how the template is completely customizable from the 1-2-3 format to 1-1-1-1, to variations of 1-2-3 using smaller pictures for the middle section. Or by clicking the 'next' option, one changes from a 600px wide email template to an 800px wide format.



Once the formation is chosen, one can customise the number of rows of each set and easily change between system, bespoke or magazine articles.

Once one has chosen the style (format of the template), one continues by pressing the 'reply' option from the bottom menu.

And of course, in many cases, one will just have a few different styles set up for different clients; based on the device used and villas available and can cut out this step altogether. But it is very useful to behavioural economics (the science and psychology of sales) to be able to try many different formats and analyse the responses.

Chapter 5i. Ask 'Powerful' Questions

In this book, so far, alongside, I have used a bespoke version of the presentation methodology of [The Challenger Sale](#), the bestselling book on B2B complex and bundled solution selling by Matthew Dixon & Brent Adamson; in which it is advised that questions should be replaced with well-researched insight and teaching. And whilst this may well be correct in B2B complex and bundled solution selling, it's far from correct in B2C (business to customer). And particularly, in the niche luxury villa rentals, as the client is not looking for a solution to a problem, but rather is acting on a want or desire. Imagine going to a doctor and without asking any question, he/she just hands a prescription to you. You would not feel very good about things, and it's equally true for travel and real estate.

In '[The Science of Selling](#)' by David Hoffeld (which most of this section of the CRM-Nudge Ai chapter quotes and paraphrases), Hoffeld reveals that questions have such potency that behavioural scientists have found that just asking people about their future decisions significantly influences those decisions, a phenomenon known as the [Mere Measurement Effect](#). And that by asking questions, this helps to focus a customer or recipient on the point the question was about.

For instance, 'What colour is your house?'

Did you just think about the colour of your house? I sure did when Hoffeld asked this question whilst I listened to his audio book.

Because questions focus and guide the mind, you can use them to direct the sale as well. However, all questions are not created equal. Just asking a lot of questions will not make you more successful at selling, what matters is the quality of questions you ask.

The most effective way to construct high-value questions is to mirror how the brain reveals information and ask questions in levels or layers that you need to peel off one layer at a time. There are 3 layers or levels of questions one can ask. Each level is based on the previous one; be it in 3 successive emails, or on the phone, or via other such instant messaging formats.

Level 1

Preliminary Questions

First level questions are preliminary questions that open up a topic by revealing thoughts, facts, behaviours & situations. They are used to gain a basic undertaking of a subject and are the best questions to use when beginning conversations. However, whilst they are necessary, they are not enough, they must be used in combination with other levels of questions. Most sales people predominantly ask first-level questions, and most CRMs if they offer a questions section at all, will mostly or only prompt 1st level questions.

These are questions that can be generated automatically by the CRM-Nudge Ai, in answer to enquiry data.

Here are some examples of preliminary questions: some concerning enquiry data, and some for the call centres to use to answer 1st contact telephone enquiries.

- Which of the villas presented do you prefer?
- Is this your first time visiting Cape Town?
- What is your budget for your accommodation?
- Is it important for you to be able to walk to the beach?
- When do you wish to arrive in Cape Town?
- Are you flexible on your dates?
- Are there any other services you require?
- Do you already have any villas in mind?
- What are the requirements you have established for your holiday?
- What is your process for deciding which property you will choose?
- How many other agencies are you considering?
- What is your timeframe for completing the booking process?
- When it comes to choosing a villa, who else is involved in the decision process?
- Are you aware that Camps Bay is often windy?

Level 2

Elaboration Questions

Second level questions guide buyers in assessing and explaining 1st level responses. These questions are vital because they prompt prospective customers to think through a thought a behaviour, or situation. These powerful questions have been analysed in numerous recent scientific studies. For instance, a study at Harvard University revealed that answering second-level questions, which prompted participants to state their opinions, increased neural activity in the areas of the brain associated with reward and pleasure! These good feelings caused a change in the brain that naturally enhanced the participant's emotional state. In other words, potential customers enjoy answering second level questions.

This tier of questions is linked to high levels of sales performance because they guide you in obtaining an awareness of the beliefs that are shaping buyer's behaviours. Since these questions

are based on how the brain naturally discloses information, formulating them will seem intuitive. For example, just ask customers to either assess or explain the first-level response.

Here are some examples of 2nd level elaboration questions:

- Which of the villas presented did you prefer?
- Why did your group decide to go in that direction?
- Would you consider booking a villa that was not in Camps Bay?
- May I ask why did you choose that villa?
- Are the attributes 'Exclusive Location,' Children Friendly' & 'Private' your main criteria?
- It sounds like this is very important to you, may I ask why?
- If you could change one thing about this property, what would it be?
- Based on what we have discussed, does it make sense why so many clients are choosing to book within our network?
- Why is it important to solve this concern right away?
- Based on what we have discussed, does it make sense why property prices are higher in Clifton, compared to Camps Bay
- It sounds like Dreamtime is your favourite villa, may I ask why?

Of the above, different questions will be relevant to different situations, and the choice will be thinned out, showing the agent only the relevant questions relative to enquiry data. Also, customers have already answered several 1st level questions via the enquiry process itself. If one has enough enquiry data, one may go straight to 2nd layer questions, or combine the two. And the Nudge-Ai will help with this by prompting various questions, giving the choice of both 1st level and second level questions.

As mentioned before, if no agent or call centre agent has taken charge of the enquiry within 5 minutes, the Nudge-Ai will answer automatically. However, when it comes to replying to the reply from the Ai, it needs human action to process the client's responses into the system before more 2nd and 3rd level questions can be prompted.

Well..... er..... not if we get a supercomputer like IBM's Watson; as with the correct programming, it could answer and hold conversations with clients without them knowing they are talking to a computer. See here for a short video on how Watson won [Jeopardy](#).

But for now... back to version 1.

These questions and the automated systems can greatly improve the usefulness of a call centre, as by following this process, they are increasing the client's disposition towards our company; leading either to direct booking from the call centre, or at the least by the time a local agent who knows the villas first hand becomes available; then a lightning-fast response by the Ai and call centres, followed by questions that both teach the client something new, plus add to the wealth of insight gained via the questions entered into the CRM-Nudge Ai, which gives them a huge head start, in comparison to no action commencing since the enquiry.

At this point, is it more effective to work from a desktop, as one can see more question prompts without scrolling, but it can be done by agents on their cellphones.

But before we look at some more screenshots, let's start to put together a set of 1st and 2nd tier questions.

Sales Person

Which of the villas I presented do you prefer?

Client

You know I like both of the first options you sent me, but the Dreamtime villa is my current favourite.

Sales Person

I appreciate that this is a very important decision, which feature or features about the Dreamtime villa are most significant to you?

Client

Well, it really helps that it's a walk to the beach, but at the same time has a really great view. And in general, I just like the feel of it, it seems very spacious with a generous swimming pool.

The psychology here is that in thinking about and disclosing exactly what it is that they like about the villa, they are reinforcing their like of that villa. One needs to remember, one is not just competing against the other villa presented, but all other villas presented by all other companies. The more one can get a client to think about what they like about the villa presented by Villa Secrets, the more chances there are to win the day.

However, as insightful as second-level questions are, there is still another level that penetrates even deeper. It is the most consequential of all the levels of questions because it addresses buyers on an emotional level. And when it is leveraged, it will often reveal information that will transform the entire sale.

Note by Nick Ray Ball (2017)

Currently, the use of level 3rd questions is under review. It makes a lot of sense when presented by David Hoffeld. However, for level 3 questions, he only gives examples of B2B (business to business) sales, not B2C (business to customer), and it seems hard to transform the examples into every day villa-agent villa-client questions without seeming overly salesy. That said, maybe that's the point. So, for now, the passage will remain; but will be reviewed as and when feedback on the chapter comes in, or if Hoffeld himself wished to contribute.

Level 3

Trust Questions

Third level questions excavate the final layer of information by guiding potential customers in thinking through and verbally disclosing their dominant buying motives. As explained in Chapter 24, dominant buying motives are the emotional reasons why potential customers would purchase your product or service. They are comprised of 2 potent behavioural stimulators: the desire for gain or the fear of loss.

However, that's not all 3rd level questions do; as buyers answer them, their feelings of trust towards you will increase. The very process of disclosing their emotional responses will enhance their trust, as they will feel you understand them. And this bond will separate you from your competitors.

Creating 3rd level questions involves asking potential clients to reveal something they fear losing or desire to gain. Here are some examples:

Note that these are the original questions from 'The Science of Selling' slightly adapted for Villa Secrets

- If we could reduce your cost as we have discussed, how would that positively affect your company's profitability?

Villa Secrets Version

If we could reduce your cost as we have discussed, how would that positively affect your group's decision?

- If the problem you have described is not resolved, how would it impact your organization's sales?
- This seems like a very important issue to you personally, may I ask what it would mean for you and those on your team if this issue is not resolved?
- If your end-users were thoroughly trained and were using this platform effectively, how could that increase company productivity?

The following is the complete Level 1 to 3 questions in series, converted to Villa Secrets

Level 1

Sales Person

Which of the villas I presented do you prefer?

Client

You know I like both of the first options you sent me, but the Dreamtime villa is my current favourite.

Level 2

Sales Person

I appreciate that this is a very important decision, which feature or features about the Dreamtime villa are most significant to you?

Client

Well, it really helps that it's a walk to the beach, and at the same time has a really great view. And in general, I just like the feel of it, it seems very spacious with a generous swimming pool.

Level 3

Sales Person

I hear that a lot from our clients who booked this property. And you're right, it does tick all the boxes, unobstructed ocean views, in a walk to beach position with a giant swimming pool. May I ask how would it affect your plans if we were to lose this villa to a booking from another agency?

Client

Well I'm not as pleased with any other options I have so far, this villa ticks all the boxes where others do not, so I would not be happy about it.

And that's where you ask the closing question.

Conclusion

Sales Person

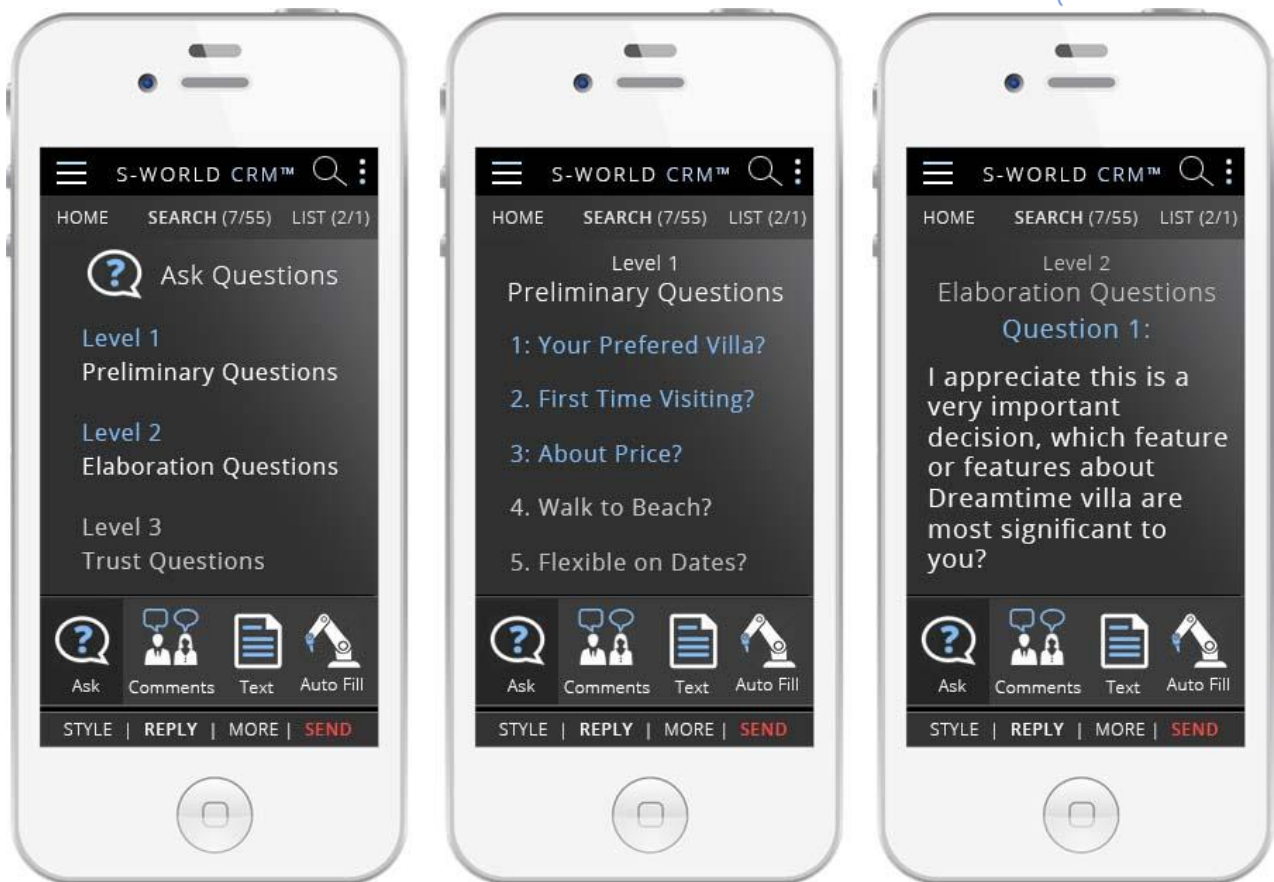
Would you like to secure this villa? Shall I send you the paper work to look over?

Client

Sure, send it over.

Alternatively, if one can make a 2 or 3-day option for a client, that's another way to go. That said if the sale can be concluded there and then, then it's best to do so. Over 99% of people who receive the paperwork, book the villa; whereas only about 50% of clients who are given options, end up booking.

An important note in general, one should not offer a discount on a villa unless asked.



Above, we see the questions presented on mobile so an agent can create a sophisticated email in seconds, and/or the questions can be presented to the client when they enter the client suite.

There are 2 distinct advantages to the above that go beyond the advantages to the sales process and buyer's mindset presented by Hoffeld; one is that by using this system, the agents will themselves get better at asking questions and can add their own to the system, and will become adept at asking them and so will be able to deliver this kind of pitch on the phone without the need for prompting.

The second advantage is that during the enquiry process after the enquiry form is complete, we can direct the client to the 'more info – client suite' page and ask them to fill out such questions, which can lead the client to level 2 questions automatically. And thereafter, lead to a small selection of villas that are most appropriate for them.

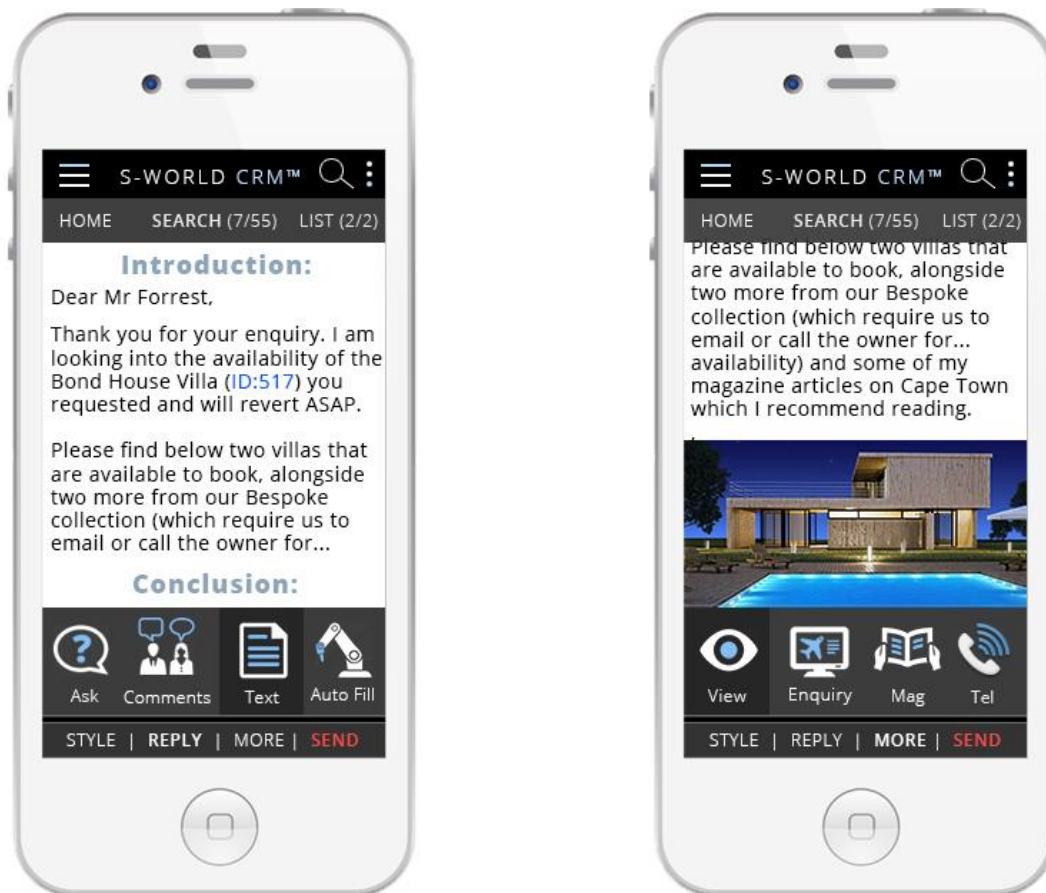
Lastly, from David Hoffeld and 'The Science of Selling':

"Whether you are trying to inspire someone to embrace new ideas, or sell them a product or service, the insights derived from meaningful questions are an essential part of influence. By embracing the scientifically validated model of 1st, 2nd & 3rd level questions; you will be equipped to ask questions that are aligned with how the brain instinctively reveals information. This will guide you in understanding a full and relevant understanding of your potential customers and will enable you to adapt your sales presentation to address their needs. Sales people who ask effective questions thrive and likewise so do the organization they represent."

Chapter 5j. Compose Email and Send – Part 2

Next, we will see how this email looks. On the left, we see the icons that would show after clicking the 'Reply' text option at the bottom of the phone. The icons for this link are 'Ask,' which adds questions to the email. The next icon 'comments' is more for replies and ongoing conversations.

The 'Text' icon creates the introduction and the conclusion which can write oneself, or one can click the 'Auto Fill' icon to choose a prewritten script. The first script you see will be the Ai choice that would be sent by an autopilot. Clicking the Auto Fill button will scroll through different text options.



Lastly, on the right, we get to view the email, but only how it will look via the weblink that is created by the S-Web CDS, which will feature the client's name; so, for instance, www.VillaSecrets.com/Mr-Forrest.

Once one is happy with their email, one clicks send and then is advised to call the client. Or with the exception of the telephone call, one can just leave it to the Ai and a perfectly acceptable reply will be sent automatically.

Chapter 5k. How the email will look?

Dear Mr Forrest,

Thank you for your enquiry. I am looking into the availability of the Bond House Villa ([ID:517](#)) you requested and will revert ASAP.

Please find below two villas that are available to book, alongside two more from our bespoke collection (which require us to email or call the owner for availability) and some of my magazine articles on Cape Town, which I suggest you have a look at to see just how wonderful it is in Cape Town and Africa.

I have created a client suite webpage for you at www.VillaSecrets.com/Mr-Forrest.

Working within our client suite is a safe and sophisticated way to really tick all the boxes when it comes to the perfect customer journey.

Open my Client Suite

1. ID 6003 / \$4,500 per night Crystal Ocean, Clifton, Cape Town



Crystal Ocean is a Cape Town luxury villa designed by highly respected architect Stefan Antoni. The private Clifton residence is situated along Nettleton Road, a most affluent suburb in the coastal area of South Africa. Its remarkable contemporary architecture, as well as its amazing scenery, is what makes this sea-facing luxury villa an extraordinary place for rest and relaxation.

2. ID 6003 / \$2,500 pn

Aqualina Villa, Constantia, Cape Town



The Aqualina is a luxury villa set in the beautiful Constantia Valley in Cape Town. It is an exclusive and secluded estate with private gateways to the Tokai forest. The exquisite residence features colonial-style architecture with open living areas and classic furnishings. It is an escape in the Cape Winelands near the Constantia Wine Route with stunning mountain views.

3. ID 6020 / \$6,000 pn

4. ID:6050 / \$9750 pn



Benguerra Island, Mozambique



Lion Sands, South Africa

Villa Secrets Magazine Articles:



Clifton Beach
Cape Town

6 Exclusive use
Safari Lodges

Table Mountain
Cape Town

Camps Bay
Cape Town

See all the options above and more in beautiful detail from your Client Suite:

www.VillaSecrets.com/Mr-Forrest

Be assured, 'Villa Secrets' is a member of ASTA the American Society of Travel Agents and we are specialist at providing accommodation, service and concierge for discerning property buyer/investors. Our systems are light years ahead of the pack and our customer service is second to none.

Please can you assist me by answering the following...

1. Is this your first time visiting Cape Town?
2. Can you give me a little more guidance as to your budget?
3. Are your dates fixed or an approximation?

Best Regards

Nick Ray Ball

Nick@VillaSecrets.com

+ 44 1372 724 844

Open my Client Suite

Angel Theory V1. **Paradigm Shift**

Book 4. The TBS™ Total Business Systems

Book 4. Part 2. S-World Villa Secrets

Original Edition/First Draft

The Villa Secrets' Secret – Part 2b (The End of Part 2)



By Nick Ray Ball 25th April to 11th August 2017

The Villa Secrets' **Secret**

The End of PART 2

Chapters **7** to 9

BUSINESS PLAN & OPERATIONS MANUAL

Chapter 7. The TFS™ - Total Financial System



By Nick Raymond Ball Summer 2017

Originally written in the summer of 2017

With additions from May 2018 found it the latter sections

Since 2011, the primary objective of S-World Villa Secrets, in terms of systems, has been to create a simple but all-encompassing financial system as part of the core software design.

In 2011, the first version of this business plan ([found here](#)) combined a CRM (Customer Relationship Software) alongside a financial system, and a GDS (Global Distribution System) which provided access to online availability, as is now presented in Chapter 5. [The Villas Cloud™](#).

Before we delve in, a quick summary of the development timetable; which would be about 6 months to an alpha version, which will be all that is needed to give management the correct overview, showing monthly income vs expenses and profit and loss.

First, a brief description of the 5 points that were identified in the TFBS design from 2016, found here: Network.villasecrets.com/total-financial-business-marketing-system/tfbms-part2-total-financial-business-system.

Part 1. Data Entry

To avoid human error &/or fraud since [the original 'SIENNA Software' plan](#) in 2011, the software has been specified to capture financial data from the bank; this is in place of an admin or the financial staff members copying data from the bank's website to a financial system or spreadsheet.

Banking APIs (connections from a bank's system to yours) are becoming more readily available and cheaper in the UK. However, we are not starting in the UK, and we need to make our system

connectable to any bank in the world, so we are creating a simple bank CVS spreadsheet download and upload system.

In short, any staff member with access to the bank's website can download a CVS spreadsheet. And we also ask that they take a screenshot of the bank's online page that includes the running balance (for added security). Then, the spreadsheet and screenshot are uploaded into the TFS™, the running balance is entered, and the data is in the system.

The one problem we have is when two payments for exactly the same amount with the same reference are made on the same day. In which case, the running balance will be incorrect, and one must look for duplicate payments or debits and add them manually. However, this event would not occur often, especially not in high-end real estate and travel.

Also, note that the initial data from all agent and online bookings are already a part of the system, the data is already in the CRM. So, for almost all expenses, except one-off purchases, there is no data for financial admin to add.

There is a significant time-saving cost to this method, so one staff member can do the job that used to take a whole team. And of course, a system that is free from data capture errors is priceless, as it makes the system very hard to trick or defraud.

Part 1. Data Entry – 2018 Update

A lot can happen in a year. In my case, after completing the first draft of this book, in August 2017, I started work on [American Butterfly](#) (2012/2013) edition 2; this time under the title [Angel Theory – Paradigm Shift](#).

After several breakthrough chapters, I am now confident that (one way or another) I will get the development team I wish for and that I can create the TFS (Total Financial System) directly with a bank or banks. It may not immediately cover every country, but as long as it can cover every currency and receiving money in that currency does not invoke an exchange rate cost when the payment is also in Rand, it should be fine.

So, the plan is to create a system that draws its data straight from the bank; which creates an added advantage of making it possible to make auto payments, significantly reducing admin hours, making a better service as suppliers are paid as soon as the money hits the bank, and further reduces the risk of fraud.

Part 2. Data Sorting

Once the data has been fed into the TFS™ and the running balance is seen to be correct, that data is sorted into sections and sub sections, just like one would usually see from an accountant or accounting software, separated into different columns for different types of expenses and inputs which can be customized anyway we wish. This system is not just for recording accommodation payments in and out, it is for every expense from personnel to light bulbs.

For all transactions that have a specific recipient code or name (such as 'John Smith Salary' or if a villa payment with a reference number such as '#2613'), the receipts and payments will automatically be assigned to the correct section. And in the case of income from clients, the system will create a message about the payment to send to the owner.

There will always be a degree of human sorting, credit card payments for instance. However, with most data being auto sorted, the list of available matching payments to choose from will be small and easily managed. The system will try to exactly match the amount. And if it can't, it will provide a list of potential matches, most likely at the top, really making the banking child's play.

This system is designed to work for every single transaction, making the entire business banking process simple and extremely efficient. Of course, it would be better off if all payments were made automatically; but this is only possible with banking APIs, which are a later version of TFS™. Stage one is purely about making an accurate system that is almost impossible to fraud or create errors in, that can be presented simply to the C-Level managers. And so, S-World Villa Secrets can see the almost real-time financials of all the business, presented simply and more complex, depending on who is monitoring.

Part 2. Data Sorting— 2018 Update

As previously mentioned, we are now aiming at integration with a bank; auto banking can automate most payments saving time, increasing accuracy, and lessening the opportunity for fraud.

Part 3. Data Reporting



With all the banking data now placed into the correct categories and sub categories along with required fees presented for payment, updated 3 times or more each week, the system comes into its own when it comes to reporting.

An accurate report of debits and credits presented as management accounts is essential in business when it comes to making, spending, and hiring decisions.

This is so the CEO and the management can see the profitability (or not) of the company in almost real-time.

In addition, in business transactions where payments are not uniform; for instance, payment may be in full or a deposited amount. And in the case of some booking channels like Airbnb, bookings are paid in arrears. The TFS™ will provide the all-important 'stand still' figure. (If all credits are received, and all payments made, what is the balance?)

To further assist, using past data, the TFS™ will also provide reports that compensate for seasonal trends.

In addition comes the ability to provide up to date financial reports to clients as soon as their payment hits the system or is paid to the villa owner; or if a concierge payment is made, it will update the Client Suite.

Part 4. Sales Funnel and Enquiry Stats

The CEO and management will be able to see a very real picture of how one is doing in a month. Judged not only on income received but by how each sales agent is doing. One also has a very good indication of the value of enquires and each sales person's enquiry VS closer ratio. Drilling down deeper, one can assess which agents perform best with which enquiries, and better order the allocation of enquiries based on such data.

Part 5. Auditing and Tax

Once one has the organised data, we desire the final part of the system to correctly present and pay taxes and be ready for an Audit if necessary. Each country has different tax and filing guidelines as well as rules which everyone should abide by. However, this is simply another set of rules to add to the system. It's simply reporting in a specific format.

Part 5. Auditing and Tax – 2018 Update

Experience now shows that the tax system in the UK has proved to be not fit for purpose. I have added a significant update to this 'Auditing and Tax' after the following sections: Emotional Impact, and Key benefits and/or is a Solution to.

The TFS™ Design from 2012

Below, we see the original TFS™ design from 2012, from the first S-World Book ‘American Butterfly – The Theory of Every Business’ <http://americanbutterfly.org/pt1/the-theory-of-every-business/ch7-s-world>. One needs to replace the word ‘S-World UCS’ with The TFS ‘Total Financial System.’



To conclude this section of this chapter, we present the usual ‘problems, opportunities, unique systems and solutions.’ But this time with a little more passion, as we describe the mountainous problems I had with accountants and accounting software between 2004 and 2010 that almost crippled the company.

If one is reading this from the perspective of ‘[The Challenger Sale](#),’ this section provides data that

one can use to create an 'Emotional Impact'; albeit, this will only really hit home with smaller companies, as most big companies (and in particular established real estate companies) will most likely have fixed the following problem long ago.

However, I have extended this section to include the problem of key staff and agents leaving to join competitor's companies or creating their own; which is a significant problem in the travel and real estate industries, particularly at the top end.

Challenger Sale Step 5. Emotional Impact



In the early days, all was fine with the accounts; which I did myself after some initial guidance. Until the end of 2004, when we were robbed, including my laptop that I had not backed up for a few months; where after, I was so behind we hired a bookkeeper who worked at our accountant's office. Unfortunately, the company boss, who was my contact, was going through a very messy divorce and was completely distracted. So, instead of working from the spreadsheets, we had created, they used the accounting software Pastel and did not account for final balances. So, a few months into 2005, we realised that guests had not been invoiced for final payments, and this was an expensive lesson.

But nothing in comparison to the following 5 years...

I shall tell this story framed within Problem vs. Unique Solution Points.

Identify Problem - Present Missed Opportunities - Avoid Potential Landmines.

1. *The landmine of 'Accounting so Negligent it may as well be criminal.'*

Leaving one's accounting and admin to professional accountants, or an in-house bookkeeping team is a risky business. In my experience, in both the UK and South Africa, from bookkeepers to experienced financial officers at BDO, to the 5th biggest firm in South Africa, they all get it wrong.

And in some cases, they get it badly wrong, then rub salt into the wound by becoming the single largest expense in my company (at 25% of Gross Profit in 2010,) that their actions threaten the very business they are paid to assist.

Like lawyers, accountants are not paid to help or fix your business in any way, accountants' priorities are to create reasons for billable hours.

A real example of this was for BDO for Cape Villas in 2010, which started with a \$150,000 VAT error; as either they did not check or know that there is no VAT for foreign holidaymakers or they did know but decided not to share this information as calculating the VAT was worth \$25,000 for them. And at the same time, the CEO said he loved the business and would offer business advice not specific to accounting; but neglected to suggest that as our property management division was causing 95% of admin and admin and property management was costing 20% of gross profit if we outsourced the property management (which would have been relatively simple), we would save 20% a year from the department, and another 25% from the financial department. A 45% saving that really would have made a massive difference.

But of course, when the CEO said he loved the business and would offer business advice not specific to accounting, what he forgot to say was, 'so long as any advice I give does not decrease the amount of accounting you need.' As a result, 45% of all 2010 gross profit is about \$250,000 was, in one way or another, wasted as a result of BDO accountants.

This came just 18 months after the previous financial manager resigned after making a plus-minus \$150,000 reporting error; which lead to \$150,000 of spending on offices and launching a new brand that we would not have done had we been given the correct financial stand still.

The above very true scenario is probably the biggest landmine any company could face.

2. *The problem of poor accounting software.*

Even after spending hundreds of thousands of dollars setting up the Pastel accounting system (preferred by accountants in South Africa), the accounting software did not account for moving clients from one villa to another, if for some reason the first villa is not suitable. I personally tested this in 2010 by asking the financial team if they had reconciled such an event and was amazed to find that the system could not detect such actions. And if not for my personal intervention, we would have lost \$4,000 which, on its own, was not

a make or break problem. But, as we would regularly change villas, this problem adds up to a significant problem.

3. *The landmine of accounting fraud.*

And yet the woes continue. As before the big accounting firm and the financial manager; in 2007, we had our best year to date, but had lost money. When we called in the financial manager, he reconciled the books and found about \$80,000 missing, and fraud charges were placed against the previous financial manager. But this could not be investigated, as the fraud squad wished us to pay \$250,000 to Price Waterhouse Cooper to investigate, and we could not afford it.

4. *The unexpected large landmine of not receiving month-end financial reports.*

To the credit of BDO in 2010, they provided month-end reports. In over 7 years, I was never given a month-end report. Only when BDO came did I receive this. Month-end reporting is a completely essential tool that should be the first thing anyone with any experience in accounting or bookkeeping should know that they need to produce.

However, like many business owners, I simply did not know to ask for this, having paid money to others to take care of this department. I buried my head in the sand under the expectation that the people, who did this for a living and were trained for this at the university, knew what they were doing.

Big mistake, as by the time BDO did present monthly financials, some very big unnecessary costs needed to be trimmed. And due to the other losses, or in the case of 2009 and the misreporting which lead to \$150,000 of spending on offices and staff that was not necessary, we had to create such a massive contraction that it sucked most of the talent out of the company.

All told, it's a wonder that [Cape Villas](#) did not go bust. It surely would have done if not for my ability to find new ways to improve, to the point that when the recession of 2008 and 2009 and 2010 were affecting the rest of the world, Cape Villas had its three highest-grossing years.

But as night followed day, for every new way to increase income, came an accounting blunder or accounting cost that lost as much or more.

Of all the systems presented, it can be reasonably argued that a simple financial system that offered month-end reporting to the CEO is the system needed the most and is certainly a system that can travel into every industry.

Even if one has the most up to date software, one is vulnerable to the liabilities of whoever is using the system, whereas the TFS™ (Total Financial System) is designed to elevate this worry.

And it's not just in South Africa, and whilst I'll not get into great detail about the need to depart from my UK accountants other than to say in 2016, they made a £4000 error, and then tried to charge me for fixing their mistake; and in 2017, they were about to make the same error and were likely to charge me once more, so I quit.

However, there was another reason, and that was my wish to see how easy or hard it was to create and pay corporate tax and VAT.

However, what I did not know is that the HMRC government systems used to pay tax are not fit for purpose.

We shall return to this point after the following solutions to the points just raised.

Is Unique or performs better than competitors because...

1. The TFS™ (Total Financial System) is designed to be unique; as it, like every other S-World software system, is a part of one system, it is not various systems added to each other. I know we have head to this point before, related to other systems. But the importance of creating one system and not try to attach many different components together really is infinitely superior, and more so when made for a specific industry niche.

When one goes down, the many software systems linked together route. One can either go 'CRM' first like Salesforce, and then add to it financial systems that are not as good as dedicated financial software, and certainly do not provide a simple end-user experience. Or one can go 'Financial' first and choose a package like Sage, which granted has its own CRM, but such CRMs are light years away from Salesforce.

And of course, as in both the case of Salesforce and Sage, both are created for every industry, so there is a tonne of functions that are of no use and just get in the way.

Further, neither are connected (out the box) to the website of the business, and so the enquiry data has to be copied from the enquiry forms onto the financial record, and every time someone data captures is an opportunity for making a mistake.

It's taken a long time to create the framework that can avoid all these uses; and once we create the TFS™ as a part of that framework, it will be unique and better than all

competitors' systems.

2. The TFS™ (Total Financial System) is also unique, as within its design is a rather unorthodox and 'old school' manner of collating the data from the bank and putting it into the system without fear of data capture error. And whilst this is now designed as a backup for whatever countries can't access a banking API, it's a useful backup to have.
3. The TFS™ prevents agent fraud, which is so common it has a name... 'outside deals,' which is much harder to do because the enquiry is tracked through the CRM-Nudge Ai from the word go, and a disproportional amount of near end of deal fails will immediately raise red flags, either the agent needs final deal stage-specific training and several books to read, or there stealing, either way, its useful data.

Key benefits and/or is a Solution to...

1. *The solution to “the landmine of accounting so negligent **it may as well be criminal.**”*

The landmine of 'Accounting so negligent it may as well be criminal' is solved by the TFS™, which is a system that has been a pivotal part of the Villa Secrets design since the get-go in Feb 2011.

It would be very true to trace back the 'Accounting so negligent it may as well be criminal' in 2009 and 2010; as the nudge to my choice in 2011, to step back from the frontline of Cape Villas to create a system that eliminated the need for accountants. This point is highlighted in the first business plan created, as seen within [an early version of the CRM connected to a financial system](#).

And from this point on, for over 7 years, we have been developing the systems. And now, with the framework of the CRM- Nudge Ai coming together and when the enquiry data being added directly, it will take but six months to create the financial systems as presented in <http://network.villasecrets.com/total-financial-business-marketing-system/tfbms-part1-total-marketing-system>; and in so doing, avoid the landmine of reckless accounting in all the ways previously presented.

And like the CRM-Nudge Ai™ and CRM-Nudge CC™, the TFS™ (Total Financial Systems) will be created mobile-first and the entire accounting process will be performed on mobile, which has the knock-on effect of making it super simple by design.

2. *The solution to the problem of poor accounting software.*

When it comes to the software that we struggled with Pastel for 8 years and spent hundreds of thousands of dollars trying to set up; few would argue that it has been created in a deliberately complex way, so that the accounting industry knows their clients can't use the software without the accountant's assistance.

We did consider QuickBooks, but as (in South Africa) most accountants did not use it, it made little sense for us to use it.

There are now a good number of accounting software products that I'm sure are pretty good, but none of them is integrated.

The best solution is to create one's own software, maybe at first connected to a system such as Sage via API, but in time built out as a standalone system. At this point, one may feel that accounting software is typically hard to create. This may be so for a system that can work for every business type, and so needs tax info from every company type and every country kept up to date, and to comply with each country's regulations. Then sure, that's a lot to do.

But when it comes to collecting data from the bank, reconciling the booking made and making staff and other cost centres; there is not that much to do, one has already created all the database fields, most of which are created as part of other systems.

Accounting software in terms of math is very simple indeed. Take the spreadsheet that has been created to present the Scenario 7 forecast, this is infinitely more complex than what we are talking about.

There is a basic rule to programming, if one can do it on a spreadsheet, it's simple to do in a database. In fact, it's easier in a database. All one needs are the skills and design to create the CMS pages to display the data in different ways, and no one is denying our CMS creating capabilities. Creating the system, as specified, is simply a case of basic math and CMS skills.

By creating the system ourselves, we can add special alerts and conditions for items like the guest moving scenario described earlier. And of course, as all the data is already in the system from the enquiry process, including the prices and all data that one would need to add to an accounting system, the accounting person has no such data inputs to make; saving time, increasing efficiency, and making the system very hard to manipulate.

The only missing element that one would wish to include is connectivity between the bank and the system. But as we have heard in the 2018 updates, such connections are now being researched.

3. *Avoiding the landmine of **accounting fraud**.*

Having already eliminated the accounting staff ability to manipulate the data relating to the client and each deal, as such data is all collected before it gets to admin; the other area where unmonitored admin cheats and could manipulate the data is in the banking. I'm sure there are several ways to cheat in this regard; but if one eliminated the data capturing from the bank to the system, then it really cuts down options. And in most cases, as it's not easy to start to steal, most simply one won't steal in the first place.

When it comes to connecting one's bank to one's system without data capturing in a way that works for every bank, there is only one solution.

Our solution, in this regard, may not be sexy; and to many, it will sound outdated. Many will say, there is a better way, but that would be correct in Western countries. But in the rest of the world, in 2017, it's really the only possible way. And unlike other methods and products that create banking APIs like <https://kontomatik.com> that charge one Euro per transaction, our method is without cost.

Our initial solution to this, the 'data capture error' problem, is that we simply download the latest banking data as a CVC spreadsheet and upload it into our system. As I said, it's not sexy but it's simple to do, it's free; and importantly, in fact, critically for the Villa Secrets network, it works for every bank on the planet. We have already tested viability and there is a small bug, that if two payments are made for the same vendor at the same price on the same day, then a manual correction is required. But this happens very rarely if at all.

This solution not only stops data capture errors, it all but eliminates ways that accounting staff can defraud a company. So, it's 2 solutions for the price of one. Then there is the time saving as well, so three solutions in one.

As previously mentioned, route 1 is now to automate the banking.

4. *The solution to the landmine of **accounting fraud**.*

As there is little data capturing except on one-off purchases, and as all individual costs will be neatly presented in specific categories; where any new unexpected payment out is flagged for attention, combined with the bank double-checking in the form of the screenshot which must tally with the system, it makes fraud very hard indeed.

More can be done and will be done if we uncover any ways to trick the system. But in general, the TFS™ is a system that is designed to make it almost impossible for the financial controller or anyone else to commit fraud.

HMRC System Errors (UK Gov Tax)

I do not believe a tenth of the stuff the Russians seem to have recently been blamed for. But if I were Russia and I wanted a way to decrease the UK's wealth and so destabilise it, one sure way would have been to spy my way into making the systems that collect tax so bad that the losses to HMRC are in the many billions, and the cost to business is as much again.

We are now jumping from The Villa Secrets' Secret 2017 to [Paradigm Shift](#) June 2018 and the document I have made for the attention of Nick Down's, whose job it was in 2008 to find ways to improve tax income, and [David Halpern, head of the Behavioural Insights Team](#) affiliated to the cabinet office.

Angel Theory V1. Paradigm Shift

Book 4. The TBS™ Total Business Systems

www.angeltheory.org/book4-1/total-business-systems-v1

www.angeltheory.org/paradigm-shift-quick-summary-v1

4 Barriers to entry

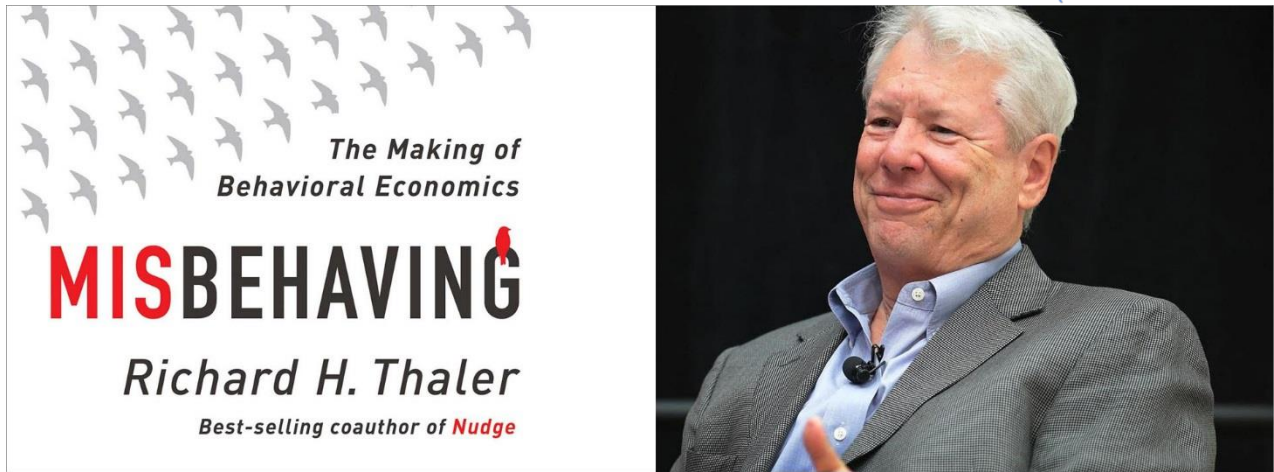
A Software, Systems, and Behavioral Science Critique of the UK
Corporate Tax & VAT Systems

An S-World [TBS™](#) (Total Business Systems) subset TFS™ (Total Financial Systems) research paper for [Angel Theory – Paradigm Shift](#).

By Nick Ray Ball 1st June 2018

To HMRC, Companies House, David Alpine, Richard Thaler, and Nick Down,

I have found 4 significant barriers to entry that would negate most of the hard work you and BIT have done for the problem, 'How can we increase tax receipts?' as described in the penultimate chapter of Richard Thaler's book, 'Misbehaving: The Making of Behavioral Economics.'



I shall present the critique and then offer solutions. But first, a summary of the 4 problems; from which if one prefers, one may skip straight to the solutions section.

The barrier to Entry 1

There is a fatal error on the corporation tax form's auto fill. It only works with Microsoft IE, and it appears that an entire department has been set up just to help people login - when all that is needed to fix the error is a few days of programming.

The barrier to Entry 2

The same problem is found on the VAT form. But this time, in testing, we found 2 completely contradictory responses coming from the same support team. Responder 1 suggested that one needs to clear their password's cache (which is incredibly inconvenient as one would need to add every single password for every single site that requires a login); or alternatively, 'use a different browser.'

After trying 3 different browsers and none working, another call was made. This time the respondent said they have a problem and he would need a new ID, that would be sent in the mail.

That 2 completely different responses were given, it shows a complete breakdown in training and the information given to support staff.

The barrier to Entry 3

From a Mrs Richards whose email exchange included the following ...

If I don't pay my tax...

*"The registrar will not seek delivery of the overdue accounts and **no further action will be taken.**"*

But if I do pay my tax, “a penalty will be issued.”

One does not need to be a behavioural economist to see the above is the opposite of what one should say if one wished to maximise government revenue.

The barrier to Entry 4

In ‘Barrier to Entry 4,’ we see the actual tax form is so complex that the support staff can’t help with it, and that there is no online support, help pages, or tutorial videos.

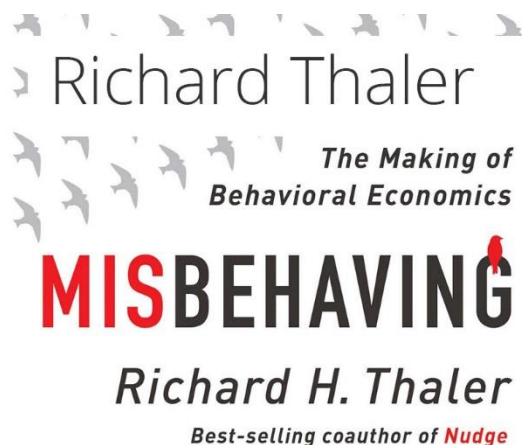
The full account from ‘Barriers to Entry’ 1 to 4 follow.

I will start with the system that, in my opinion, is the biggest barrier to entry; and it certainly is the easiest to fix.

However, please note that as this critique developed, it became evident that the entire system needs to be re-created putting logic, simplicity, and www.behaviouralinsights.co.uk at the core of the system design; from software to support staff systems. We shall find my comments on this at the end of the article.

Before we dive into the critique, a quick quote from 2017 Nobel prize winner Richard Thaler author of ‘Nudge’ and ‘Misbehaving: The Making of Behavioral Economics.’

From ‘Misbehaving’:



“The meeting with Nick Down was atypical. More often, the minister or some agency head needed to be sold on both the value of behavioural science and the need to experiment. In many of our meetings, I found myself repeating two things so often they became known as ‘Team Mantras.’

*1. If you want to encourage someone to do something, **make it easy**.*

This is a lesson I learned from Danny Kahneman, based on the work of Kurt Lewin, a prominent psychologist of the first half of the twentieth century. Lewin described the first step in getting people to change their behaviour as ‘unfreezing.’ One way to unfreeze people is to remove barriers that are preventing them from changing, however subtle those barriers might be.”

Ok, thanks prof, congratulations on the Nobel.

Let’s go. But before we do, note that for speed, I am working from memory. However, I do have hours of video, audio, and emails that will back up everything I say except in barrier 2.

1. Fatal Error in Auto forms on Chrome Browser.

I have found a critical error in the online forms for the UK corporate tax collection.

This problem is when using Google Chrome as a browser, using Windows 7 (and as I later found out it also fails on Firefox and Safari when working on an older Mac). So far, it’s fine on IE (Microsoft Internet Explorer), however, I expect the system was programmed using IE and the programmers/engineers did not test other browsers (an amateur mistake if ever there was one).

- a. On the sign-in page, <https://www.tax.service.gov.uk/cato/start-filing/eligibility/select-organisation-type>

On this page, if you add the correct User ID, for example, ‘592753295037’ and the correct password; the auto form’s function on HMRC’s servers changes the User ID ‘592753295037’ to your email address. And even if you then add the correct ID back ‘592753295037,’ the auto forms will replace it with your email address every time you click the ‘Sign In’ button.

This is particularly troublesome because to the eye, one does not notice the problem at first. For me, personally, as soon as the system told me ‘**Invalid user ID or password. Try again,**’ I looked at the username and password and presumed they were correct and tried again, but this time continuing to use the email address that was displayed. And when I could not make it work, I requested a change of password and started again. Only to be baffled again. This happened three times. And each time I requested a new password, it also gave me a new ID. And each time I added the correct ID and password, the auto forms’ erroneous code would change it to the incorrect user email address. Eventually, I gave up and moved onto another task.

A couple of weeks later, I came back to it. And when I read my notes, I noticed that I had 3 different User IDs. So, I was immediately aware that there was a problem with the User ID part of the website, not a password. But now, I had another problem, as I had requested 3 password changes which created 3 different IDs, it would not give me another. Instead, I needed to contact HMRC and the new ID would be sent by post within 7 days.

A week later, the new ID was delivered. But this time I knew to be very careful on the login page. And this time, I noticed that where my email was in the user ID, it was, in fact, supposed to be the ID number. So, I added the correct number and clicked 'log in,' but again was faced with 'Invalid user ID or password. Try again.'

But this time, I noticed that it had replaced the 12-digit code with my email and that it did this, again and again, a typical auto forms coding error.

So I phoned HMRC and pointed out the problem, and the lady told me I had an auto forms error. I did not point out to her that actually, the error was that the HMRC system was incorrectly populating my auto form, but it was obvious to me that this was the case.

Also, the language was a tell, that she knew to tell me it was my auto forms that were at fault. She obviously knew this problem well, then she suggested scrubbing my password's cache, which was crazy; as if I did, all of the 100 or so passwords that Google has stored for me would all need to be re-entered. When I protested, she suggested I use another browser (which should have been her first suggestion), and I said I can use IE, and she said that would work well.

Again, the language here (which I have on video) suggests that this is a common problem that they have to deal with all the time. And of course, it does not help that she and other call centre staff have seemingly been told that the auto fill's problem is a client problem. Obviously, somewhere, someone made a solution and told the staff what to say, and that someone had no idea that the problem was theirs to own and would not take long to fix, if only they presented their developers with the error.

The solution to this problem

Prevention

- i. Let me and my team fix it for you for free.
- ii. Send your development team this critique and let them deal with it.

Cure

- iii. Inform all staff of the problem and have them be a little nicer about it, admitting that they are currently having development issues. Like Barclaycard did a few years back, when they launched their new online banking website only to find login problems. I did not mind so much because they owned the problem and were apologetic.

2. Same Problems for VAT but Much More Income Lost.

I shall not labour this point, as the problems are much the same as above. My source for this insight is my father who often struggles with his VAT online filing.

I did not record the incident from yesterday, but I did make notes.

Firstly, my father added the correct ID and Password into the HMRC login <https://online.hmrc.gov.uk/vat-file/trader/217390568/return/period/478>.

What followed was a 30-minute exchange between him and a customer assistance officer discussing the same problem per point 1; but in this case, it was Firefox on a Mac.

Again, the HMRC assistant suggested that it was an auto forms error on his computer, not understanding that the error was the way the HMRC system populates forms.

HMRC asked my father to clear his password cache; and luckily, I was there to tell him not to. Then, HMRC asked him to swap browsers, so he used Safari and got the same problem.

The representative gave no hint of an apology. HMRC likely does not even realise they are doing anything wrong. They may as well have been 'Currys PC World,' trying to get out of giving a refund after selling dodgy high-end laptops that don't work with Microsoft Office.

This said, it's not the fault of the HMRC staff, it's a catastrophic breakdown of reporting within the department.

In the end, I suggested that my father use my PC and IE, and he got in. But then, it got itself stuck by asking for a second phone number to send the 6-digit verification code to. At this point, we went around in circles for a while and gave up.

Conclusion...

Whilst there is a good argument that not many people try to do corporation tax returns themselves, most using accountants; to find that the system is even more unstable for VAT is surely a billion-dollar problem.

When I first started CapeVillas.com in 2002, I was advised not to register for VAT unless I absolutely had to, as it was a cost and a lot of admin. I'd expect a lot of start-ups will get the same advice. Given that there are likely a lot of people who should pay the VAT that doesn't, the barrier to entry (as presented) will be enough in a lot of cases to nudge many to continue the status quo of not paying VAT.

Especially from a behavioural sciences perspective, the status quo is hard to shake in the first place.

Indeed, there may have been many great initiatives thought up by Richard Thaler, Nick Down, David Alpine, and the www.behaviouralinsights.co.uk team that did not work out as well as expected due to the barriers to entry. You may have nudged some or even a great many to compliance, only to see them fail to pay due to the barriers to entry and lack of support, which returned them back to the status quo bias of not declaring VAT and other taxes.

Update! (1st June 2018)

As an update to the above, my father tried again after a few days, but this time received a totally different response from the support team. This time, when Dad told the support guy his problem, the guy instantly said that he would need to issue Dad a new 12-digit ID number.

Dad informed him of what the previous fellow said just 3 days earlier about clearing his password's cache. And when Dad refused the suggestion to change to a new browser, and the new guy clearly stated that as Dad's company was not a corporation, sometimes they just deactivate your login. And that he was 100% sure that no matter what Dad did, he could never get access without a new ID.

He gave Dad the new ID, and he gained access???

This point, that one has two different support officers accessed via the same phonenumber and quite possibly in the same office, who have completely different answers is a complete breakdown in logical systems.

And that the IDs sometimes just expire out of the blue is not much of an answer and not necessarily true. It's more likely that by trying to access the same account on several occasions, a system not dissimilar to Hulk Force protection has terminated the ID as it was used so many times without gaining access. Albeit I can't be sure.

Either way, having two staff give completely opposite advice on something that should be simple is, in my opinion, the nail in the coffin for the current software and support staff.

And further, that it does seem that there is an entire department of staff dedicated to solving the login problem is absurd. Just fix the problem, it's easy.

3. **Do not** encourage clients to move their companies abroad.

And **never incentivise** them to do so.

Ok, so after two mostly technical points, we will do a pure behavioural science point that I have on email.

The general problem was the timescale that was suggested was not enough to cover the time it would take to receive the various mandatory snail mails, plus the ongoing login problem was still unsolved at that time.

Companies House,
Ref: NUM639173X
Date: 24/03/18 10:03
From: nick@villasecrets.com
Dear Mrs Dawn Richards

Correspondence included:

I will have to close the company and re open a new company in another country, after all, my website for <http://www.villasecrets.com> is not in any way including the UK.

To which she replied

“If you no longer wish to keep the company you can apply for it to be removed from the register by completing a Form DS01 along with the fee of £10, on acceptance of the DS01 the registrar will not seek delivery of the overdue accounts and no further action will be taken.

If however, you wish to keep the limited company you will be required to file the accounts to Companies House **were** a financial late filing penalty will be issued to you.”

Yours sincerely
Mrs Dawn Richards
Compliance Case Officer

This is, of course, hilarious to any behavioural scientist and could end up being the [Behavioral Insights Team's](#) ‘best example’ of how not to behave. Mrs Richards is making it easy for me to avoid paying tax to the UK, by moving my business abroad, and actually threatening to fine me for staying put???

And from the language,

If I don't pay my tax...

*‘The registrar will not seek delivery of the overdue accounts and **no further action will be taken.**’*

Mrs Richards is presenting what could be used in a legal argument for one to think she is actually saying ‘I do not have to pay any outstanding tax owed as long as I fill in a DS01.’

Which is completely incorrect, and should never nearly be alluded to.

Then hits me with...

But if I do pay my tax, “a penalty will be issued.”

However, as I was reporting a loss due to borrowing for the development of [Villa Secrets](#), [Angel Theory](#), [American Butterfly](#) and other projects; there was no motivation for me to avoid tax, I just needed to register the loss.

And in case someone is wondering why I don’t just get an accountant to fill in the form, I needed to know how to pay the tax as a part of the design for our financial systems, the S-World TFS™ ‘Total Financial Systems’ (this chapter). And in addition, my 17 years of experience with accountants has taught me to avoid them.

A quickly thought Solution

It’s very difficult to motivate staff to change in a culture where good service does not see any reward.

Further, it’s hard to motivate staff to make more money for the government departments if no one in the entire organization is financially incentivised, from call centre agents to the CEO (or whatever equivalent position that is).

If this were my job to fix, I would use past data and whatever else we can find to plot total receipts each year and see the curve. Maybe it’s up 2% this year, but in good years can be more. There will be an average and this can be used as a benchmark.

Then, in an arrangement not completely different to the [Behavioural Insights Team](#) and number 10, one creates a well financially motivated unit that can pay super manager salaries and incentivise this new unit with as much as 9% of additional income gained (above the curve) to bolster the team; including teams that are dedicated to getting companies all over the world to re-register in the UK.

Then assign one or more per cent of the additional revenue made above the curve as profit share per the S-World CRM-CC (Company Controller) between all personnel. So, everyone is motivated to see the UK tax office is making as much money as it always could.

To end, I will quote Richard Thaler again:

*“When the stakes are in billions of dollars, small percentage changes add up, as one famous United States senator famously remarked, ‘a billion here and a billion there **and soon you're talking about real money.**’”*

4. No tutorials or videos on a **highly complex system.**

Having mastered the art of navigating the browsers and other barriers to entry for the Corporation Tax online form up to the page ‘Balance Sheet’ (AC42 to AC 81), the form was easy enough.

But to me, the Balance Sheet’ (AC42 to AC 81) does not make logical sense, and the standard staff at HMRC do not understand it either. To get assistance, you need to give the specific points such as AC68 and AC80, and they will call back a few days later.

The page starts by asking the value of AC42:

‘Intangible Assets - The value of the company's non-physical assets, for example, patents, trademarks, licences, goodwill (taking account of depreciation).’

This was a bit of a curve ball, as the accountants that did the previous year’s return did not ask me about this. So, either they did not have the same form, they skipped it because they knew no one worried about this, or they were negligent. I have the form they created called **CT600 (2008) Version 2** which does not seem to have an option for ‘Intangible Assets,’ and is on reflection, it’s a different form altogether. A form that would have taken me about 5 minutes to complete following their example from the year before.

Why have I been guided by the HMRC website and staff to the much harder form, I wonder?

Pressing on with the online form, for now, it asks the value of trademarks and intellectual property, this is very difficult to assess. What was the value of [American Butterfly](#) in 2015 as a new economic system? Potentially trillions, but it was not complete in 2015 so I just added £1,000,000 for AC42.

The next is **AC44 Tangible assets - The value of the company's physical assets used in the business, for example, machinery, fixtures and fittings, office equipment, vehicles, buildings, land (taking account of depreciation).**

So, taking this to include the websites [www.capevillas.com](#), [www.villasecrets.com](#), and [www.cape-town-luxury-villas.com](#); where the last was valued at £180,000, I guessed at another £500,000 for the websites and \$4000 for my laptops and cell phones for tangible assets. But again, this was not a factor in my previous years’ return and has nothing to do with tax payments. It seems like some bright spark had the idea to add a load of survey questions to the form. This is not making anything easy.

The next step is to allocate the assets into: **Land and buildings, Plant and machinery, Fixtures and fittings, Office equipment, Motor vehicles;** of which none apply to websites? So, I just added office equipment for the laptop, which was a big error, but there was no 'other' option.

Next, **AC50 to AC61 Current Assets** are all zero.

Next, in **AC64 Creditors: amounts falling due after more than one year. Debts you expect to settle after more than one year, for example, bank loans with instalments due after more than a year.** I added the £23,468.39 loan I took out that year.

Next, in **AC68 Total net assets or (liabilities)**, £1,979,531.61, it deducts the money owed to the bank from the valuation of intellectual property AC42 and AC44, the 'for sale' value of the websites plus the laptops and cell phones.

Next, in **'AC 79 Called up share capital - The total value of all company shares issued at this date. For example, if you issued 100 shares at £1 each at incorporation, and a further 50 shares at £1 each in this period, you're called up share capital for the period would be £150.'** This information I do not have, and again it is not apparent on the previous tax return, I will have to guess at £100.

Next, in **AC47 Profit and loss account - Running total of profits, retained by the company and not paid out with dividends.** Here, I added the losses made in 2015 which are equal to the bank borrowing -£23,468.39.

I click save and continue, and of course, I am timed out....

I re entre the info and after another glitch, I came to the barrier to entry from last time.

Make sure 'Total net assets or (liabilities)' (box AC68) for the period you're filing for matches 'Total shareholders' funds' (box AC80).

So, I have **'Total net assets or (liabilities)' (box AC68) = £1,980,532** and **'Total shareholders' funds' (box AC80) = -23368.**

Which are miles apart. I have come to this same problem 3 times now, and even with writing everything as I have, it does not help.

To compound the problem, there is no tutorial information anywhere that I can find, and the system is well beyond the scope of any one at the Help Desk for filling in the form at 0300 200 3410.

They have a 'Get help using this service' form that I filled in and I got a short reply a week later. And they have 'Get phone support,' but that is the 0300 200 3410 which does not offer help; and instead, you may make an arrangement for someone to call you 3 to 5 days later.

Let me look at the advice given in the email I received from the form.

From: hmrcsupport@tax.service.gov.uk <hmrcsupport@tax.service.gov.uk>
Sent: 08 May 2018 11:07

To: Nick Raymond Ball <nick@villasecrets.com>

Subject: RE: HMRC online support request WFYJ-8444-DCSM

Note that the email did not display at all, this is another error. It's not hard at all to create e-mails that are seen on Microsoft Outlook, every single email newsletter one has ever received is proof of this.

Indeed, someone has already identified this problem, as in the header is a note saying if you can't see the email, click here to see it online.

This again is quite ridiculous, if millions of small companies across the planet can send out content management generated emails, it's a simple enough operation.

Note further relating to 'Barrier to Entry 1,' that when clicking the prompt, the email opens in Microsoft IE, overriding my preference setting for Google. This tells us that someone within the development company knows there is a problem with other browsers.

From: hmrcsupport@tax.service.gov.uk <hmrcsupport@tax.service.gov.uk>

Sent: 14 May 2018 12:42

To: Nick Raymond Ball <nick@villasecrets.com>

Subject: RE: HMRC online support request WFYJ-8444-DCSM

HM Revenue & Customs

Hello Nick

Your enquiry has now been passed to my team to deal with. please also accept my apologies for the delay in replying

If you are completing micro-entity accounts, then Cap[ital and Reserves are entered in Box AC490. This box does need to match AC68.

AC490 will be the total of the Called up share capital (total value of the company shares, which should be a minimum of £1) and the profit and loss account for the period. These figures are the company assets which is why they need to be the same as AC68 which also display the company assets

I hope this helps

Kind regards
Jackie

HMRC User Support Team

Unfortunately, this email is not helpful. It mentions Box AC490 which is not on the page. I consider maybe Jackie meant Box AC49, but this box is for 2016 and I am doing 2015.

Maybe Jackie is trying to say that the value of the shares in AC70 (Called up share capital) or AC76 (Revaluation reserve) should be equal to the AC68 Total net assets or (liabilities).

But if this was the case, surely Jackie would have mentioned these options more specifically?

Call Back

As well as requesting help by email, I also requested a call back (which was said to be 3 to 5 days, sometimes more). And I know that the call back came, and its message is on the answerphone. And of course... He did not leave his name, and the phone number he gave was general enquiries who cannot help with this page.

Ok, so I will instead reply to Jackie by email and include this entire critique of the system.

This chapter is not over.

Solutions

At the least, one needs to create a detailed written tutorial webpage and a video of someone following the instructions that clearly explain this page and others, that are so complicated that the general staff at 0300 200 3410 cannot help with.

It's not that I can't do this, that's not the point. The point is the full-time staff who are paid to help (the first line of defence) do not understand it either. If simple tutorials were made, all staff will be able to help all client's needs.

Due to the incredibly bad systems, staff are overrun, it takes 3 days for an assistant to contact you. If you remove all the barriers and simplify, then the same staff would likely be 90% less busy.

There are other problems, like fix the browser and email problems. But one should not only make the tutorials, one needs to remake the entire form, making it super simple that one can do it via their cell phone.

Let's go back to Richard Thaler's point that we heard at the beginning.

*"If you want to encourage someone to do something, **make it easy.**"*

If the idea of www.behaviouralinsights.co.uk is to find ways to nudge UK citizens to do things like paying their tax, the 4 barriers to entry above should be addressed before applying behavioural economics. I can receive the best worded generic letter that nudges me to pay tax on time, but if it's not possible to pay tax, the carefully worded nudged letter will have no effect.

To HMRC, Companies House, David Alpine, Richard Thaler and Nick Down.

I have found 4 significant barriers to entry that would negate most of the hard work you and BIT have done for the problem, 'How can we increase tax receipts?' as described in the penultimate chapter of Richard Thaler's book, 'Misbehaving: The Making of Behavioral Economics.'

Richard Thaler is seen below in the movie 'The Big Short: Inside the Doomsday Machine' by Michael Lewis.



I shall present the critique and then offer solutions. But first, a summary of the 4 problems.

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There is a fatal error on the corporation tax form's auto fill. It only works with Microsoft IE, and it appears that an entire department has been set up just to help people log in, when all that is needed to fix the error is a few days of programming.

The barrier to Entry 2

The same problem is found in the VAT form. But this time, in testing, we found 2 completely contradictory responses coming from the same support team. Responder 1 suggested that one need to clear their password's cache which is incredibly inconvenient; or alternatively, 'use a different browser.'

After trying 3 different browsers and none working, another call was made. This time the respondent said they have a problem and he would need a new ID, that would be sent in the mail.

That 2 completely different responses are given, it shows a complete breakdown in training and the information given to support staff. And again, it seems that there is an entire department dedicated to logging in, simply due to errors that would literally take a few days to fix.

The barrier to Entry 3

From a Mrs Richards whose email exchange includes the following ...

If I don't pay my tax...

*“The registrar will not seek delivery of the overdue accounts and **no further action will be taken.**”*

But if I do pay my tax, “a penalty will be issued.”

One does not need to be a behavioural economist to see the above is the opposite of what one should say if one wished to maximise government revenue.

The barrier to Entry 4

And in 'Barrier to Entry 4,' we see the actual tax form is so complex that the support staff can't help with it, and that there is no online support, help pages, or tutorial videos.



The TFS Solution

Whilst I will fly through the solution, please don't confuse guarded exuberance for flippancy; there would be a lot more to a complete spec, I have only created an outline, which will be further developed as a full chapter in 'Paradigm Shift' [Book 4. The TBS™ Total Business Systems](#), somewhere down the road.

The hardest part is making the new website and software work with the old website and legacy

systems; a lot of developers have trouble with this, but once you know what you're doing, it's just more of the same. I expect there will be many accounting companies that are used to the old system and would not wish to change. As mentioned, fortunately, this is not rocket science and we have been working on similar functionality to this; making data from thousands of odd properties from this 2002 website www.capevillas.com synchronize with this website www.villasecrets.com. Once the synchronisation is done, it matters little if you have 1000 different units or 50 million, you will need bigger servers to handle the data. But that's about all, from a programming perspective, it makes no difference; 1000 or 50 million, it's still the same code, just used more times.

Once the connection is created and the old legacy system entries are synchronised with the new web and software framework (which we call 'S-Web'), we can get to the task of creating a super simple and uniquely logical set of tax collection options for the new online tax experience.



Much of the web framework can come from systems already developed for S-World and S-Web, but the equally important 'uniquely logical content' would come from www.behaviouralinsights.co.uk/our-people/staff who would assist in careful planning, careful testing, careful analysis of test data to create a near-perfect or perfect solution.

The planning is from the default menu options to the user flow, to the quick tap options, to the tutorials, to the monitoring, and improved productivity and utility of all personnel.

Of course, nowadays, everyone is mobile and app mad. So, the solution must work on mobile, and the only way to do that efficiently is to work Mobile First, to make the completion of VAT or Corporation Tax (or any other tax) so simple that a 7-year-old child could do it

I'm not saying, at this stage, that we will literally be able to make it so a 7-year-old child could complete the Tax form. However, if we aim for years 7 and above and we end up making it for 10-year-olds, then it's a win for most adults and certainly an improvement on the status quo.

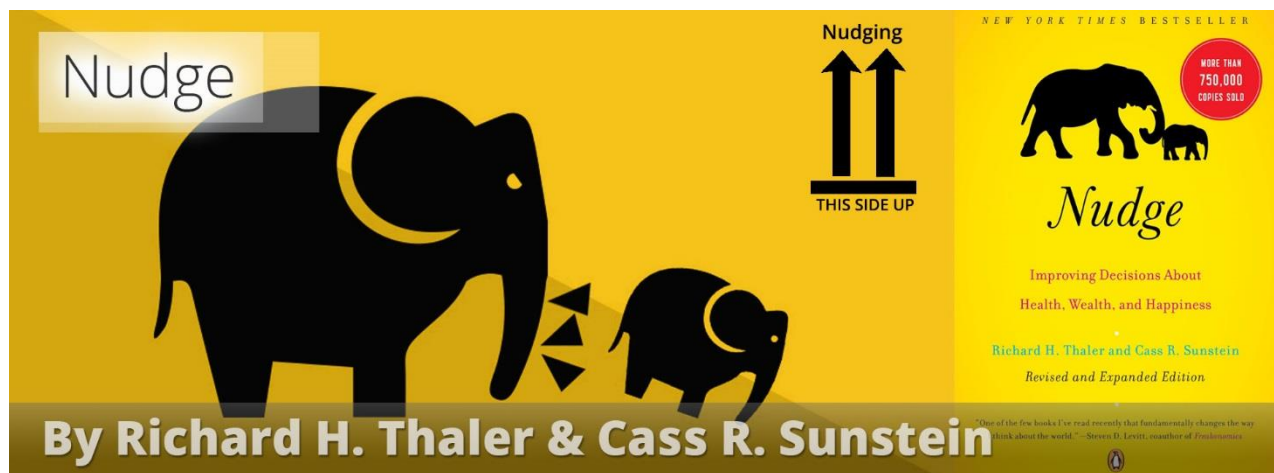
So, we need to work Mobile First. Why? Because it's easy to create a desktop version of a mobile app, but very hard to create a good mobile version of a desktop system.

We will start with the S-Web mobile navigation with the basic 'default options' of the app/website.

Let's hear again from 2017 Nobel winner Professor Richard Thaler. But this time, from his New York Times Best Seller, 'Nudge: Improving Decisions About Health, Wealth, and Happiness,' co-authored by Cass Sunstein.

Nudge:

Improving Decisions About Health, Wealth, and Happiness



"The 'status quo bias' is a fancy name for inertia. For a host of reasons, people have a strong tendency to go along with the status quo or default option.

When you get a new cell phone, for example, you have a series of choices to make. The fancier the phone, the more of these choices you face; from the background to the ring sound, to the number of times the phone rings before the caller is sent a voicemail. The manufacturer has picked one option as the default for each of these choices. Research shows that whatever the default options are, most people stick with them, even when the stakes are much higher than just choosing the noise your phone makes when it rings.

Two important lessons can be drawn from this research:

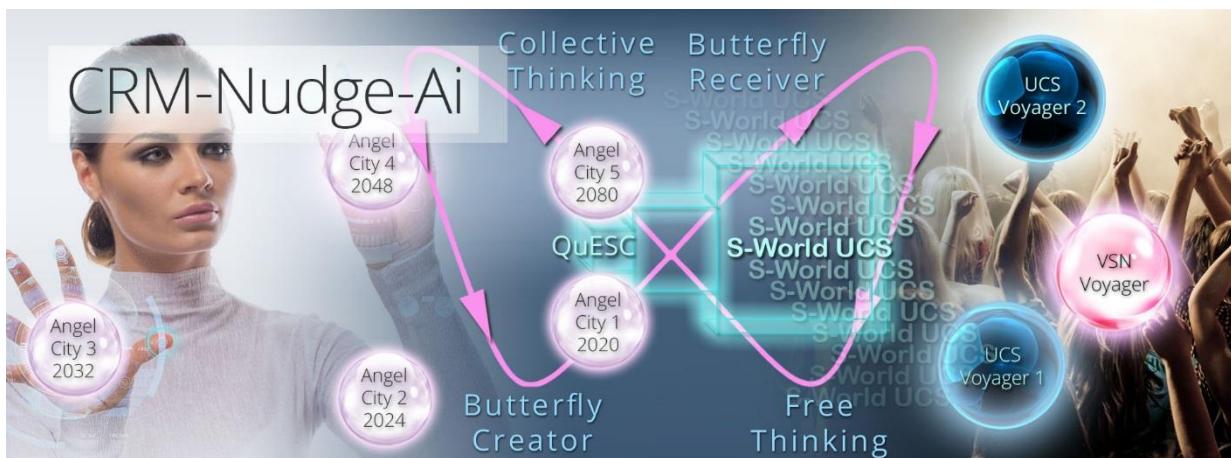
1. Never underestimate the power of inertia.
2. That power can be harnessed.

If private companies or public officials think that one policy produces better outcomes, they can greatly influence the outcome by choosing it as the default. As we will show, setting default options and other similar seemingly trivial menu changing strategies can have a huge effect on outcomes; from increasing savings to improving healthcare, to providing organs for lifesaving transplant operations. The effects of well-chosen default options provide just one illustration of 'nudges.'

So, after creating the framework, we start a new application. And from the very beginning, we should work hand in hand with behavioural scientists to choose the default menu options.

In the prototype design, I have accounted for 48 different mobile usage quick tap options, but we should not need nearly as many. The S-Web mock up we see further down the page is designed to make many different systems work as one, mostly guided by the Ai. And it would not be incorrect to say that every function the Ai does should be done so only after the behavioural sciences unit has approved the action/flow.

The S-World CRM-Nudge-Ai



Note that only recently has the word 'Nudge' been inserted into this system's name, and it will only remain if Thaler and Cass have approved its usage.

For the full article, go to, [Network.villasecrets.com/the-secret/ch6/crm-nudge-ai](http://network.villasecrets.com/the-secret/ch6/crm-nudge-ai).

What follows is the section on the mobile navigation options.

The Villa Secrets' Secret

Chapter 5. S-World CRM-Nudge Ai™

Chapter 5d. Menus and Controls

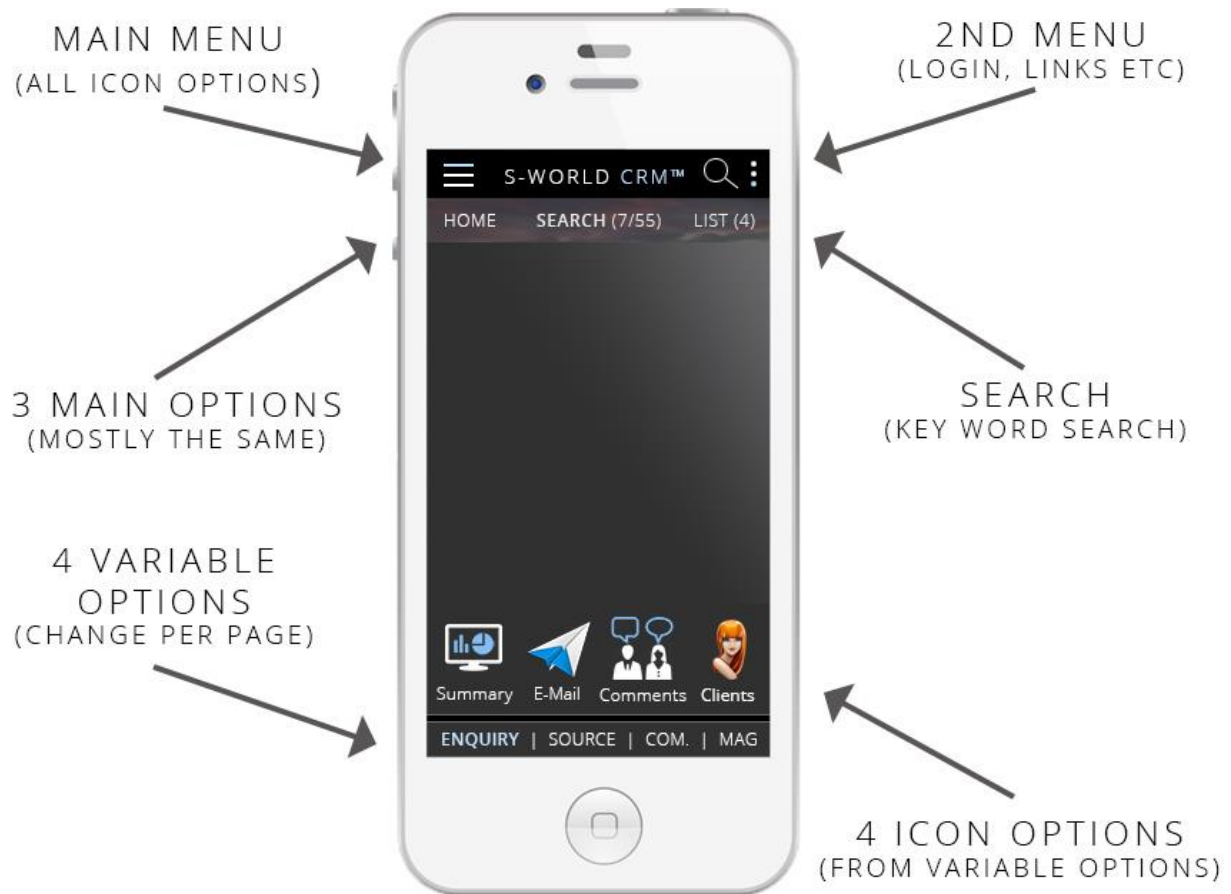
<http://network.villasecrets.com/the-secret/ch6/crm-nudge-ai>

At the top left of the image below, we have the main menu (the 3 stripes) which will link to many page options. On the right, a second menu (3 dots) for mandatory tasks such as logging in and links to other systems or website pages. In addition, is a key word search.

However, the objective is to make the system without the need for the main menu or search, the functionality of a desk top application with the sort of ease of use you would find in a mobile game.

To create this functionality and avoid the need for having to scroll the main menu, we create

an (on page) navigation system. Starting with the '3 main options,' these options will be specific to the user type; and for vacation rentals, it is 'Home | Search | List.'



To complement the 3 main (top navigation) options comes the bottom navigation stripe, which changes for different pages. In this example, the user has the option to check the 'enquiry details,' 'the source of property' (system/bespoke), 'to display/adjust commission,' and the user's 'My Magazine' options.

In this example, the user has clicked 'Enquiry' and this creates 4 new icons: 'a general summary,' 'the email,' 'new comments,' and 'client's client' options. If one now clicks the client's option, three sub-options would be displayed in place of the other 3 icons. All told, creating 48 different 'quick tap' options available for each individual page.

End of Extract

The cleverness is not in the number of quick tap options. The cleverness is how the Behavioural Insights Team will allocate the options, in essence, creating a 'default' system that can be navigated with ease.

However, before we get to the menu options, the first prize is making a simple system that works almost exclusively on screen; one should not need to use any navigation other than on-screen prompts, and the quick tap options are there mostly for tutorials and options that only the support team would use, which would not be seen by the public.

Quick ideas to begin the conversation...



A proper spec would require meetings and weeks of prep. For now, these are just starter ideas, many or even most of which would not make the final version.

Page 1, on-screen should simply ask which type of tax one wishes to pay; Corporate Tax, VAT, Income Tax, and others.

Next, the login page, which is currently the biggest cause of problems, is very simple to get right; cross-browser access is a very basic part of web and app design, especially if you have [your own web framework](#).

Next, we should add different options based on the following...

1. One must create all system as one; the website, the app, the CRM used by the support, the oversight reporting for management and anything else one can possibly think of. All need to be the same system, these are quick and extreme laws of limiting returns if you use a handful of different systems created by different programmers or companies.
2. One needs to make different versions of the website and software for different user types. Consider for example, 'Salesforce's' software, a CRM program. This software has been created to work with every business type there is, and because there is a lot of clutter, and there is no specialist product made for any specific industry.

The S-World solution to this is to make hundreds of different types of the same CRM, Software & Websites for different industries and then different niches within each industry.

By working in this way, we can throw away most of the clutter and make a clear and instinctive path to guide the user through the paying tax experience.

And of course, it's really up to the Behavioural Insights Team to choose both the different sub groups and creating the 'clear and instinctive path.'

It may sound like a lot of work, but really, it's not. One starts out with a version with every possible option (all the options of the current system). And then one creates different versions of the same system but does not include any options that are not relevant. And of course, one can make different versions for the same users and see which is most effective after analysing the results.

In 'Barriers to Entry Point 4,' we saw how the options are so complex that the support staff don't even understand what to do. And they have to get someone to call you back in about 5 days; who does not even leave a name or any way for them to be contacted, then save the basic login support phone number, who are only trained to help with logging in. An entire division of staff employed to solve the problem of the login complaints, all because of the login problems as presented in Barriers to Entry 1 and 2. Which, if we remember, are not more than a few days' work to fix, if it even takes a day.

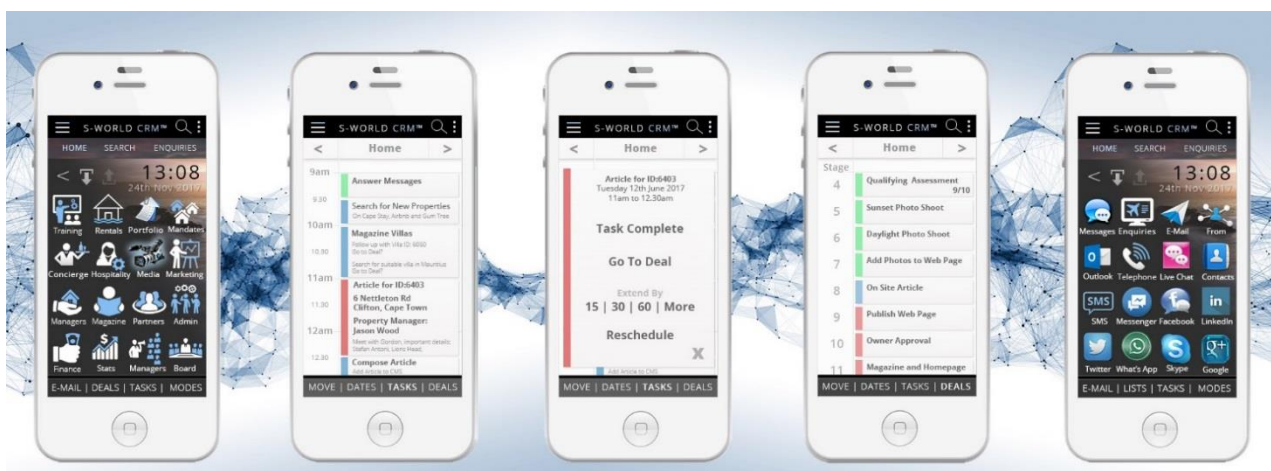
Making the systems simple and providing high-end tutorials, written and on video, added to the fixing of the login problems, would reduce the need for the 'login support team' by as much as 90%.

All of whom can by using the S-World UCS™ tutorials to advance their position to form completion support, reducing that five-day wait to immediate assistance.

Not to get too focused on S-World UCS™, as when you go down that rabbit hole, one could end up writing 100 pages just in its basics. There is a summary available here:

www.angeltheory.org/book7/s-world-ucs-simulator-v1. However, for this exercise, we only need to focus on the [S-World Company Controller](#) and [S-World UCS™ Hawthorne Effect System](#).

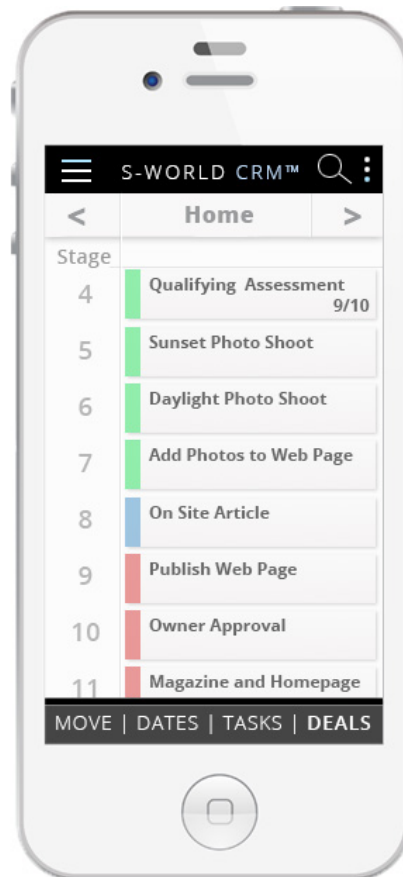
I will just touch on the basics. Firstly, the S-World Company Controller or 'S-World CRM CC.'



The system can be adapted to give tutorial or exam tasks to personnel when they are not dealing with clients. And if they are completely busy all of the time, then time should be set aside for

them to learn; plus of course, those who wish to move forward in their careers can always look at the tutorials at home, on the tube or other...

When they are dealing with clients, a deal stage can be brought up with a step by step walk through all the parts of the process, keeping an exact record of how far the users have got. The below example is for recruiting mandates, but the same step by step logic can apply to each and every tax client, and the different steps... 1. Login > 2. Form > 3. Other > 4. Etc.



Next, we move into the [S-World UCS™ Hawthorne Effect System](#), which is based on an idea gained from behavioural scientist David Hoffeld's book 'The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal.'



In which Hoffeld presents the 'Hawthorne Effect,' which in a nutshell shows that personnel work harder when they are being monitored.

As the task planner assigns pages of tutorials when the call centre is not busy and created exams based on system knowledge; at the same time, each deal made (each tax client seen through the journey to pay their tax) can be easily assessed, one can easily assign a point score to each task which can be seen on a scoreboard that starts from zero each day, which creates a winner and a loser every day.

In S-World and in particular, for [S-World Grand Networks](#), at least half of all the personnel's remuneration is assigned as profit share that will be paid out to winners. So, each day is a new day to win the day (by being on top of the scoreboard). And profit share is paid to those who win, and those that lose would make less than half of another staff member in the same pay grade.

I have fleetingly mentioned profit share before. But I can see that this, being a big decision, is not likely to be made any time soon. However, we can incentivise in other ways. The most obvious being promotion from junior login support to senior form support and other positions.

Another idea is simply to get a 50-inch TV in the office that only shows 'the scoreboard.'

Are you seeing it yet? Of course, by applying the above, we create a Hawthorne Effect as everyone will (in fact) be monitored by the Ai and all their peers every second of every day.

As mentioned, persistent winners can be promoted, and persistent failures can practice in their own time to get up to speed or can be retired.

Getting back to the different systems for different industries, in addition to this, I would suggest having different systems for different sizes of business.

Survey data?

As far as I can see, someone thought it would be a clever idea to use the tax form filing process to add a bunch of survey questions that are not necessary and are not covered in the tax forms that accountants use.

This extra data should be collected at different times, as we saw in 'Barrier To Entry 4.' The form now asks people to estimate the value of one's trademarks and intellectual property, which is useful data. But these questions were not on the form my previous accountants submitted in 2015, and are not relevant to how much tax one pays. Further, it's very hard to estimate the value of trademarks, patents, and intellectual property. Route one is to get the client to the end of the form and receive the tax as quickly and as simply as possible, all data asked for that is not needed should be stripped away. There are other ways to incentivise tax payers to assess the value of

their businesses.

The Villa Secrets' Secret - Relevant Chapters

For more details on the core systems, which as shown can be used as the framework for many industries and studies, see the following Network.villasecrets.com chapters:

1. Network.villasecrets.com/the-secret/ch1/s-web-cms-framework-step-6-our-solution
6. Network.villasecrets.com/the-secret/ch6/crm-nudge-ai
7. Network.villasecrets.com/the-secret/ch7/tfs-total-financial-system
9. Network.villasecrets.com/the-secret/ch9/crm-cc-the-company-controller
10. Network.villasecrets.com/the-secret/ch10/s-world-ucs-tutorial-and-incentivization-game

And as a farewell note, a quick graphic from last year shows my ambition to make the S-World UCS simulation software played as a game to better make the systems for the NHS.



For more information on S-World UCS, arguably the most significant S-World system, see the following:

- www.AngelTheory.org/book7/s-world-ucs-simulator-v1 (2018)
www.AngelTheory.org/book/1-3/the-s-world-ucs-m-systems (2017) (requires login)
Network.villasecrets.com/the-secret/ch10/s-world-ucs-tutorial-and-incentivization-game (2017)
Americanbutterfly.org/pt1/the-theory-of-every-business/ch8-s-world-universal-colonization-simulator (2012)

A far more in-depth view will be presented in Angel Theory Book 7. And note that Books 2. Part 2 'A More Creative Capitalism' and Book 3. [The GDP Game](#) are themselves S-World UCS Simulations.

Chapter 8.

Property Managers and Villa Owners Systems



This chapter is not about property management as such, rather it is created for property managers and property owners to make residual income from booking other properties, either when they are full or to create a multi-leg option.

Identify Problem /Present Missed Opportunities / Avoid potential Landmines

1. Particularly for the top of the range villas, exclusive use safaris, and private islands, bookings lost to tour operators who can offer an all in one service.
2. Despite receiving as many as 25 solid enquiries for peak times of the year, a property owner can only rent out their property once.
3. Some great booking opportunities are lost due to property managers or owners' villas being deemed unsuitable; for example, it's not children friendly.

Is Unique or performs better than competitors because...

- We create websites and systems that enable property managers and villa owners to make bookings for other properties.

Key benefits and/or is a Solution to...

1. Can double the net income for exceptional villas, exclusive use safaris, and private islands.
2. Can make property managers amongst the top 1% of US earners (or the top 0.1% of African Earners).
3. Makes the process of booking other properties simple and profitable.
4. Can increase the occupation of the existing in low season.
5. Lessens dependency on big tour operators.

Villa Secrets Property Managers and Villa Owners



First things first, and that is that we need to protect the Villa Secrets companies who recruit mandates and because we are not offering a service for villa owners or property managers to add their villas directly.

As without the villa companies and their concierge and hospitality departments, there would be no difference to Airbnb, HomeAway and every other VRBO (Vacation Rental by Owner) website out there.

Instead, the Villa Secrets property managers and owner's system is for:

1. Owners and managers who wish to complement their property with others to create a tailored holiday option for their clients.
2. Owners and managers who wish to make money from their overflow, by booking other villas when their property is either booked or otherwise unsuitable.
3. Active villa owners may know other villa owners who would likely give them the sole rental mandates if they had the website, systems, marketing, networking, concierge, and infrastructure that Villa Secrets can provide.

In each case, the initial step is to create the property manager or owner their own S-Web websites with their own domain. The website created will be similar to www.VillaSecres.com, from which they can pick and choose which properties and services they would wish to display.

Where after, when a booking request comes in that they cannot book, as their villa is full or otherwise unsuitable, the manager or owner simply uses the 'super simple' S-World CRM-Nudge Ai™ to present their clients with the options they wish. And as we saw in the S-World CRM-Nudge Ai™ chapter, this process is dead simple, takes only a minute or two, and creates both an online

magazine-styled webpage for the client, such as www.YourWebiste.com/CleintsName; and a beautiful email to match, presenting villa/safari/private island suggestions, and some useful and enticing articles from the online magazine.



In some cases, if the managers and owners wished to get a head start and get going straight away, we would give them access to Villa Secrets itself; from which they make all the same bookings under the same terms, until their website is ready.

Chapter 8a. How Much does this cost?

We bring up the question of ‘How Much does this cost?’ early in the conversation as this is a big plus point, as there is no cost. We consider deals with qualifying property managers and owners in the category of ‘Mergers’ as the manager/owner already receives enquiries that can be used to generate bookings, and we see value in this. And so, we are more than happy to bear the initial cost of creating the website and pay for all hosting and technical support on an ongoing basis, as we are sure to make the money back from the bookings that are created.

Chapter 8b. What percentage does Villa Secrets take from each deal made?

Again, we bring this up early, as our solution offers at least twice the value offered by most villa or safari agencies, who typically offer a 50/50 commission split for a serviced property rental.

The first point we should make is that, unlike most agency agreements, we are not the middle man. Yes, Villa Secrets will have different companies representing it across Africa, but owners and

agents do not deal directly with those companies. Instead, managers and owners pay only a technology and networking contribution to Villa Secrets Ltd UK (The Holding Company) of 12.5% of the commission.

Plus 12.5% of the commission goes to the dedicated concierge and hospitality, 24/7 live chat, and logistics call centre; which is an essential expense that any platinum or diamond villa would not only be happy to pay. Indeed, they would not wish to do business in the first place if this department was not a key feature within the Villa Secrets ranks.

Both of these charges are in the family of 'Nash Equilibriums' specifically, they are charges that one would wish to pay without regret. In the case of the technology and network contribution, one only has to see what we already have developed and our development plans to see that our technology is well worth the 12.5%; as it simplifies the process and greatly increases the chances of making bookings in the first place...

And as for the 12.5% to hospitality and concierge, we will get to this essential component shortly.

The total cost is 25% of the total commission made from the deal.

Chapter 8c. How much will the Manager &/or Owner Make?

Now, we don't have a crystal ball and there are several variables in play. But we can show you the math and strategy for a typical booking scenario; and after, show that if 2 good bookings were made each month, then it's almost possible for the villa owner to double their net profit before tax and the manager to generate a bonus that would put them in the top 1 % of Africa's earners.

For this example, we consider a client, representing a group of 7, who are interested in a two-week African vacation; where budget is not as important as the experience, i.e. they have lots of money and want the best. And they have come to the manager and owner's website, and the venue is available. But experience tells us that the clients may well end up booking through a tour operator, as they want a professional itinerary and a one-stop-shop for booking the land arrangements. And further to that, they know that if the client goes to a travel agent or tour operator who has a better relationship (or better STO) with an equal competitor, the booking may be lost altogether.

And so, after talking to the client about their property, in part to make sure they don't lose the booking, and in part, as there is 'gold in them their hills' (money to be made by booking the other land arrangements); the manager or owner politely asks if the client would like to see their recommended partners in Africa, and the client agrees. A few questions are asked about the client's ideal experience and which locations they are particularly keen on.

The manager adds the info into the S-World CRM-Nudge Ai™ and sends the client a link to their unique website (which from now on we shall call AfricanSophistication.com), so the link would be www.AfricanSophistication.com/Mr-Forrest; from which the client can create subpages such as

www.AfricanSophistication.com/Mr-Forrest/MyPartner or My Boss and seek a group consensus. This whole process also mirrored in email format.

As this is a superior way to book, in comparison to any other, the client books all the land arrangements through the manager and owner's 'unique website.'

Chapter 8d. Let's look at the math on this scenario...

A two-week holiday in 4 legs: Safari / A Safari Villa / Private Island / Cape Town Villa, in which the client stayed in the manager and owner's venue for 4 nights, and the clients stay 10 nights in venues provided by the manager. If the average price per night was \$10,000, then \$100,000 is the holiday cost for the 10 nights. If the commission was 25%, the manager or owner would receive \$25,000; from which Villa Secrets receives 25% - \$6,250, and the manager & owner net \$18,750 in residual income and \$40,000 directly, or \$30,000 if booked by an agent at 25%; in which case, for every two-residual bookings they make similar to the example above, they make more than a single direct booking.

Next, we consider the exact same scenario, but this time we consider a repeat client of the manager and owner's wants to return. But there is no availability for their dates and they can't move their dates. But as the guest obviously trusts the venue as they have returned, they would be more than happy if the venue they trust can give them some recommendations on alternate properties. This time the commission is higher as it's 14 nights, not 10, and the manager and owner make \$26,250.

Whilst it is up to the owner and manager how they remunerate this money, we have found 20% to be fair in the past. Albeit as there are almost no expenses for this income, a 50/50 would also be fair if split between the management and reservations team and the owner.

Looking specifically at the 20% model, I have created the scenario in Game Theory, the tool of choice for business strategists and economists.

Game Theory: The Manager and Owner's Game



The above game works on the previous figures, and that 2 such bookings are made each month. And the result for the owner is an additional \$504,000 and the manager makes an additional \$126,000 which is just shy of two-thirds of the salary that gets paid to the British Prime Minister, so not bad as an extra income.

And in the scenario below, we see that of the \$504,000, if the venue was making \$1,500,000 a year and of that turnover, 35% was left as net profit before tax, the owner will be just shy of doubling their profit. So, that's pretty good too.



A cautionary note, while we really can't say how much an owner and manager would make without knowing how many enquires they had, we would suggest that these are figures to build to in 2020; when the network is fully international and diverse, in that it offers properties for sale and all forms of luxury travel, and the manager and owner's website has started generating bookings directly from some content and video marketing.

Chapter 8f. 3rd Party Tour Operator Commissions

This section is about the commission we generally receive from luxury African properties. This can range from 15% to more than 40%. In most cases, we are seeking a 25% commission from the most luxurious venues.

However, we wish to go further and create a very exclusive club, made up exclusively between companies who are using this system and have a \$10,000,000 plus property.

Chapter 8g. What do Villa Secrets provide for its 25%?



Before getting to the specifics of what Villa Secrets does for its income, we know that 25% is better than the standard 'split in commission,' or less than 50% that one would receive in a partnership with say, Rhino Africa.

Typically, 12.5% is spent on web and software development; making sure our superior systems stay superior. And 12.5% is spent on the 'Famous Concierge,' helping to make sure clients have the experience they wanted, with a suitable safety net in place to handle almost every emergency, from missed flights to legal assistance.

Also, this technology is being developed for our 'safari system' for safari venues, but with the exception that the S-World safari company '[Experience Africa](#)' gives back.



Experience Africa is a non-profit that has plans to make tens, then hundreds, then thousands of websites and companies. Of which, 50% of all turnover is bound for the protection of elephants, rhinos, & cheetahs which we deeply hope will, in time, be assisted by elephant and ripple effects fan Paul G Allen, the co-founder of Microsoft.

See: [Ripple Effects and Elephants for Paul G. Allen](#)

Paul G Allen Family Foundation

So, not only is one creating significant residual income; at the exact same time, one is helping to fund the project that seeks to become the most ambitious African conservation initiative of all time. The potential is ridiculously high, consider 2000 safaris (about 40% of them) all contributing 12.5% of turnover, and add our plans to create a next-generation booking and software for the actual safaris themselves; on a plan that only takes a commission when turnover is more than was expected. And this initiative can make more money for the fight against the ivory poachers than is contributed from all other sources.

We need to complete the Villa Secrets system and make a few modifications for it to work with safaris and off we go. Of course, it will be great to get Microsoft on board from a technical perspective. With technology partners like Microsoft and Facebook, this project has a better than average chance of fulfilling its mighty ambition.

Mixed into the 12.5% contribution is the growth of the network internationally, which has many benefits. For instance, if a client wished a Private Island holiday or wedding, they would not necessarily be looking for an Island in Africa. And as such, private islands can book other private islands across the globe.

The Villa Secrets 'Famous Concierge'

Concierge & Hospitality



One can now see the ‘[Famous Concierge](#)’ in the [Angel Theory – Paradigm Shift](#) presentation. The second 12.5% is for hospitality, concierge, logistics, and 24/7 live chat and call centre services.

Our founding company, [Cape Villas.com](#), has been in partnership with arguably the world’s leading concierge company ‘[Quintessentially](#)’ for over 10 years; albeit our partnership has been quiet of late as we have focused on development. But you can be sure we will be reigniting that relationship when the time is right.

Later, we present an entire chapter on the concierge and media department. But to sum up, we are creating the ‘Famous Concierge’ by twinning the concierge and hospitality with the media and video departments; who, in season, mostly work with clients; and through the lower season work mostly on media and video.

And because of this and that we can offer time off for auditions and shoots, we can recruit and motivate a proper concierge team; who really do know where it’s at, who surf, enjoy Cape Town, and climb mountains regularly and are more than happy to have guests join them on the journey.

I was very impressed with www.luxuryrentalgroup.com/concierge, a company who we are looking to work with in LA. In particular, their comment:

Some restaurants in Los Angeles only accept reservations at certain times during the month, and the best of the best are usually full months in advance — unless you know somebody. Now you do.

Whilst there are fewer restaurants booked up months in advance in Cape Town, the effort required to get such a restaurant to make plans take a very charismatic and very locally famous person. And so, we recruit accordingly, with attractive looks, charisma, and confidence as a prerequisite.

Such people don’t only know how to get the reservation, but also the best tables. They know where the private villa events are, and they are invited to yacht expeditions and all sorts of events; which special clients will be invited to, should they wish.

Of course, it’s not just one big party, we need stability and strong logistical support. But the intent is to make Villa Secrets synonyms with beauty and glamour; and at the same time, create a huge amount of broadcast-quality films and video.

Of course, if one is booking a safari or private island, there is no need for in Cape Town concierge. We shall only set up such offices in popular locations such as Cape Town, Seychelles, Mauritius, and locations where we have a lot of partners.

However, the logistics, 24/7 Live Chat, and call centre in different languages is huge support; in case the guest needs assistance at any time, and in particular for the ‘missed flight’ emergency. This assistance helped mightily by the systems we are creating for this service.

Chapter 9. S-World CRM-Nudge CC™

Customer Relationship Software – Company Controller

Taking control of the entire company



Key Challenges:

Identify Problem /Present Missed Opportunities / Avoid Potential Landmines

1. Organizing a villa rentals division has proved difficult for many real estate companies.
 - Whilst there are hundreds of software products for property management companies, there is no dedicated software for villa rental agencies.
 - Even when one has organised a rentals division to coordinate and get the best out of the team, one needs solid and usually expensive management.
 - This system is designed to navigate the procurement of the mandates process.
 - Allows for staff to work from home and yet still be coordinated.

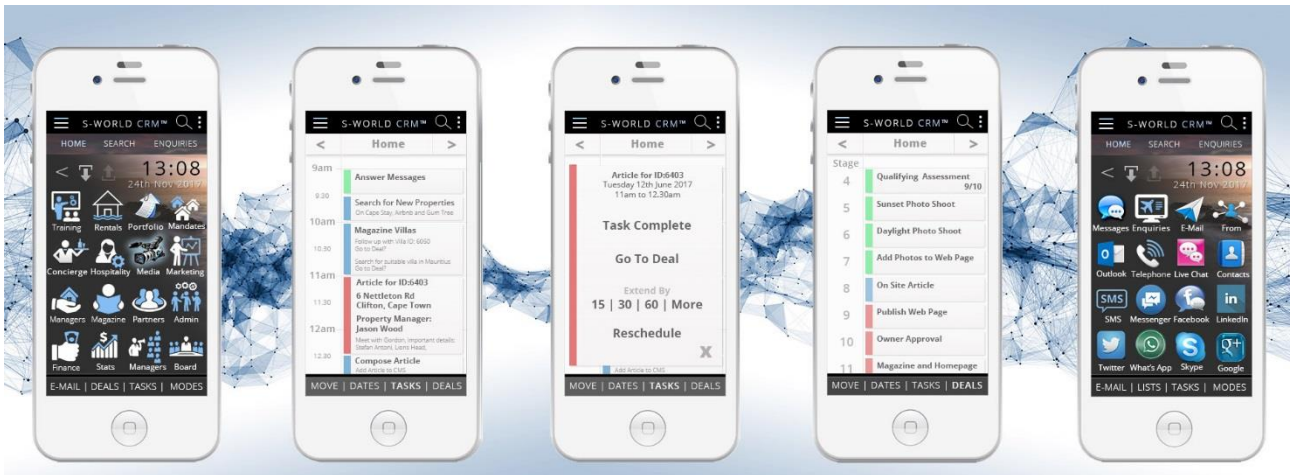
Is Unique or performs better than competitors because...

- S-World CMS-Nudge CC™ is specifically designed to run and manage all the staff within a vacation rentals business.

Key benefits and/or is a Solution to...

- Makes the running of a villa rentals division simple
- Keeps costs down
- Increases productivity
- Allows for greater collaboration

S-World CRM CC™ (The Company Controller)



Welcome to the S-World CRM-CC ‘Company Controller,’ taking control of each Villa Secrets partner company.

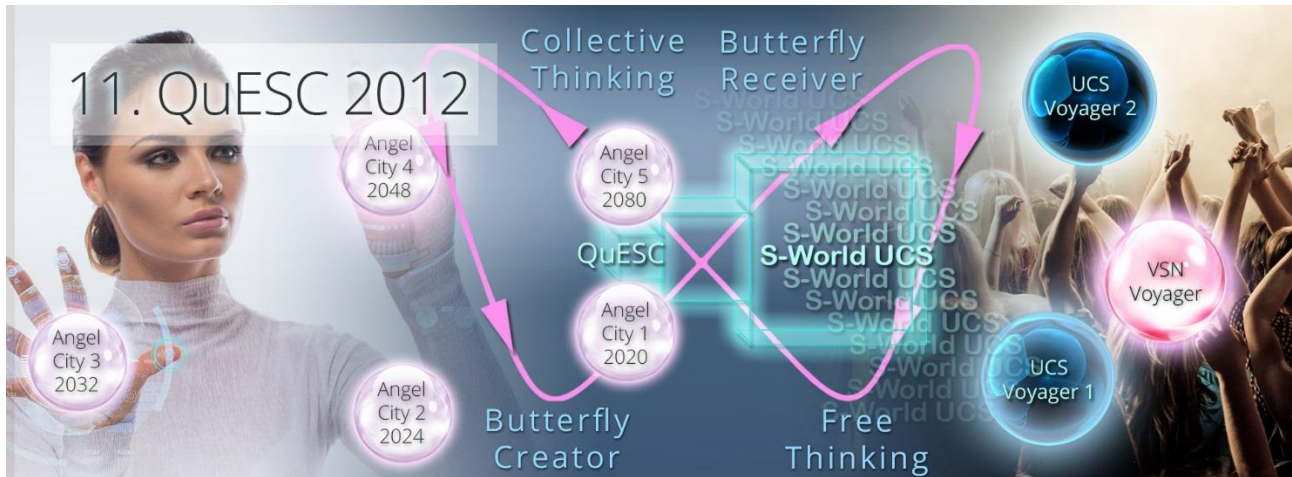
In Chapter 6, we saw how the S-World CRM-Nudge Ai™ allows a good sales person (without experience in the industry or niche) to take control of the booking process in all waking hours; effectively doing the job of a small sales team on their own with great efficiency. This not only saves the company money on the sales team, but it also saves money on your ‘star rep’; as if they are doing the job of three with greater efficiency, their net income will be more than double. And as such, one can present a lower commission rate in the first place, and this single point can be considered a 10% saving to the bottom line, 10% that may be used to incentivise mandate recruiters.

In this chapter, we look at the CRM user options and the S-World CRM-CC™, the ‘Company Controller’; which, at this point in time, is set for creation straight after the completion of the CRM-Ai™ and before we create the S-World TFS™ (Total Financial Systems). Our reasoning for this is that we are currently approaching big companies who have the adequate financial knowledge to manage the bookings and salaries. Whereas when it comes to the same company guiding/managing their new mandate recruiting rentals company, one either needs an expensive MD or C Level manager. Instead, we extend the S-World CRM to manage the entire department, in the same super simple and effective way it is set to manage the booking process.

This solution I have named the S-World CRM-CC™ and this is again part ‘Nick-Ray-bot,’ as it automates the tasks that we need to accomplish, per my desire. This system also incorporates the M-System 11. QuESC, which will improve the systems after judging the actions performed in different ways, processing the data, and changing the advice presented to the company’s personnel based on prior experience, continually improving.

This has been a desired feature of this system since 2011, and was a key factor in 2012 in the book [Spiritually Inspired Software](#) and now [Angel Theory – Paradigm Shift](#).

M-System 11. QuESC – The Quantum Economic System Core (Ai)



To know where you're going, you need to know where you've come from, before we get into detail, let's have a look at the history...

1. In 2011, after 8 years running www.CapeVillas.com (2002 to 2010); and in 2010, creating a copy of our website for [Sotheby's Realty Cape Town](#) on a profit share basis, it did not take a genius to figure that creating many such websites for different companies across the world was a good prospect. However, it was pointless trying to grow the business in this direction without a solid software platform that was a cross between a financial system, a CRM, and a hospitality department. So, in March 2011, I designed [the first basic system design](#).
2. About 18 months later, after much work on how to grow the network, I took influence from the butterfly effect, string and quantum theory; the results of which were presented within two books: [Spiritually Inspired Software](#). & [The Network of a String](#). This was the beginning of the Ai, and the idea that we would learn from the humans who used the system, analyse their data and create improved advice and options for future actions in a continuous cycle of improvement, as is illustrated by the butterfly on the graphic above.
3. In 2015, after developing the Villa Secrets web framework, the CMS, various systems and a JQueryMobile website; I started to plan the CRM, seen here in over 4 hours of video, in a product called '[The Divergent CRM](#).'
4. In 2016, this design was updated to [the TFBMS and the Sienna- Bot](#), including the S-World TMS™ ([Total Marketing System](#)) which added 21 systems that either saved money, made money or mitigated risk, and the TFBS™ ([Total Financial & Business Systems](#)) which added a further 20 systems which either saved money, made money or mitigated risk. These systems are now found within 'The Villa Secrets' Secret,' Chapter 14. The S-World TBS™ and Book 4 of [Angel Theory – Paradigm Shift](#) (2018)
5. In early 2017, the S-World CRM™ Ai and TBS™ functions were presented with the [Technology Summary](#).

6. Soon after we completed [the S-Web CDS™](#) (Content Delivery System) which became the foundation of the CRM-Ai™, now the CRM-Nudge Ai™.

S-World CRM-CC™ (Company Controller)

Like the CRM-Ai™, we are developing this system 'Mobile First.' And by designing in this way, we create the functionality in a way that is perfect for mobile.

Below, on the left, we see the design for the CRM-CC™ (Company Controller). The second icon you see, 'Rentals,' would lead you to the CRM-Ai™. The rest of the icons lead to different user types or functions including; Training, Villa Rentals, Portfolio Management, Mandate and Best STO acquisition, Concierge, Hospitality, Media Production, Marketing Objectives, Property Managers, Magazine Creation, Partner Deals, Admin, Financial*, Stats and Sales funnels, Managers, & the Board of Directors.

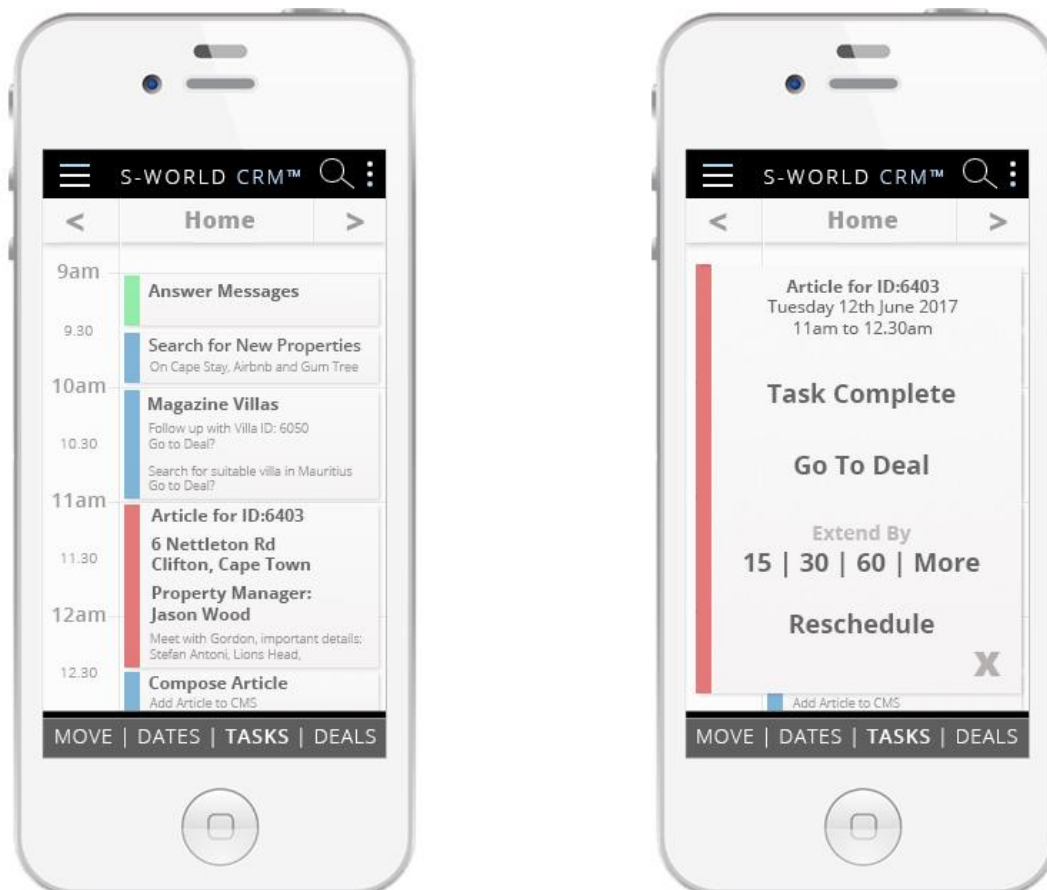
In the initial product, we are only including functions we can create quickly; whilst one may think that creating 15 additional user types would take 15 times as long as it does to create the CRM-Ai™, that may be the case in the long run. But all we require right now is a calendar & planner with deal steps and targets.



In a way, this is another version of the 'Nick-Ray-bot' (Nick Ray Ball is a box), a tool designed for me to assign tasks and monitor progress. I have been working like this (albeit in a less sophisticated manner) with my copywriter in the Philippines and my programmers and designers in India for years.

Day Planner and Alerts

One of the big tricks is to create the calendaring in a way that has ‘important tasks’ and ‘tasks that are useful, but not essential.’ So, if a task takes longer or is delayed, the entire timeline can be shifted back, keeping the important date sensitive tasks, and tasks that require collaboration in their original dates. To accomplish this, we start by spreading out the essential tasks with plenty of time in-between each, which is filled with useful tasks such as prospecting for new villas and mandates. And if there is a delay, all the non-essential tasks get moved back, whilst the essential and time-sensitive tasks stay in place.



Above left, we see the day planner in task mode, which assigns different colours to different task based on importance. Green is for an important regular task that should not be missed. In blue, we see tasks assigned that can be put back if a more pressing task arises, or if a previous important task has overrun. Then in red, we have very important tasks, usually involving a meeting, collaboration, or a deadline.

In this scenario, the staff member with the dual role of copywriter and portfolio manager has a meeting with a property manager at a villa from 11 a.m. to 12.30 a.m.

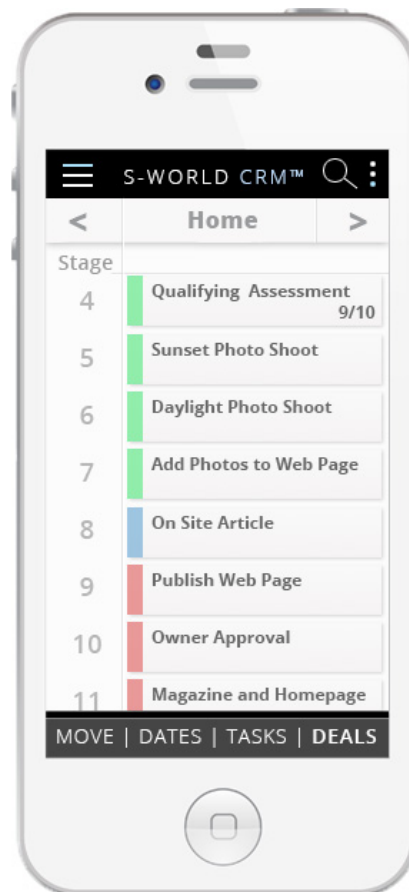
Above right, we see the alert that beeps and pops up at the end of the task time, from which the user can click ‘Task Complete’ (which will update the corresponding deal), or ‘Go To Deal,’ ‘Extend Time,’ or ‘Reschedule.’

Sole Mandate & Best STO Deal Preparation

STO stands for 'Standard Tour Operator Discount' and is the difference between the 'public rate' charged by the property and the discounted rate offered to the agency.

In the graphic below, we see the 'deals' page which will have automatically updated as soon as the copywriter/portfolio manager has clicked 'Task Complete' on the previous page; moving deal stage 8 from Red 'not complete' to 'green complete.' As the deal stage is currently in progress, it is in blue.

There are 11 different stages to this process that happen before we pitch for a mandate: 1. New property identified, 2. Basic details received, 3. Got images, 4. Qualifying assessment 1 to 10, where we prioritise higher-numbered properties; 5. Sunset photo shoot, 6. Daytime Photoshoot, 7. Add photos to webpage, 8. An on-site article, 9. Publish web page, 10. Owner edits/ approval, and 11. Magazine article & Homepage.



This last deal stage is where magic can happen. Not only will the villa webpage look [this awesome](#); but in just a few minutes, we can create an [online magazine](#) article, presenting it as the featured villa in an illustrious company within a pan African [mega article](#), which (sometimes temporarily) adds the property to the homage. When the web page, mega article, and homepage are presented; this is the point where the owners see Villa Secrets as the company that goes the extra mile. And that's the time to start the pitch for a mandate, as an experienced and seasoned sales mandate specialist joins the portfolio manager to help bring home the opportunity, following a different deal path specific to the task.

Even if a mandate is not secured, one will have made better friends with the owner and may get a

better STO or better bespoke discounts for quality bookings, and we have more great content.

This Concludes the S-World CRM-CC™ presentation.

However, we conclude with some graphics from the overall S-World CRM™. However, it needs to be pointed out that icons not previously presented are a job for ‘down the road.’

Villa Rentals Agent Options

Below, we see 2 pages of user options for Villa Secrets Rental Agents. On the left phone, we see the following: Search, My Lists, Messages, Enquiries, Telephone, Clients, Tasks, Modes, Magazine, Contacts, Bookings, New Bookings, Portfolio, Concierge, Deals, and Settings.



On the right phone (accessed by swiping to the right), we continue with the following: Sales Tools, Training, S-Web CMS, S-Web CDS™, Partners, Finance, Travel Options, Stats including sales funnel, Property Managers, Jet Set Options, Safari options, Admin, Marketing, Media, Managers, and Mandates.

All Travel Options and Contacts

To conclude this presentation, we will take a look at two more pages due 'down the road.' On our left, we see 'All Travel Options,' this page is designed to offer the same experience as seen in the S-World CRM-Ai™ but substituting the journey from 'Villas' (vacation rentals) to the following options: Concierge, Villas, Jets, Safaris, Hotels, Private Islands, Resorts, Flights, Car Hire, Yachts, Trains, Cruises, Skiing, Romantic and Honeymoon experiences, Family options, and Weddings and Events.

No doubt this will take a lot of time to complete, not in terms of creating the App, but in creating all the APIs (connections) to travel databases (as is the job of the Villas Cloud team in chapter 5), then collating all the data, and presenting it within the websites. Plus, in many cases, we also need a firm grip on the logistics, particularly in areas such as safaris, jets, yachts, honeymoons and weddings; in which case, many services will not be on any form of database and we would encourage the services to use ours.

However, in the end, we will have a product from which anyone in any discipline can simply and with confidence book travel arrangements in any other discipline.



Above right, we see a very cool function indeed, albeit this may turn out to be the most complex of all functions to program. This is the 'all messages page' which collates messages from all possible sources; email of course but also live chat, SMS, Facebook, Messenger, Skype, What's App, etc.; with all the messages presented together a master messages page.

Part 3

Angel Theory V1. **Paradigm Shift**

Book 4. The TBS™ Total Business Systems

Book 4. Part 2. S-World Villa Secrets

Original Edition/First Draft

The Villa Secrets' Secret – Part 3



By Nick Ray Ball 25th April to 11th August 2017

The Villa Secrets' **Secret**

PART 3









Chapters **10** to 18

**BUSINESS PLAN
& OPERATIONS MANUAL**

Angel Theory V1. Paradigm Shift

Book 4. The TBS™ Total Business Systems

S-World UCS™ Hawthorne

S-WORLD UCS™ HAWTHORNE				Leaders Board: 11:26am 24th August 2018	
	#1 Ajanlekoko		#2 Mark Gosling		
	Points: 124,539 Handicap: 18 Wins: 26		Points: 115,271 Handicap: 24 Wins: 20		
	#3 Sarah Jones		#4 Monica Belgrave		
	Points: 93,261 Handicap: 16 Wins: 32		Points: 82,954 Handicap: 11 Wins: 38		
	#5 Richard Okereke		#6 Caihong Chan		
	Points: 75,823 Handicap: 8 Wins: 36		Points: 65,629 Handicap: 3 Wins: 45		
	#7 Mark Long		#8 Monica Knowles		
	Points: 57,862 Handicap: 17 Wins: 18		Points: 47,829 Handicap: 0 Wins: 42		

By Nick Ray Ball 14th June 2018

In quantum theory, the act of observation led to the famous argument between Albert Einstein and Niels Bohr. Bohr claimed that only the act of observation can cause a particle to give up its wave-like properties and materialise in an exact position. This idea was too much for Albert Einstein who disagreed saying, “God does not play dice,” where after Bohr replied, “Stop telling God what to do.”

About 50 years later, after both physicists passed away, Bohr was proved right, only the act of observation can cause a particle to appear. *(Albeit this did not affect the two great works Einstein did in his earlier years, both of which are pillars of modern physics. In this example, Einstein was wrong about how electricity and gravity could be unified, which may sound like a small detail, but is in fact ‘the theory of everything.’)*

Liking to make systems from analogies or symmetries from theoretical physics, when I found that the act of observation is also a tenant of behavioural economics, I paid it special attention, and this chapter is the result.

Introducing...

S-World BES™ 'Behavioral Economic Systems'

This chapter opens up a new breed of software based on behavioural science, S-World BES™.

S-World UCS™ Hawthorne is the first software created specifically from an inspiration from behavioural economics.

Unlike all other software designs presented in 'The Villa Secrets' Secret' which all are part of S-World TBS™ 'Total Business Systems,' because the Hawthorne Effect is best described as a game, a competition with winners and losers every day, it falls under the S-World UCS™ banner, as S-World UCS is the Gaming, Tutorial, & Simulation Software components to [the S-World network](#).

The Hawthorne Effect

"The Hawthorne effect (also referred to as the observer **effect**) is a type of reactivity in which individuals modify an aspect of their behaviour in response to their awareness of being observed."

I was introduced to the Hawthorne Effect via David Hoffeld's 'The Science of Selling.'
Unfortunately, I did not take chapter notes so the following is from memory.



The basics of the experiment described in 'The Science of Selling' follows.

A business was split in two; half of the personnel were given a financial motivation and half were not. But when the experiment was completed, all had increased their output.

How could this be? One would expect that the newly incentivized half of the personnel would do better; and the other half, who all knew that half of their work colleagues were being incentivised, would do no better and probably worse. But they did not, in fact, all personnel performed better.

The reason why is that both the newly incentivised and the unincentivized both knew they were being monitored and assessed, and that 'act of observation' (the monitoring and

assessment) increased output throughout all of the office.

This is not to say a financial incentive is not a good motivator, 4 billion people working for money is hard to argue with. But what it does show is that if one can create a constant 'observation,' then that observation alone is enough to increase the performance of the whole team.







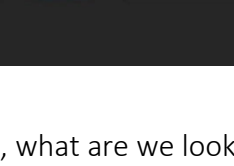

The Hawthorne Effect for HMRC

To begin, simply, following on from Chapter 7. S-World TFS '[Total Financial System](#),' which features HMRC (the UK Tax Collection Agency).

Because a pure Hawthorne Effect (an effect created without financial incentivization) can be illustrated well for HMRC, the first demonstration of S-World UCS™ Hawthorne will be framed within the new suggested HMRC framework.

After the HMRC example, we shall have a brief tour of the other S-World systems needed to make UCS™ Hawthorne work before presenting the Villa Secrets example. And lastly, leaving with 2 S-World UCS™ excerpts from [Angel Theory – Paradigm Shift](#).

We shall start with another look at the scoreboard that introduced the chapter... And note that the staff and dress codes have been created for Villa Secrets personnel, not HMRC.

S-WORLD UCS™ HAWTHORNE				Leaders Board: 11:26am 24th August 2018	
	#1 Ajanlekoko		#2 Mark Gosling		
	Points: 124,539 Handicap: 18 Wins: 26		Points: 115,271 Handicap: 24 Wins: 20		
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	Points: 93,261 Handicap: 16 Wins: 32		Points: 82,954 Handicap: 11 Wins: 38		
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	Points: 75,823 Handicap: 8 Wins: 36		Points: 65,629 Handicap: 3 Wins: 45		
	#7 Mark Long		#8 Monica Knowles		
	Points: 57,862 Handicap: 17 Wins: 18		Points: 47,829 Handicap: 0 Wins: 42		

So, what are we looking at here?

We are looking at a daily competition between a team of 8 HMRC customer service agents, in which each customer is tracked through the support process. If #8 Monica Knowles (who is the

best rep in the team, as told by her handicap of zero) speaks to a client and guides them all the way to completing the tax return, Monica gets points; and the greater the value of the return, the more points she wins. A customer satisfaction survey asking to rate the agent from 1 to 10 can also be added to increase or decrease points per customer. But the main points are won by successfully seeing clients through the process as quickly as possible.

Handicaps

Monica has won the day 42 times this year and has a handicap of zero. Handicaps are needed to enable the weakest or maybe just the newest members of the team to be able to compete and win. Let's consider the current 2nd placer Mark Gosling. Mark has 20 wins under his belt. But the wins would not be wins if not for his handicap, based on golf, but changed simply to an amount of points given at the start of the day. For example, at 9 am when the day's game begins, Mark would start with 75,000 points; whereas Monica, with a handicap of zero, starts at zero. And Richard, with a handicap of 8, would start at about 30,000.

As the day goes through, the low handicap players will (on average) collect more points and by the end of the day will win or be there or there about; unless they have a bad day or just bad luck, which happens. In this example, Mark Long is having a bad day.

I would suggest that once the game has been played on enough days, then the two lowest handicap players spend 2 hours a day assisting the high handicap players; mentoring them and helping them to assist the clients who are giving them few or even negative points.

Even if the low handicap players are not keen, or are no good at teaching, that's ok. They can just deal with the hard enquiries and clear the backlog for the higher handicapped agent, who can just watch and learn. During these 2 hours, points count double, each point gained counts for both the low handicapped assisting agent and the high handicapped assisted agent.

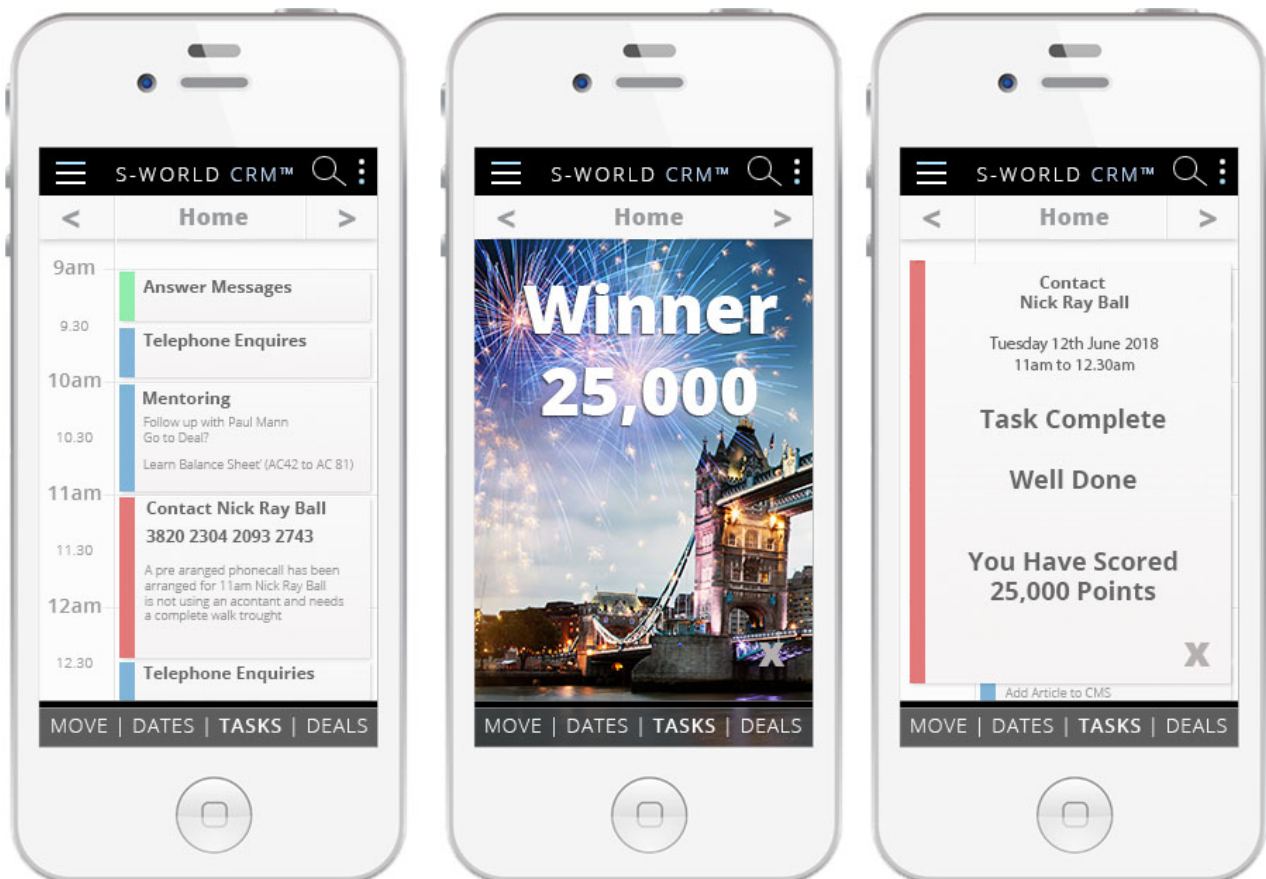
Work Flow

As soon as a new HMRC client (identified by their ID) contacts the support team, the first person who speaks to them becomes tagged to their future journey. If the client is assisted and later recontacts HMRC about another matter (a different deal stage), then no problem. But if the client recontacts HMRC about the same problem, then the initial responder would lose points.

All of this will be made possible by adaptations of the [S-World CRM-Nudge Ai](#) and the [CRM CC Company Controller](#) which would be accessed via desktop computers' and mobile apps.

Below, we see a mock-up of the CRM-Nudge-Ai's tasks list, and a point score of 25,000 points is awarded to the agent once they have guided a particular client (in this case, myself, Nick Ray Ball) through the very tricky minefield of the corporation tax form.

Note that in Chapter 7, we recommend a breakdown of the complexities at HMRC and suggest a far simpler system with very detailed tutorials, written and on video. But let's not worry about that here, rather focus on the game, and that an agent has just won 25,000 points.











Why would a team leader want to help the lowest players? If by doing so, they are in effect teaching their competitors to win?

I can't say how many customer service agents HMRC have. So, for now, I will guess at a convenient figure of 64.

Below, we see a different screenshot in a similar format. But this time, we see 8 different teams, each represented by each team's lowest handicap player. In the example, we just saw, Monica Knowles has the lowest handicap, and so the team is named 'Team Knowles.'

We see Monica's 'Team Knowles' in position 3 with a combined handicap of 257, with Team Nash in the lead with a combined handicap of 179, and in the last place is Team Goodbun with a combined handicap of 316. Note that one can have more points than another team as seen in team 4 vs team 3, but the combined handicap is the stat that counts.

S-WORLD UCS™ HAWTHORNE		Teams Leader board: 24th August 2018	
	#1 Team Nash Points: 284,427,384 Combined Handicap: 179		#2 Team Jenna Points: 253,73,943 Combined Handicap: 236
	#3 Team Knowles Points: 212,263,483 Combined Handicap: 257		#4 Team Monitha Points: 245,382,912 Combined Handicap: 273
	#5 Team Krissy Points: 196,934,628 C Handicap: 281		#6 Team Jason Points: 203,293,481 C Handicap: 296
	#7 Team Florrick Points: 172,934,923 C Handicap: 302		#8 Team Goodbun Points: 162,339,283 C Handicap: 316

At the end of a cycle, maybe a year or maybe per season, a shake-up may happen. Let's say in Team Nash (1st) both the 1st and 2nd placed agent has scratch handicaps (handicaps of zero). But in Team Goodbun, the first and second-placed agent have higher handicaps. In this case, the second-placed handicap agent in Team Nash would swap for the lowest scoring agent in team Goodbun (8th).

Whilst in this game points winners do not receive cash, you can be sure that advancement within the department would be linked to both low handicaps and teaching, which pretty much eliminates the need for management. And maybe the money allocated for such managers can be used to further incentivise the low handicap players, to both teach their teams better and to work outside of the office.

The Hawthorne Effect

Creating this game between the agents means all agents and all teams are in a permanent state of observation, as they are all observing each other. And management and the bosses all pay attention to the stats gleamed from the game.

In the example given by David Hoffeld, the observation effect is more powerful than a financial incentive, albeit this stat is surely overturned if we were taking about a lot of money. If we are talking about winning a week's salary each day, then that's a pretty big motivator.

So far, we have considered this as a laptop and mobile experience. Now, consider this:

Place large screen TV monitors on the walls at the offices, display the results of all the games clearly for all to see, and add some gongs and the big bell rings when

particularly tricky deals are won.

This is UCS™ Hawthorne; ‘everyone is observing everyone else, every minute of every day.’

Before we get into the more advanced Villa Secrets model, which introduces significant financial incentives to win the game (win the day), we will take a quick look at five important components that help make S-World UCS Hawthorne possible.

5 Important S-World UCS™ Hawthorne Chapters

- **Chapter 1**

S-Web CMS Software and Web Development Framework

Network.villasecrets.com/the-secret/ch1/s-web-cms-framework-step-6-our-solution

- **Chapter 6**

S-World CRM-Nudge-Ai

Network.villasecrets.com/the-secret/ch6/crm-nudge-ai

- **Chapter 7**

S-World TFS ‘Total Financial Systems’

Network.villasecrets.com/the-secret/ch7/tfs-total-financial-system

- **Chapter 9**

S-World CRM-CC ‘Company Controller’

<http://network.villasecrets.com/the-secret/ch9/crm-cc-the-company-controller>

- **Chapter 14**

S-World TBS ‘Total Business Systems’

The dedicated chapter for the TBS™ is not currently online, but a good introduction to it is presented in Chapter 1.

Network.villasecrets.com/the-secret/ch1/s-web-cms-framework-step-6-our-solution#s-world-TBS-total-business-systems

Chapter 1. The S-Web CMS Framework



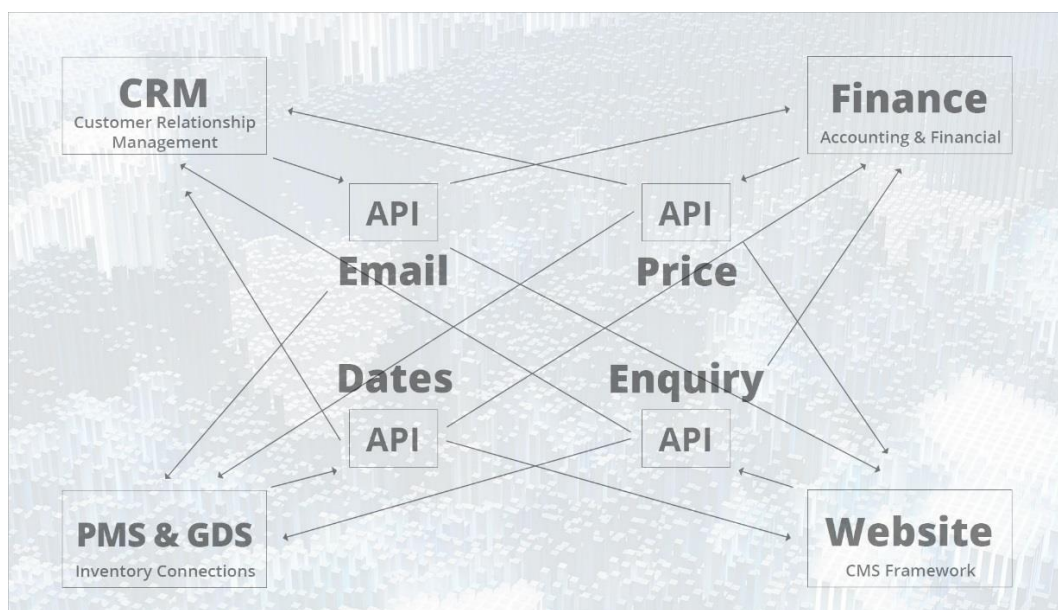
[S-Web CMS Software and Web Development Framework](#)

S-Web is a web and software framework in which all web and software systems are part of the same framework. So, for instance, where one usually buys or licences CRMs (Customer Relationship Software), which needs to be connected to your website via a complex API, if one wishes the data to come straight from the website and online forms to the CRM. The S-Web CRM and website are the same thing, so no one needs to perform complex API development.

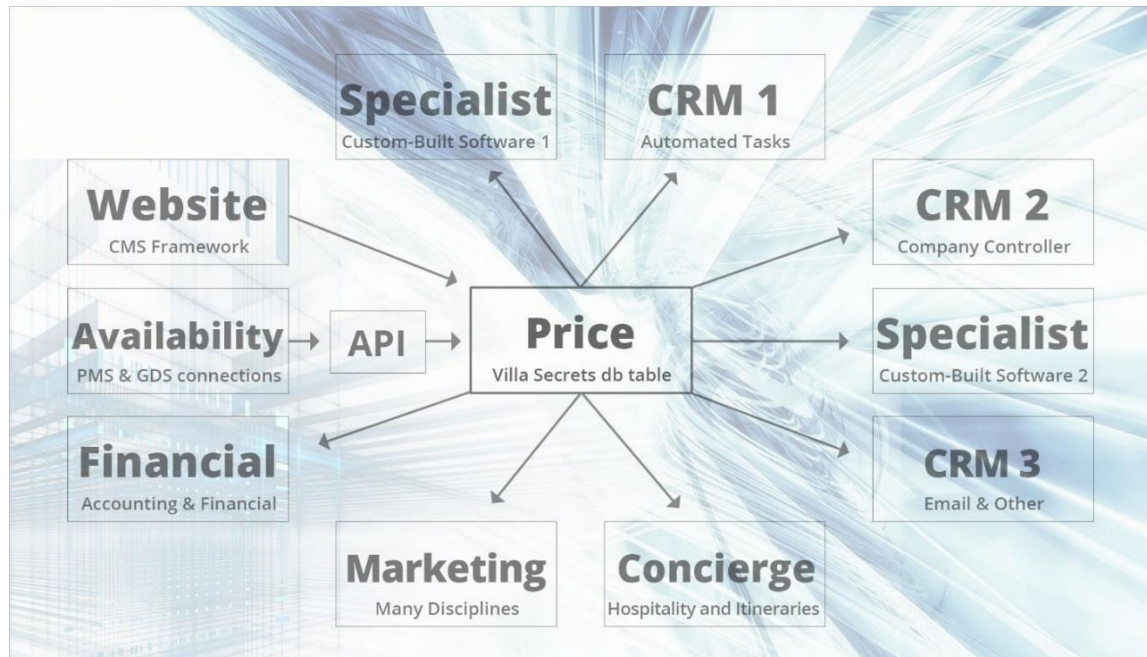
The more software one buys from different companies, the more complex it gets. You only need a few systems from a few different developers, and the law of limiting returns on what you can achieve from your system is severe.

Have a look at the following 2 graphics.

Below, we see the complexity of connecting a website to three different systems: a financial system, a CRM, and inventory connections.



Now, look at the S-Web Framework; in this example, accessing a price from the database. And as each part of the framework is just one hop away from the database of common items, access is easy.



In short, whilst it's not completely impossible, it's extremely hard to create the type of software that is described in S-World Villa Secrets, if one is using different systems from different developers pieced together.

Chapter 6. The S-World CRM-Nudge-Ai



Chapter 6. The S-World CRM-Nudge-Ai

The S-World CRM-Nudge-Ai is a design for an integrated CRM that pays careful attention to behavioural economics to sometimes steer and sometimes nudge agents in the right direction.

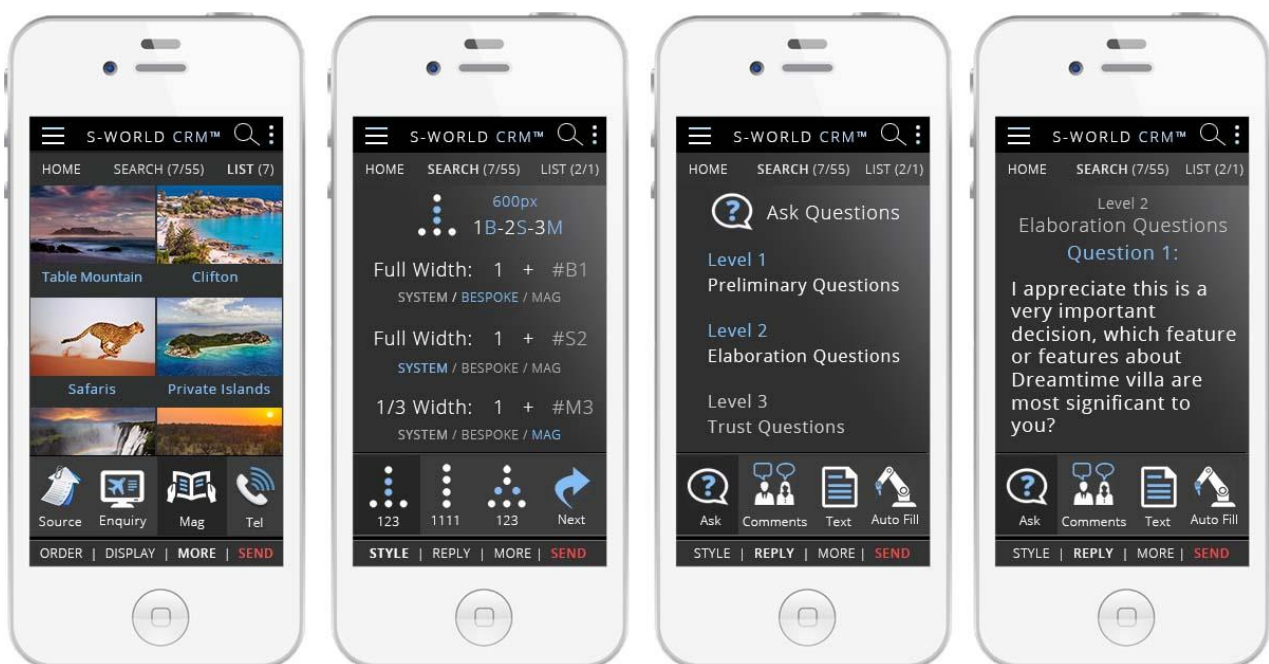
Created mobile-first so agents do not need to be in the office and can continue working into the evening and at weekends. The Ai is a special feature that will become a system that, for the best

part, can answer client's enquiries, ask questions, and present more options in real-time. Then, as bespoke villas (properties not on inventory databases) return emails to say their property is or is not available, the new properties available are presented live as they come in. Where after, the client can start to negotiate with this and that villa owner.

By the time the human agents enter the conversation (assuming they were busy at the time of enquiry), the deal could be well advanced and need only some finishing touches. And for the most part, the client would have had no idea that from the beginning (or sometimes the entire) of their customer journey that they were talking with an Ai. And further, that in the future, the Ai may well become a better agent than any human, and agents are removed from the process altogether to be replaced with concierge reps.

The Ai speeds up response time dramatically and can assist an agent to perform 2, maybe 3 times the amount of work they would be able to do without the system; and it teaches agents how to improve at sales via behavioural economics. For instance, 'how many villas should an agent send?' Well, Hoffeld's 'The Science of Selling' suggests two is good. But after the 2 villas are sent, send a 3rd, which is not as good as 1 or 2, as this reinforces the client's current first pick choice, as now in place of best of two, it's the best of 3. Which makes sense to me, but experience also makes sense to send more like 10 in a technique I call 'flushing out the completion.' The logic is to send as 'also-rans' all the villas that a competitor would likely send but prioritise one or two.

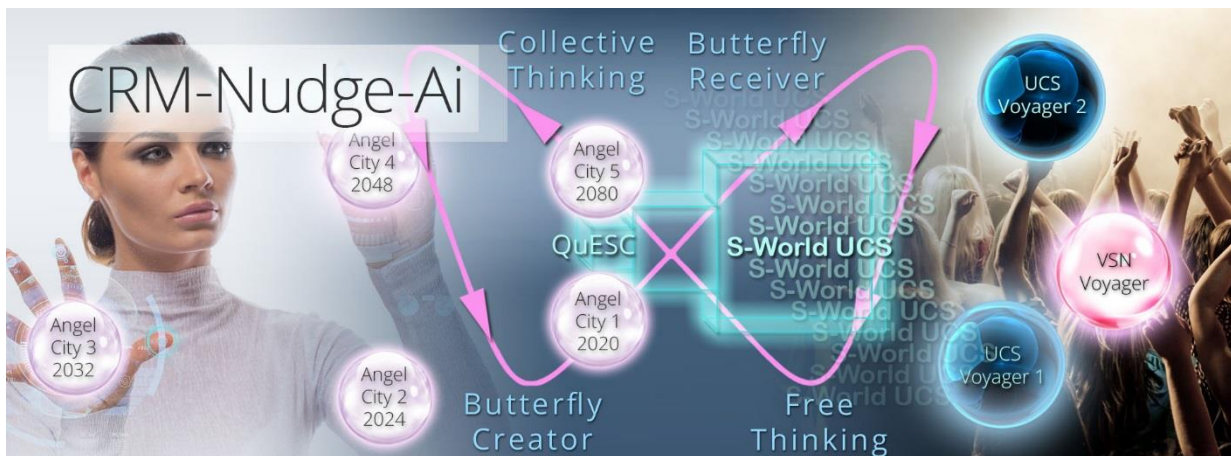
The CRM-Nudge-Ai will first send just two options. But if the client does not reply or go on to the website, another 15 minutes later, a larger selection will be sent. And we will, of course, see over time what works best and look for idiosyncrasies such as different cultures having different preferences.



Note that this system is part built on S-World CDS 'Content Delivery System' technology, see Chapter 4. [S-World CDS™](#).

Lastly, we look at the way we wish the Ai to work with the teams in the creation of a continual feedback loop.

The CRM-Nudge-Ai, assisted by a behavioural insights team, suggests the best path. But out in the real world, some things work, and some things don't, and they call it experience. So, agents are (to a degree) given free rein to experiment and do things that are 'off script.' And if this works out, we write it into the system for others to try. And if the new 'idea' works more often than not, it becomes a part of the Ai, and round and round it goes, always learning.



Chapter 7. The TFS™ - Total Financial System



S-World TFS 'Total Financial Systems'

Whilst the UCS™ Hawthorne does not need the complete financial integration that the Villa Secrets design would desire, financial integration would be useful, as then one can immediately award points as soon as a client has made their payment, and that points can be relative to the amount that was paid.

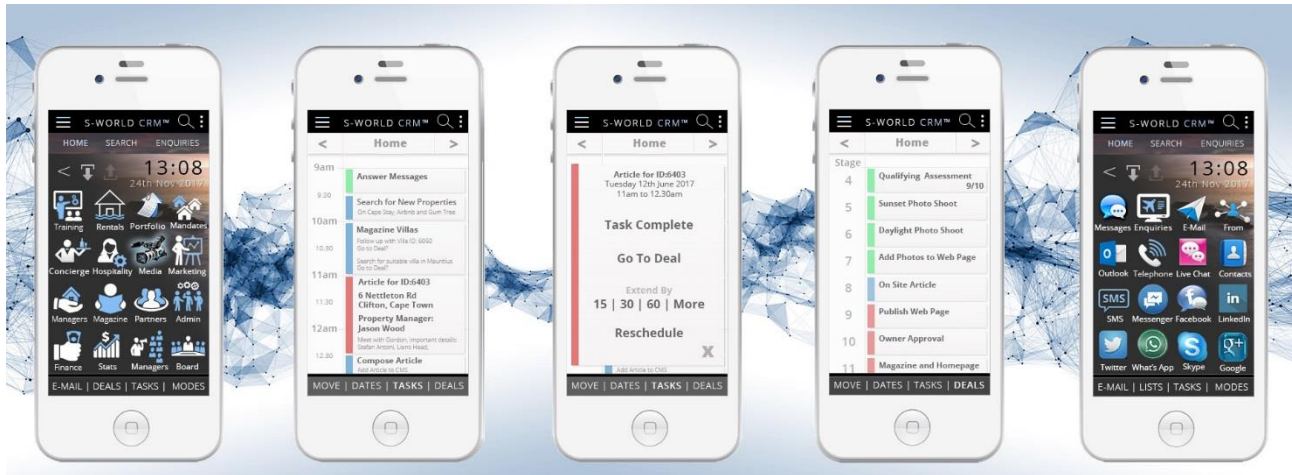
We find a detailed critique of HMRC with solutions within this chapter at the following link:

Network.villasecrets.com/the-secret/ch7/tfs-total-financial-system#4-barriers-to-entry

When it comes to UCS™ Hawthorne for Villa Secrets, bank integration or access to banking data does become very useful. For example, every booking made creates points score for the agent

that made the booking and all involved in getting the villa online in the first place; from the photographer to the property manager, all get a few residual points each time a villa they helped with goes online.

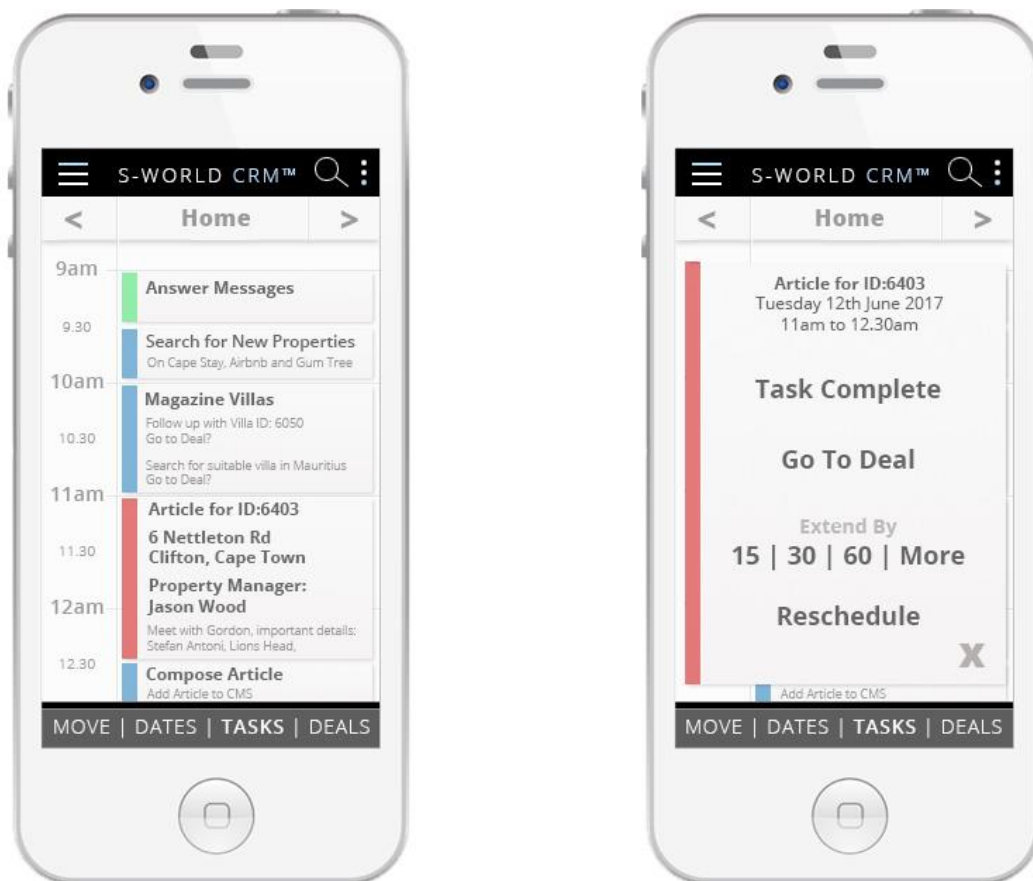
Chapter 8. S-World CRM CC™ – Company Controller



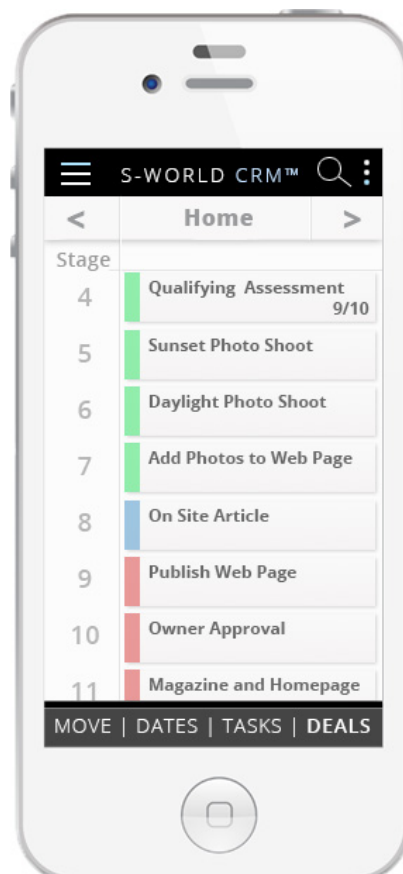
S-World CRM-CC 'Company Controller'

The property of the CRM CC™ that is essential to the UCS™ Hawthorne process is the creation of task lists, and it does so by assigning no more than 50% of 'must complete' tasks, such as a meeting with a client. Where after, the rest of the tasks are tasks that can be postponed without affecting the smooth running of the business.

This kind of set up is essential for users of the software to be able to extend meetings or spend more time on a specific urgent enquiry or another task. We can see this in the example below. At the end of the allotted time, the option to extend appears. And if extended, the 'non-priority tasks' (in blue) all move forwards.



Below, we see the 'deal path' for [recruiting a mandate](#) (see Chapter 3), which is the most important task. Currently, there are over 11 different deal stages to be performed by different members of the team overseen not by a manager but by the software.



Chapter 14. S-World TBS™ – Total Business Systems



All of the systems presented thus far and others including marketing and SEO are subsets of the 'TBS™' Total Business Software, Book 4 in the [Angel Theory – Paradigm Shift](#) range. I will demonstrate this system with the summary from Angel Theory – Paradigm Shift. Or see [The TBS™ described on The Villa Secrets' Secret](#).

Book 4. The S-World TBS™

Part 1. Total Business Systems



Attempting a project like this without a system like the S-World TBS™ would be futile.

The S-World TBS™ is the software needed to run a global network, [originally described for VIRGIN](#) on 18th March 2011. It is M-System 1 and its functionality has been written within its own book 'The Villa Secrets' Secret.' A summary of this book is found here: Network.villasecrets.com.

The TBS™ design is made of many components, from the Company Controller to the TFS™ (Total Financial System) to S-Web™, which creates extremely complex and sexy websites in record time. One critical part of its design is that all components from the website to the CRM to the accounting are created as one system, there can be no hopping from one item of software to another, as this is a chaotic way of programming, and has extreme laws of diminishing returns

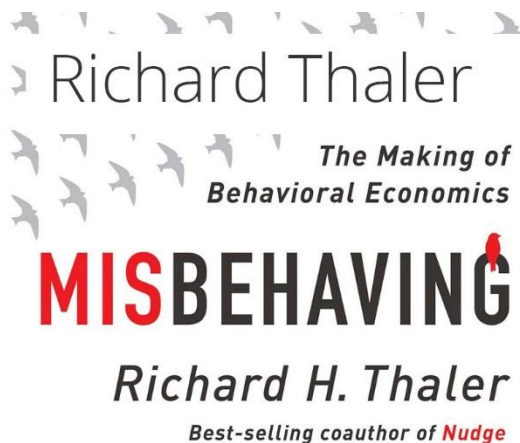
relative to its complexity.



This project is already in development, and already has several unique components that either make money, save money, or avoid landmines.

Digging further, we see that in place of the CRM software such as Salesforce which creates software for all business types, the TBS™ is to be created one industry niche at a time; this greatly simplifies the software and makes it much more user-friendly.

This niche by niche production system allows one to specialise in specifics; for instance, by asking 2017 Nobel Laureate Richard H. Thaler to plough his knowledge from behavioural economics into the various AIs, one case at a time.



In general, the behavioural economic position is that people are not perfect and do not always make the most rational decisions. The TBS™ recognises this and assists.

Boy, do I wish I had a TBS™ in 2002 when I created [Cape Villas.com](http://CapeVillas.com).

By coincidence at the point of writing (on the 26th April 2018), I have just arrived at section 8 in Thaler's book 'Misbehaving: The Making of Behavioral Economics'; where Thaler asks, 'Could we use behavioural economics to make the world a better place?' And the answer, in the content of Angel Theory and the TBS™, is 'hell yeah.' All improvements to the TBS™ will immediately help our

prototype Villa Secrets Network; and in time, the thousands of business that will be created via Grand Networks.

As for making the world a better place, please spare some time to look at the 26 philanthropic and ecological projects that can be created as a consequence of the business network:

www.angeltheory.org/book3-14/ripple-effects-and-elephants-for-paul-g-allen



S-World UCS Hawthorne – Villa Secrets 2017

Below, we see the original 2017 plan.

Continuing from Chapter 9 and the S-World CRM-CC™ which creates sophisticated task planning software, the S-World UCS™ addition is to gamify the tasks. So, for each task completed, it gives a point's score.

In the Villa Secrets 'Scenario 7' plan (Chapter 19), we have allocated significant funding for-profit share which gets distributed to those who have accrued the most UCS points.

It's a simple enough system to program; each task completed, each best STO or mandate secured, and each booking made has a points value. And as staff and management complete their tasks, they gain points. And each day, there is a points winner. And the points winner gets a percentage of profit share.

Created in this way, we can allow for a sales agent to bring in a big booking, or a property networker to land a mandate and receive a huge score on that day. But the next day, everyone starts from scratch. So, on any given day, anyone can win. And that's important to the game play and will encourage staff to perform simple tasks such as increasing Facebook likes, or writing tweets in their spare time, as each action has small points score.

It also allows management to steer the team in the direction of gaining mandates and adding properties. Whoever adds a property, will see point wins every time that property is seen on the

website, and many more points if it's booked; and more still if it's booked and it makes a lot of money.

This not only focuses staff on adding properties, but also on adding properties that will make money and adding them as well as can be done; as in doing so, they increase the chances of being seen and booked, and so more points, prizes, & profit share. (Prizes potentially coming in the form of handbags, glasses, perfume, and after shave from brands like Bulgari; in exchange for advertising space in the Villa Secrets Coffee Table Books from Chapter 18.)







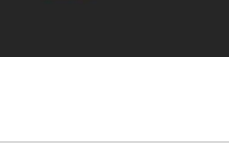
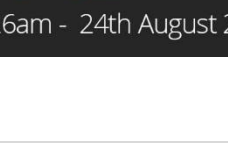
This competition is more about motivating the support staff and management than the frontline sales and mandate staff, as such staff are already motivated with a commission and in many cases, will be equity owners in the company itself.

There will be a great looking winner's page that shows all points won each day and the daily top 3. And from that point, we can create weekly competitions, in both days won and total points, and monthly; and 3 monthly competitors, which will pay our significant bonuses, for winners.

This system turns the S-Web CMS Framework from simple and beautiful to 'simple, beautiful, fun, and addictive.' And as a bonus, as well as the motivation of being a daily or weekly winner, is that we create a very observed view point on each staff member on each day. And so, 'The Hawthorne Effect' kicks in improving overall performance from all team members.

S-World UCS Hawthorne – Villa Secrets 2018

Now that we understand the basics, let's examine some of the more recent additions to the system. First, let's bring back the leader board from the HMRC demonstration...

<i>Villa Secrets</i>		S-World UCS™ Hawthorne	
	#1 Ajanlekoko Points: 124,539 Handicap: 18 Wins: 26		#2 Mark Gosling Points: 115,271 Handicap: 24 Wins: 20
	#3 Sarah Jones Points: 93,261 Handicap: 16 Wins: 32		#4 Monica Belgrave Points: 82,954 Handicap: 11 Wins: 38
	#5 Richard Okereke Points: 75,823 Handicap: 8 Wins: 36		#6 Caihong Chan Points: 65,629 Handicap: 3 Wins: 45
	#7 Mark Long Points: 57,862 Handicap: 17 Wins: 18		#8 Monica Knowles Points: 47,829 Handicap: 0 Wins: 42
Leaders Board: 11:26am - 24th August 2018			

And let us recall that as it only 11.26 and only 2 and a half hours into the day, and due to their low handicaps, the best players are at the bottom of the leader board.









Handicaps

Monica has won the day 42 times this year and has a handicap of zero. Handicaps are needed to enable the weakest or maybe just the newest members of the team to be able to compete and win. Let's consider the current 2nd placer Mark Gosling. Mark has 20 wins under his belt. But the wins would not be wins if not for his handicap, based on golf, but changed simply to an amount of points given at the start of the day. For example, at 9 am when the day's game begins, Mark would start with 75,000 points; whereas Monica, with a handicap of zero, starts at zero. And Richard, with a handicap of 8, would start at about 30,000.

As the day goes through, the low handicap players will (on average) collect more points and by the end of the day will win or be there or there about; unless they have a bad day or just bad luck, which happens. In this example, Mark Long is having a bad day.

Financial Reward

The big difference between this game and the game paid by HMRC is that wins see a significant financial reward. Before we consider extra bonuses from sales made and mandates won, just the basic prize would be worth a week's salary; or if on a low salary (maybe an intern, or low-basic sales person), the daily prize could be equal to two weeks salary.

Villa Secrets		S-World UCS™ Hawthorne	
	#1 Ajanlekoko Points: 124,539 H: 26 Bonuses Won: \$12,471		#2 Mark Gosling Points: 115,271 H: 24 Bonuses Won: \$17,294
	#3 Sarah Jones Points: 93,261 H: 16 Bonuses Won: \$16,372		#4 Monica Belgrave Points: 82,954 H: 11 Bonuses Won: \$27,394
	#5 Richard Okereke Points: 75,823 Handicap: 8 Won \$31,284		#6 Caihong Chan Points: 65,629 Handicap: 3 Won \$47,624
	#7 Mark Long Points: 57,862 Handicap: 17 Won: \$18,362		#8 Monica Knowles Points: 47,829 Handicap: 0 Won: \$52,953
Leaders Board: 11:26am - 24th August 2018		Bonuses Won	

Above, we see that the scoreboard (on the Big TV in the office, on desktop and staff mobiles) changes from handicap and wins to the amount won so far in a year. And note that this is based on Cape Town salaries. if in St Tropez, San Francisco, the Hamptons or any rich location where

property sales can be ten times greater, the income from winning could be as much as ten times higher.

Let's drill down to who is doing what for Villa Secrets Cape Town.

Ajanlekoko –	Junior Bookings Agent
Mark Gosling –	Concierge Officer, Hospitality Rep & Repeat Bookings Agent
Sarah Jones –	Copywriter, Villa Grader & Blogger
Monica Belgrave –	Photographer, Cameraman & Video Editor
Richard Okereke –	Bookings Agent
Caihong Chan –	Mandate Networker and Portfolio Manager
Mark Long –	Junior Bookings Agent, S-World Systems Expert and Admin Officer
Monica Knowles –	Mandate Networker and Real Estate Sales Agent

Of the above, three would be equity owners and have their own companies within the network and websites that they were in charge of.

In time, the jobs of Mark Gosling, Sarah Jones & Monica Belgrave would be performed by the [S-World Film & Concierge company](#); but at first, all would work under the larger Villa Secrets umbrella.

In 2017, the source of prize funding was the profit share that had been factored into 'Scenario 7,' (from The Villa Secretes' Secret - Chapter 19). However, now I think it would benefit by a percentage of sales agent commission and mandate networker income. Both were expected to make silly money, and sharing 25% of their income with the team via S-World UCS Hawthorne can make the entire team very grateful for every booking made and every mandate won. Each booking's a winner for all the whole office and the big bell rings to signify each sale.

And whilst the real intricacies of the system should be worked out over time with different variables for different teams, including a control team with no UCS at all, I will provide some starter variables.









So, for instance, each time a sales person or mandate recruiter land a big deal, they will automatically win the day and win half the commission; which ends up with them making 75% of the commission. However, the 25% plus the rest of the day's value is split between 2nd, 3rd and 4th place. A good villa booking would have a cash value from \$25,000 to over \$250,000, of which as much as 1% may end up in the prize pool equalling \$250 to over \$2,500 in prize money. With prizes over \$500 seeing as many as 4 different support staff battling it out all evening, doing whatever tasks they can from the SCR-CC options in a bid to win the greater share.

Below, we see the different paths available to personnel to follow and score more points, albeit not all options will be available to all personnel.



End of Day **Winners**

Now, let us forward to the end of the day which closes out at midnight.

<i>Villa Secrets</i>		S-World UCS™ Hawthorne	
	#1 Richard Okereke Points: 437,391 H:8 Today Won: \$1,823		#2 Caihong Chan Points: 379,724 H:3 Today Won: \$726
	#3 Mark Long Points: 326,845 H:17 Bonuses Won: \$447		#4 Monica Knowles Points: 235,796 H:0 Bonuses Won: \$275
	#5 Ajanlekoko Points: 183,293 Handicap: 18 Won \$172		#6 Sarah Jones Points: 164,026 Handicap: 16 Won \$50
	#7 Monica Belgrave Points: 132,084 Handicap: 11 Won: \$25		#8 Mark Gosling Points: 83,923 Handicap: 24 Won: \$0
Leaders Board: 12.00pm - 24th August 2018		Bonuses Won	

We can see that Richard Okereke has won with 437,391 points rewarding \$1,823. Richard won today as a large booking deposit cleared in the bank.

Close on Richard's heels is Caihong Chan with 379,724 points and \$726. The reason for the lower pay out is that Caihong received a bonus for getting a property to an important mandate deal stage, but no money was made. Mandates are a 'reward over time deal,' in essence once secured, every time the mandated property is rented or sold, the team that secured it receive both financial and points rewards.

Given his score earlier in the day, the day's big surprise is Mark Long, up from 7th to 3rd. Well actually, it's not that surprising as a role of Mark's is the 'S-World Systems Expert and Admin Officer.' And Mark likes that the systems have been demonstrated in many simulations, and Mark likes playing the simulations and seeing if he can make deals for his company. So, when 5 o'clock came, with a big bonus payment in the bag and the 3rd place spot worth \$447, Mark just slipped into the S-World zone and pumped it until midnight, by which point he had made up the points needed to get 3rd place.

He always does this on big deal days, and whilst some are a little perturbed, all are grateful for the additional business opportunities he creates. And in fairness, he's a little addicted to the game and plays it often, just not in manic win mode, as was witnessed today.

Note that it is people like Mark who regularly play UCS™ simulations who assist in the creation of S-World BES 'Behavioural Economic Systems' and help to forge new networks. And when it's complete, in S-World UCS Voyager (M-System 13), Mark will be playing an economic time travel game.

In 4th place, we see the team leader (the team leader is usually the lowest handicap player in the team). In this case, Monica Knowles, who has had a real nothing day, no new deals made, and the last thing she was going to do are play S-World UCS™ scenarios all evening to make her score up. In truth she should be last with no points at all if not for the mandates she has secured previously; 10 good mandates and one could almost give up work, as we remember each time any of the properties mandated by Monica are booked, she and the mandates team win points and cash.

In 5th place with 183,293 points and \$172 is Ajanlekoko, who received most of his points as he was an assistant to Richard Okereke's big deal that provided the big prize pot in the first place.








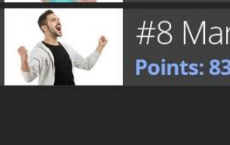
The slacking off algorithm

The last three places see only a token win; \$50 for 6th, \$25 for 7th, and nothing for last place. Given that at a certain point in the day, even if like today it's a bumper pay out, the lowest scoring personnel have a good idea that the game for them is over; and thereafter, work in a typically unenthusiastic way, we need to include a 'slacking off algorithm.' The system will monitor the day via the S-World CRM CC 'Company Controller' and if it detects a work rate less than 25% of the average work rate then a warning appears. And if ignored, one will receive negative points the following day.

The Joker

In the same vein as 'the slacking off algorithm,' in that it is an encouragement for those with low scores to apply effort, the Joker (which is new today 19th June 2018) is a new idea for someone with low points to play their 'joker card,' and be boosted to equal points with the top player. As always, only experiments can know the best rules to apply. But, as a starter, I think only 4 cards per year and only one card can be played in one month.

One also needs to consider when they can be played. For now, let's say 4 p.m., and the card was played when a big booking was made, like today (but we will not show this option in this example). Once played, the current top scorer has equal points and can choose just to accept it and lose half their winnings, or they can play to win lightly; by simply relaxing at home with new enquiries and live chat calls coming in via their mobile or laptop. An evening spent working on deals, taking new enquiries, and answering live chat will (in most cases) be enough to see of the Joker playing team member pushed into second.

Villa Secrets		S-World UCS™ Hawthorne	
	#1 Richard Okereke Points: 437,391 H:8 Today Won: \$1,823		#2 Caihong Chan Points: 379,724 H:3 Today Won: \$726
	#3 Mark Long Points: 326,845 H:17 Bonuses Won: \$447		#4 Monica Knowles Points: 235,796 H:0 Bonuses Won: \$275
	#5 Ajanlekoko Points: 183,293 Handicap: 18 Won \$172		#6 Sarah Jones Points: 164,026 Handicap: 16 Won \$50
	#7 Monica Belgrave Points: 132,084 Handicap: 11 Won: \$25		#8 Mark Gosling Points: 83,923 Handicap: 24 Won: \$0
Leaders Board: 12.00pm - 24th August 2018		Bonuses Won	

Continuing with the wins description...

In 6th place with 164,026 points, we have Sarah Jones 'Copywriter, Villa Grader & Blogger.' Sarah makes most of her points via bookings and enquiries on villas she wrote the article on, and it was a slow day.

In 7th place with 132,084 points, we have Monica Belgrave, who had a bad day as the weather was awful; so, 2 planned shoots were cancelled. And whilst she gets points every time she photographs or films a property, just like Sarah, none were booked today. However, if she were a couple of years into working with Villa Secrets, she will have hundreds of income sources.

In the last place with 83,923 points is Mark Gosling, who had a bad day, and became the office joke for a while as all observed him lose; which gets us back nicely to the point of the game, so create an observed environment because we know that when people are observed, they work harder.

Lastly, note to self to have pictures reflect the score; so we would need a very sullen picture for Mark on this day.

UCS™ Recruitment

When it comes to recruitment, if one was targeting a job that would pay \$1,500 a month basic (remembering we are talking South African salaries), the package would be \$750 basic plus whatever UCS™ Hawthorne winnings one made. Where after, 50% of all support staff salaries become part of the prize pool alongside the commission from bookings and mandates. And because of the extra income from the bookings and mandates, even a poor show would make more than the \$1,500.

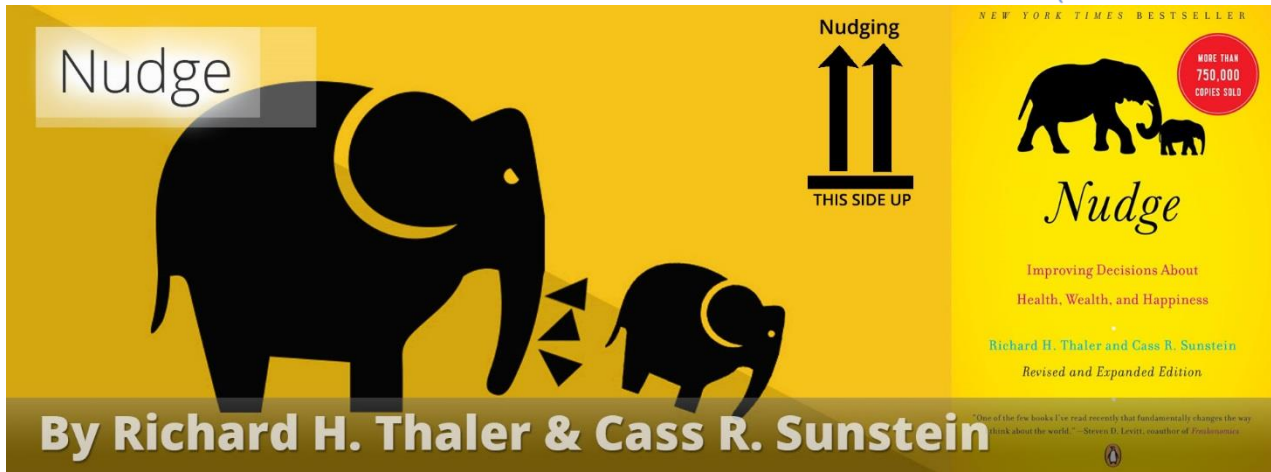
In my opinion and in general, behavioural science backs this up. Very few people think of themselves as losers, and most have a far higher opinion of themselves than the average would suggest. And so given the opportunity to make \$750 and significantly more in prizes; just by beating half the team, especially given that new to the game players start with a high handicap, I can see this system weed out any inherently lazy staff who are only working to pay the rent.

However, in my experience, there is sometimes a 2-month cooling off with personnel; when they can get into a comfort zone and are no longer so enthusiastic or productive. And for sure, in my experience of assigning and monitoring tasks, without a system like the S-World CRM CC, it is an almost impossible job to get right all the time. And in some cases, just having half your team perform well is enough and is what one settles with.

Not with S-World UCS™ Hawthorne and the CRM CC, which collectively make each day a completion, and some days when big deals are done, there is a big competition going on.

I would say that S-World UCS™ Hawthorne, as presented, would more than double the output made by staff, add to that the systems like the CRM-Nudge-Ai and one could see greater than double gains. Then add to that [S-World VSN™](#) and [S-World UCS™ Simulator](#) and one can see all business that joins the network leading each market and location it chooses to perform in.

So now, it's over to Richard H. Thaler, the 2017 Nobel Prize winner. Currently (as of 12th June 2018), Professor Thaler has a giant equity bundle in the bag which, given the scale of Angel Theory – Paradigm Shift, is worth many fortunes.



However, other than the www.CapeVillas.com and www.VillaSecrets.com websites, until we get our first pick of Silicon Valley philanthropists assistance in developing the software and grow the network, there's not a lot of spare cash around.

Fortunately, one thing that Thaler discusses in both 'Misbehaving' and 'Nudge' is a lack of business that are willing to let them experiment. For this reason, some of the best 'high value' behavioural economics comes from game shows such as 'Deal or No Deal'; which, in itself, is not a very rounding medium, as one adds the variable that all contestants know they are being observed so may make different choices.

The Network plan for Villa Secrets (and other S-World ventures) is in part seen in Chapter 2 - '[Network Strategy](#).' The quick version is that in one location we find a master licensor, usually the leading real estate company who create a 'Primary Network'; where after, they have 8 websites and make 8 companies. Then keeping 50% of each company, they either reward current staff or recruit new staff to run the 8 business, each staff member owning the other 50% of the business. This is very important as people work harder when they own something; and in an industry with high staff turnover, one gets to keep quality agents as opposed to see them starting a competing business and stealing clients (happens all the time).

The result is 8 different businesses, which would take about a year to found. Where after, the plan is to branch out into compulsory industries and niches to a set of 64 similar business in one prime location by the end of year 2. And running concurrently, I have a list of 300 prime locations where after there are tens of thousands of 2nd and 3rd tear locations; any town where real estate is sold for over \$1million or more.



I'm not only happy for Thaler and other behavioural scientists to use this network as an experimental base. I fully believe that that is the best way to develop the system. And with bookings ranging from five thousand dollars to over a million, and properties selling from one million dollars to more than 100 million, the community can test its ideas in a rich environment.

End of Chapter

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More on S-World UCS™

To find more information on S-World UCS™, follow these links :

www.AngelTheory.org/book7/s-world-ucs-simulator-v1 (2018)

www.AngelTheory.org/book/1-3/the-s-world-ucs-m-systems (2017)

www.angeltheory.org/m-systems/part-1/from-m-theory-to-m-systems (2017)

Network.villasecrets.com/the-secret/ch10/s-world-ucs-tutorial-and-incentivization-game (2017)

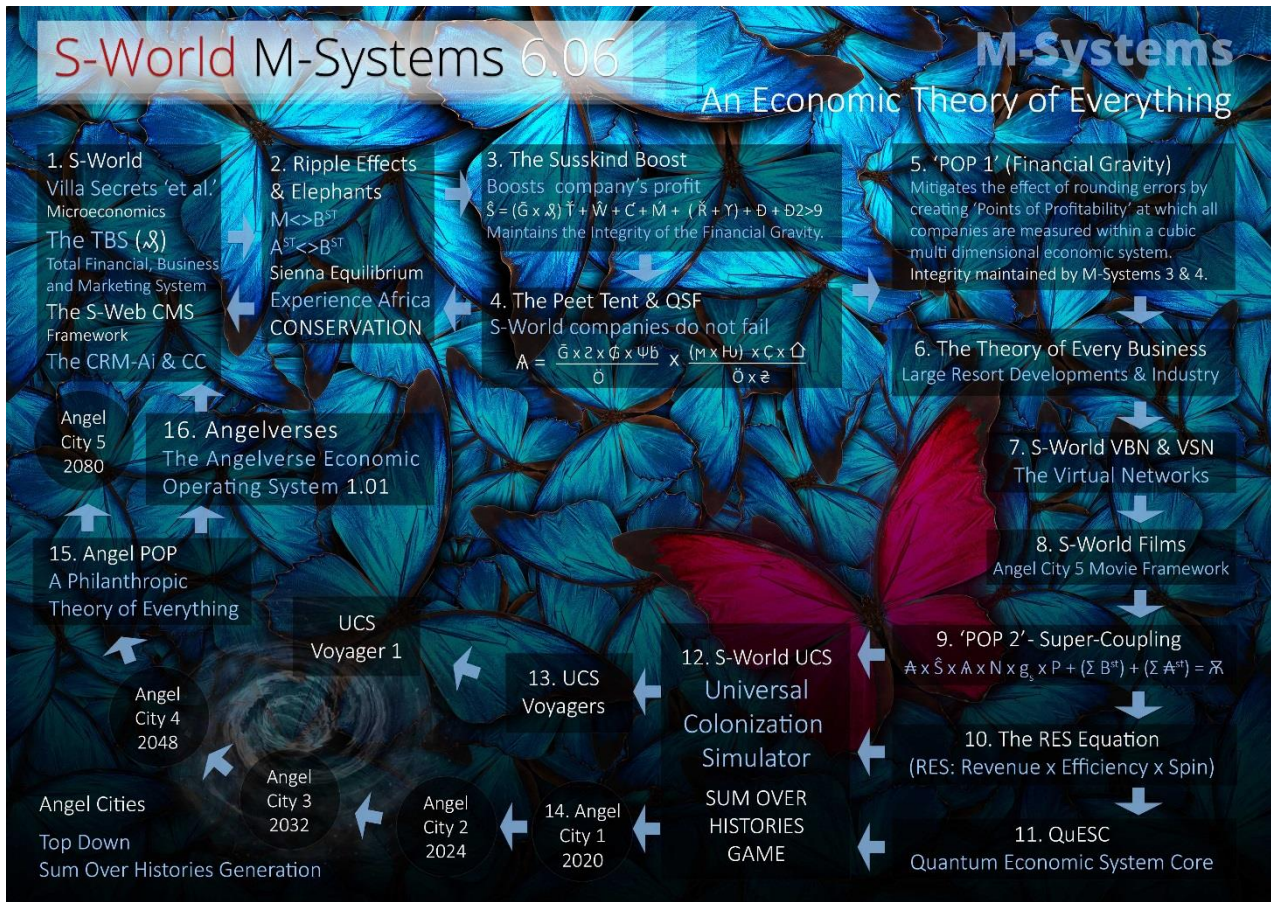
Americanbutterfly.org/pt1/the-theory-of-every-business/ch8-s-world-universal-colonization-simulator (2012)

A more in-depth view will be presented in Angel Theory Book 7. And note that Books 2. Part 2. '[A More Creative Capitalism](#)' and Book 3. '[The GDP Game](#)' are, in themselves, S-World UCS™ Simulations.

As a picture posits a thousand words, I present the M-Systems architecture. The UCS M-Systems are systems.

10. The RÉŚ Equation
11. QuESC 'The Quantum Economic System Core'
12. S-World UCS™ 'Universal Colonization Simulator'
13. S-World UCS™ Voyager

14. S-World UCS™ Angel Cities



Addendum 1

The S-World UCS™ M-Systems

Paradigm Shift Book 1. M-Systems

"A Digital Theory of Everything"

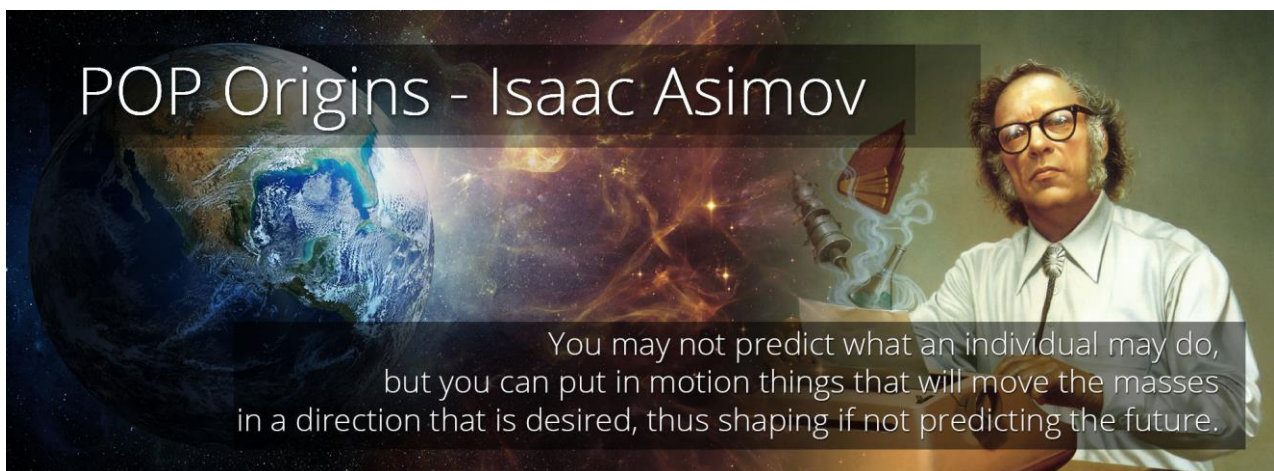
By Nick Ray Ball 24th November 2017



PRESENTING

Chapter 3. The S-World UCS M-Systems

"You may not predict what an individual may do, but you can put in motion things that will move the masses in a direction that is desired, thus shaping if not predicting the future." (Isaac Asimov)



Inspired by: Sienna Skye, Isaac Asimov, President Clinton, Garrett Lisi, Amanda Peet, James Gates, Leonard Susskind, Edward Witten, Stephen Hawking & Albert Einstein.

M-System 10 – The RES Equation – Revenue, Efficiency, Spin (2012 - 2016)

A powerful but simple economic equation that can only be fully effective within a digital economy. Take the initial income of a network (R), measure a company, not from its profit alone but also the profit made from its expenses (E), optimize E, and Spin (increase the speed of all spending).



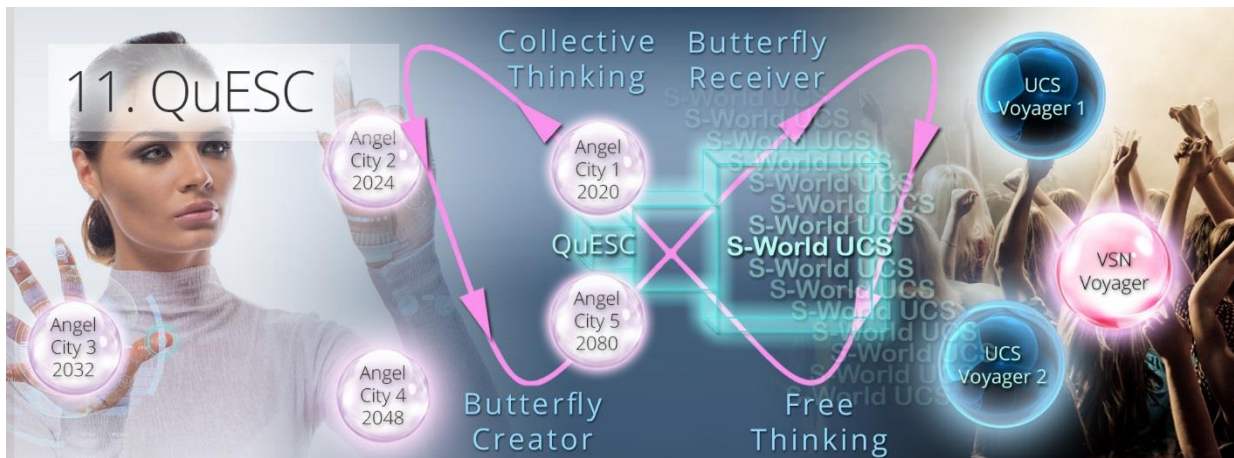
M-System 10 – The RES Equation – Financial Equivalence (2017)

Later, we will talk about S-World UCS MARS Resort 1. Fact or fiction remains to be seen, but on Mars, we can implement the RES equation with a 100% Efficiency, which is to say every cent spent is accounted for; where after, we cut tax and spin, creating a supercharged economy unimaginable on earth. We call this 'Financial Equivalence.' Our inspiration: 'the law of conservation of energy.'



M-System 11 – QuESC (The Quantum Economic System Core) (2012 - 2016)

The heart of the M-System's design is founded on the notion by Hawking that 'People are like Atoms,' QuESC entangles us 'the people' with powerful predictive and logistic software within a circular butterfly effect, continually experimenting and improving upon all S-World systems.



M-System 12a – S-World UCS & Villa Mogul (2003 - 2012)

Originally imagined in 2003 as ‘Villa Mogul,’ the idea to create a management simulation game like Railway Tycoon. The ‘hook’ is that the game was based on a real business. By September 2012, it had developed into ‘TTOEB’ Chapter 8: [S-World UCS - Universal Colonization Simulator](#).



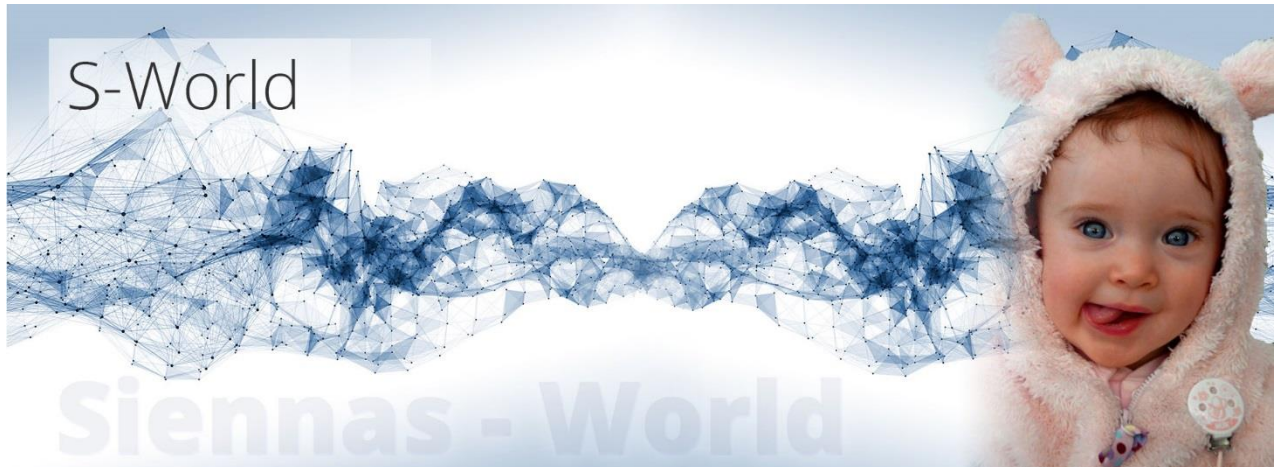
M-System 12b – S-World UCS (September 2012 to 2017) (Connects all systems)

S-World UCS is a design for an MMO game that shows how to make a business and economic empire so rich, one could invest in super projects such as ‘African Rain’ or ‘Universal Colonization.’ The game teaches, simulates, and shines a light on the S-World Network’s future ambitions.

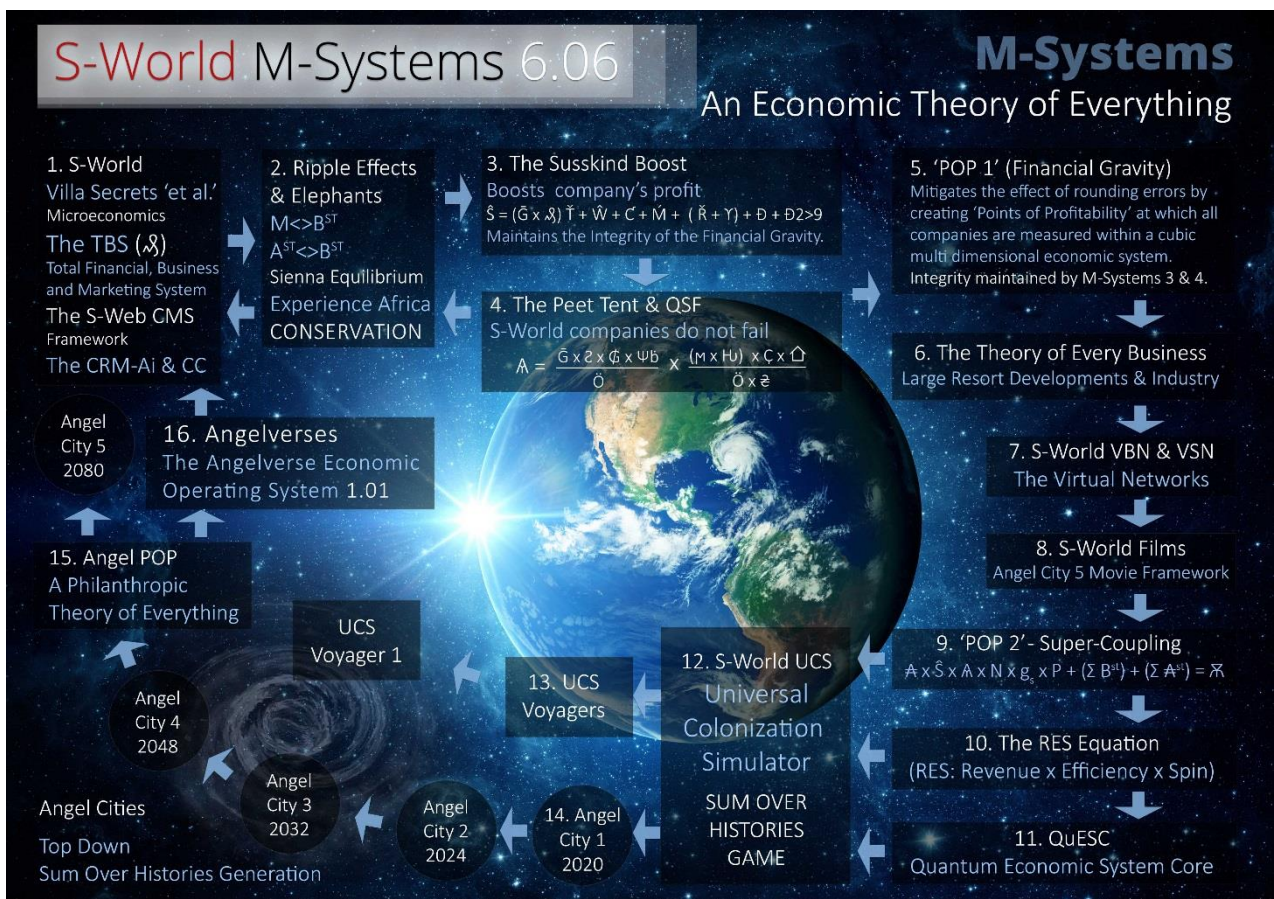


The Quantum M-Systems 13 and 14

Now, we arrive at arguably the main event. The S-World UCS quantum systems that create first an economic time machine and then logistical anchors into the future; from which we desire to shape the world in a direction that is desired, via simulation and then implementation, to create a better future for our children and children's children.



In the now-familiar system design below, we can (at the bottom of the graphic) see the quantum systems flying out of M-System 12. S-World UCS, scooping up Angel POP and the Angelverses on the way, delivering them full circle back to M-System 1. And as before, the rodeo starts again, but this time with greater momentum.



M-System 13 – Eureka!!! - S-World UCS Voyagers (September 2012)

The Eureka Moment arrived courtesy of Garrett Lisi's '[A Theory of Everything](#).' In which Lisi presents his quantum coral analogy where "each individual was in many other locations experiencing them as separate individuals," and the quantum mechanics mantra:

"Everything That Can Happen Does."

This revelation arrived in the middle of writing the final American Butterfly 'Theory of Every Business' chapter 'S-World UCS,' soon after writing the S-World Virtual & Business Network chapter, in which the game sat within the virtual framework and had become entangled and indistinguishable from the conceptualised business network.



*This consideration becoming the tipping point where a simulated game and business software became a form of **economic time travel**.*

The consideration was that we would create a copy of the S-World UCS Network called 'UCS Voyager' and send it forwards in time at a speed twice our own. So that in 6 months of our time, the simulation would be a year ahead. And within, business owners, managers, staff, and gamers alike could conduct their own business simulations. Then, from all the possible outcomes choose which actions from the simulations to follow back in real-time.

Businesses follow the wins, avoid the losses, and replay opportunities that showed potential in Voyagers 2, 3, 4...



What if you could look to the future and see millions of eventualities?
What if you could use this information to assist you today?

Welcome to S-World UCS

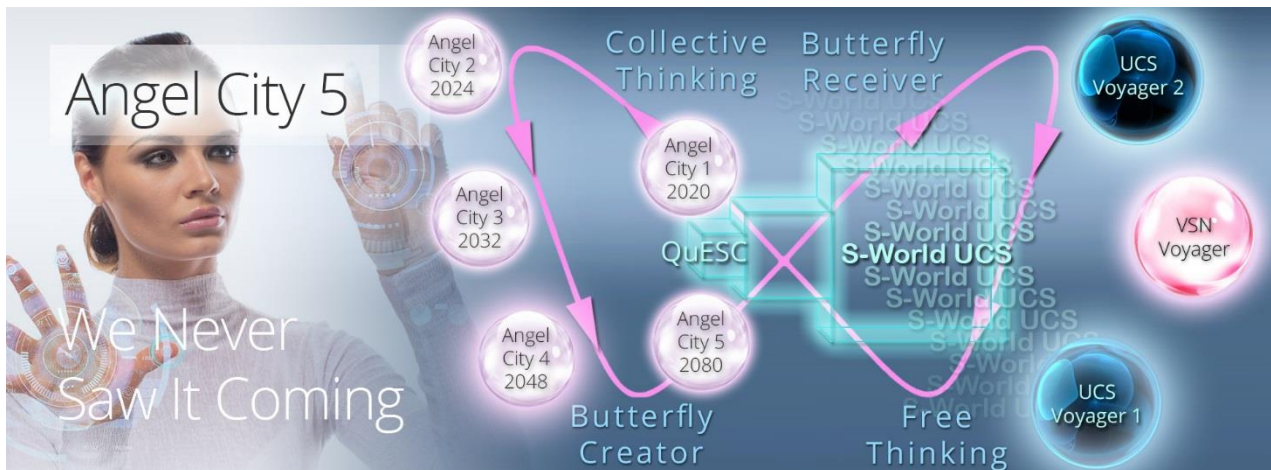
Welcome to your future

M-System 14 – Eureka² - S-World UCS Angel Cities (2012 - 2017)



Angel Cities are 5 future simulations of the network from 2020 to 2080; first created as logistical support for UCS Voyagers, but have since become the key ingredient, subject of the movie framework, and the ‘why’ behind the entire project. In terms of M-theory and its component quantum mechanics, we respect Professor Richard Feynman’s alternative histories (sum over histories), which tells us that no unobserved system has a definite past or future.

*“Quantum physics tells us that no matter how thorough our observations of the present, **the (unobserved) past**, like the future, is indefinite and **exists only as a spectrum of possibilities.**”*



Shaping *the Future*

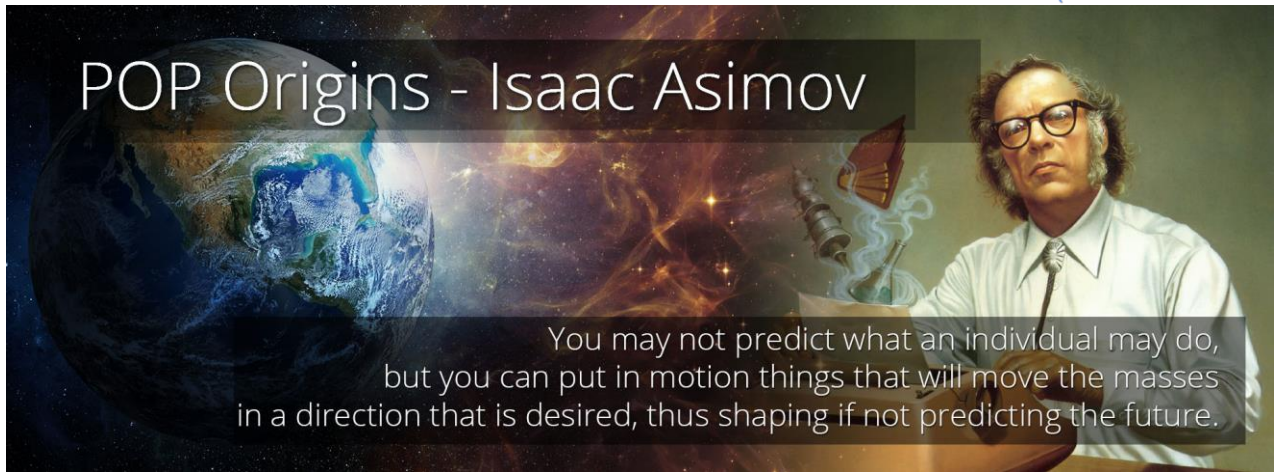
Set in the years 2048 and 2080, Angel Cities 4 and 5 are the nerve centre for the S-World network's long-term ambitions, described as a set of 'super projects.' In this simulation, we work within the M-Systems framework to plan the best earth we can logistically create. And once the blueprint is set, we create paths back through Angel Cities 3, 2 and 1 so that each company, development, wonder, and 'special project' that we wish to exist in 2048 and later 2080 has a definite history back from the future to our time.

By planning our future in intricate detail and working in waves of probability, ripple & butterfly effects back through the future Angel Cities, we can control our destiny.

Angel City 5 (2080)



Angel City 5 is the last of the founding S-World Angel Cities set in 2080. Above, we see my darling daughter Sienna as herself and as an angel guiding us towards a better future, in keeping with the S-World mantra by professor Isaac Asimov...



“You may not predict what an individual may do, but you can put in motion things that will move the masses in a direction that is desired, thus shaping if not predicting the future.”



This future <> past relationship is in a constant superflux; but one thing is constant, our ambition, the set of ‘super projects’ that are to be achieved. In Game Theory and military strategy, they call it ‘Commander’s Intent’ (but instead of ‘take that hill, it’s ‘make them projects’), as commanders know that the best-laid plans can quickly fall apart in battle. We must allow for every eventuality when creating the strings that lead to the creation of our ‘special projects.’

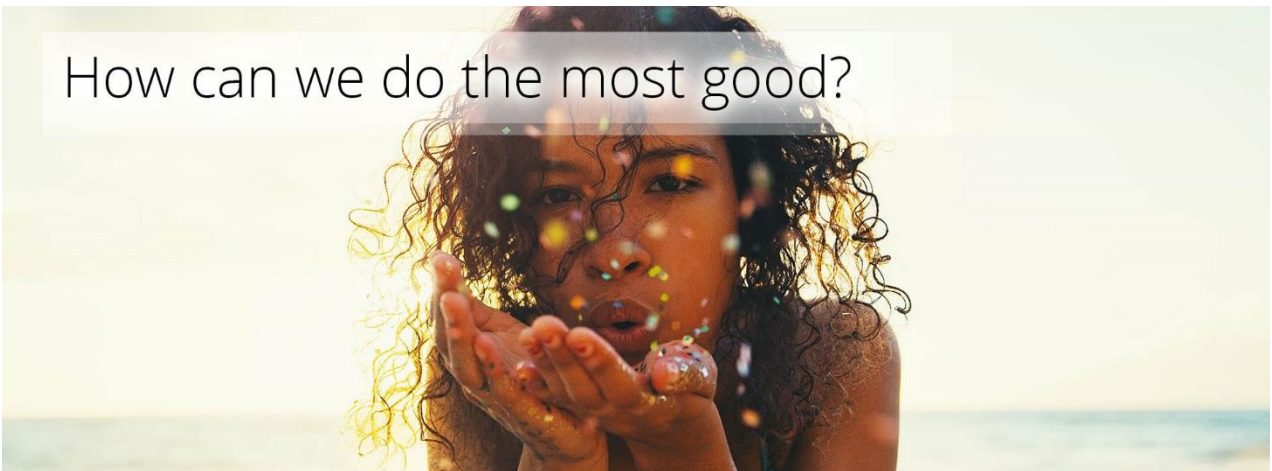
However, once enough strings and ripples have congregated, it gets easier. For example, the first of the 16 Super Projects: ‘Experience Africa’ is underway and has become entangled as Angel City 1.

Originally, this chapter led to a list of 16 projects I wished to be created. But since, I have created a chapter on how we can create these projects and more as a consequence of creating grand networks in locations of abject poverty. See: [Ripple Effects and Elephants for Paul G Allen](#)

Ripple Effects & Elephants



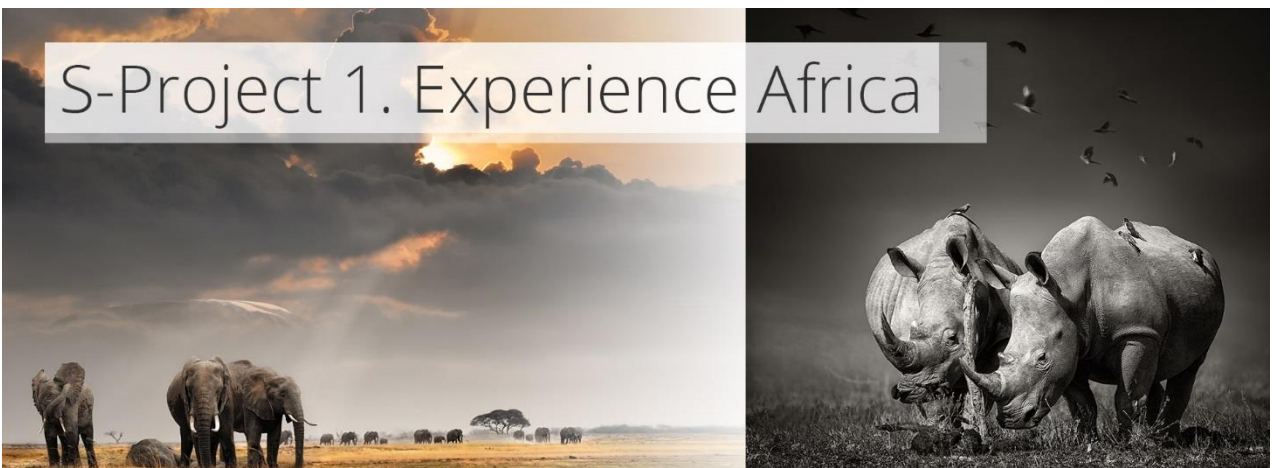
How can we do the most good?



Special Projects



S-Project 1. Experience Africa



And now for the original chapter 10.

Note the following three chapters are a tad muddled up.

Chapter 10. S-World UCS™



At the time of writing, this idea for S-World UCS™ was in its infancy with but a paragraph of content. So, I will elaborate a little and focus my elaboration on 2017 Nobel winning behavioural economist Richard H. Thaler, the Charles R. Walgreen Distinguished Service Professor of Behavioral Science at the Chicago Booth School of Business, as featured in 'The Big Short' film and book by Michael Lewis.



Why Richard Thaler? Well, I feel another analogy coming along; but not from the world of football (soccer).

José Mourinho, who first won the UEFA Champions League with Porto in 2004, which was a special achievement as Porto were far from the favourites; he then moved to West London and the Chelsea Football Club, which had been recently bought by billionaire Roman Abramovich. In a TV interview, José described himself as 'The Special One,' in reference to his winning the greatest prize in European Football with a team that was far from the favourites. However, the name stuck and he has been dubbed 'The Special One' ever since.

In economics, the greatest prize is the Nobel Prize; usually won by traditional economists. So, when someone from the psychology division (being behavioural economics) whose ideas were

considered hogwash just a dozen years before, if one has a sense of humour about it which certainly Thaler does, can also be considered ‘The Special One.’

One thing is for sure, relative to this book ‘The Villa Secrets’ Secret’; if I were to show this chapter alongside Chapters 6. [S-World CRM-Nudge Ai™](#), 7. [The TFS™ – Total Financial System](#), and 9. [S-World CRM-CC™- The Company Controller](#) to a potential licensor from Real Estate; alongside the idea that Thaler was on board with developing the systems, my pitch would be almost guaranteed to work due to the specialness of Thaler being the current Nobel champion.

With this said however, it would be remiss of me not to mention the original source of the inspiration for this chapter which came from David Hoffeld’s book – ‘The Science of Selling’ and in particular his mentioning of...

“The Hawthorne effect (also referred to as the observer effect) is a type of reactivity in which individuals modify an aspect of their behaviour in response to their awareness of being observed.”

I have created a very elaborate and incredibly useful system from this pearl of wisdom, which I have added to the already well homed ‘S-World UCS™’ design.

S-World UCS™ for ‘The Special One.’

S-Wold UCS is built upon the TBS Chapter 6. [S-World CRM-Nudge Ai™](#).

Before going into detail about UCS, allow me to present the experimental opportunity provided by the CRM-Nudge Ai™

So, we have a software system that teaches agents how best to reply to clients which, down the road, is to be married to a Watson like computer; so that not only could the client not tell that they were talking to an Ai, the client would get more from a conversation with the Ai than with almost every human agent.

But before this, we are creating the Ai system for human agents, giving them not only superior information but also teaching the agents the power of questions and which ones to ask. This was when I was writing the 2017 spec, the hardest part...the questions; fortunately, there is a whole science dedicated to it.

Now, what is unique is the way Villa Secrets will grow with many small (in personnel) companies, all of which are at least 50% owned by the personnel. In Cape Town, I am starting with 8 planned for the first 12 months after I find a licensor; where after, increasing to 64 within 3 years.

Well that was the plan, but they are running out of water, so all bets are off. And I’m gearing up to creating the US and European networks.

One way or another, there will be a lot of similar companies across the world; all using state of the art software. And we only need to look at the web framework www.villasecrets.com to know that the website as presented, plus the software design, the network initiatives, and all that is on Angel Theory – Volume 1. Paradigm Shift, we are going to win. And within this win, we created a million ways to run experiments on everything from questions suggested to the default layout of the software, to the best way to monitor and motivate the entire team.

This will be of great use to Professor Thaler and other behavioural scientists, and to make the opportunity more special, were not talking about small numbers here. Bookings range from \$5000 to \$500,000 and sales; not that we are specialists in this yet, well they go from one million dollars to hundreds of millions of dollars.

If I remember correctly, there is (in general) the idea or agreement from mainstream economics that behavioural economics works best at smaller amounts. And it's almost impossible to find companies that will let them 'go mad' within their businesses. Well not us; Thaler, Hoffeld, Sunstein and the community 'go mad.'

S-World UCS

For more information on S-World UCS, arguably the most significant S-World system, see the following:

www.AngelTheory.org/book7/s-world-ucs-simulator-v1 (2018)

www.AngelTheory.org/book/1-3/the-s-world-ucs-m-systems (2017) (requires login)

Network.villasecrets.com/the-secret/ch10/s-world-ucs-tutorial-and-incentivization-game (2017)

Americanbutterfly.org/pt1/the-theory-of-every-business/ch8-s-world-universal-colonization-simulator (2012)

A far more in-depth view will be presented in Angel Theory Book 7. And note that Books 2. Part 2 'A More Creative Capitalism' and Book 3. [The GDP Game](#) are, in themselves, S-World UCS Simulations.

As a picture posits a thousand words, allow me to present the M-System's architecture, and also guide you to a version on M-Systems that does not require a login:

www.angeltheory.org/book1/m-systems-and-special-projects; as with the article and the graphic, M-Systems 10 through 14 are all different parts of S-World UCS.



It's a simple enough system to program; each task completed, each best STO or mandate secured, and each booking has a points value. And as staff and management complete their tasks, they gain points. And each day, there is a points winner. And the points winner gets a percentage of profit share.

Created in this way, we can allow for a sales agent to bring in a big booking, or a property networker to land a mandate and receive a huge score on that day. But the next day, everyone starts from scratch. So, on any given day, anyone can win. And that's important to the game play and will encourage staff to perform simple tasks such as increasing Facebook likes, or writing tweets in their spare time, as each action has small points score.

It also allows management to steer the team in the direction of gaining mandates and adding properties. As whoever adds a property, will see point wins every time that property is seen on the website, and more points if it's booked; and more still if it's booked and it makes a lot of money.

This not only focuses staff on adding properties, but also on adding properties that will make money and adding them as well as can be done; as in doing so, they increase the chances of being seen and booked, and so more points, prizes & profit share. (Prizes potentially coming in the form of handbags, glasses, perfume, and after shave from brands like Bulgari; in exchange for advertising space in the Villa Secrets Coffee Table Books from Chapter 18.)

This competition is more about motivating the support staff and management than the frontline sales and mandate staff, as such staff are already motivated with a commission and in many cases, will be shareholders in the company itself.

There will be a great looking winner's page that shows all points won each day and the daily top 3. And from that point, we can create weekly competitions, in both days won and total points, and monthly; and 3 monthly competitors, which will pay our significant bonuses, for winners.

This is what turns the S-Web CMS Framework from simple and beautiful to simple, beautiful, fun, and addictive. And as a bonus, as well as the motivation of being a daily or weekly winner, is that we create a very observed view point on each staff member on each day. And so, 'The Hawthorne Effect' kicks in improving overall performance from all team members.

S-World UCS Hawthorne - 2018

It seems for every tangent I follow, it always has a benefit for the core business software or systems to better staff performance.

Recently, I needed to update the S-World TFS page (Total Financial Systems), and I had found the UK tax systems not fit for purpose. And as I had just read the penultimate chapter of 'Misbehaving: The Making of Behavioral Economics,' in which Thaler tells of how he and others created BIT, the Behavioral Insights Team www.behaviouralinsights.co.uk/about-us; and how they

were tasked with improving tax collection. As one big point, I wish to make to behavioural scientists is that the evolution should be in behavioural incentive software and systems. This exercise is a good example of this principle within a case study that they are already familiar with.

On the way to making the paper, I show the S-World CRM CC and S-World UCS Hawthorne effect, and I wondered how well this system could work within the tax office? And this led to the idea of swapping the 'villa mandate' deal stage system to a 'tax payer' deal stage system and because we can now monitor every client interaction from every staff member; and with that information, we can create winning and losing staff and (also) give additional points to staff who do tutorials and exams in their own time, or when not dealing with clients.

Like the Villa Secrets system, each day, there will be a winner and loser; and obviously, one can tie career advancement into the equation. However, and here's the new 'little' BIG IDEA,' we get a great big TV and hang it on the wall to show the scoreboard and other messages, but mostly the scoreboard.

What does this do? It creates a Hawthorne Effect throughout the office; and now, every staff member is now being observed by every other staff member. And for management, wow, is their life a lot simpler now.

Chances are such a system could eliminate most of the need for management; and due to increased efficiency (being people wanting to win or more likely not wanting to lose), everyone works harder; and add the other efficiency systems, one can cut back on over 50% of staff, for a saving of over 50% (as most managers are not needed).

So, you see, from a seemingly random tangent, I gleamed at a very important addition to systems that I will be making soon. And, hell yeah, are we going to get the giant TV in the offices at Villa Secrets. And further, we would get S-World film to come in and do interviews with the winners and make a really big deal out of it; with, of course, a big gong video and crash of sound for each new sale or mandate. We used to have a scoreboard in Camps Bay and it's definitely a motivator, but only the sales staff could play. Now, all the staff can get the same motivation.

Big Wins (Ready Player 4)

If there are 8 members of personnel all playing the game and 50% of remuneration was allocated to S-World UCS Hawthorne, and the individual ('Player 4') makes an average salary; then if the prize money was only given to the highest player, then the remuneration would not be double there basic. 'Player 4' would collect the equivalent of their basic, 8 times; a significant prize well worth fighting for.

This said, and whilst it's not my job to say with any certainty (as that's a task for the behavioural

scientists), I would suggest that the winner gets 3.5 basic units, the second gets 2.25, the third gets 1.25, the fourth gets .75, and the fifth gets .25; with the sixth, seventh, and eighth receiving nothing. Albeit this is just a starter option. Fortunately, as we have planned for many different companies, we can use different numbers for different sets of companies and after analysis; and over time, we can choose the ideal rewards splits.

Player Set Up and Handicaps

S-World UCS Hawthorne

This is brand new from today's long walk, which was partially nice today (6th June 2018).

I started with the 2nd Audible chapter of Nudge. And, as usual, I made a deal with myself that I would listen through the chapter and not pause at a point of interest. But I only took a few steps before having to pause.

This is the text.

Audible Chapter 2. (00.00)

Representativeness

The third of the original three heuristics bears an unwieldy name: 'Representativeness.' Think of it as the similarity heuristic. The idea is that when asked to judge how likely it is that A belongs to category B, people (and especially their Automatic Systems) answer by asking themselves how similar A is to their image or stereotype of 'B' (that is, how representative A is of B).

This was a big win; and whilst unrelated to this specific chapter, it's in the same family, and benefits created due to this new behavioural science analogy will benefit all.

It's very simple. For many years, indeed, since March 2011, a significant part of the network was Film and Media; now told boldly in Chapter 6. S-World Films, in which the objective is to make good films that depict a much better future created by S-World.

Where after the films, series documentaries and social media all create a future that is representative of how they would like their future to be, a particular red button point for many.

This S-World Film, along with S-World VSN Virtual Social Network (Book 5) and UCS Simulator (Book 7), will create a picture of the future that is more representative of how we all would want it.

And that is... priceless.

One saying, from 2011, that I have not made for many years is simply...

“It will work because everyone will want it to work.”

See the following:

www.angeltheory.org/book5/virtual-social-network-v2

www.AngelTheory.org/book6/s-world-films-v2

www.AngelTheory.org/angel-city-5- -1st-aug-2017

www.angeltheory.org/book7/s-world-ucs-simulator-v1

Full and detailed chapters for all of the above have been written and will be forthcoming in the not too distant future. Any one chapter can be completed within a week if it is deemed urgent. For instance, a resident from the butterfly requests it. www.angeltheory.org/book8/Audacious-Ideas-v1

Back to S-World UCS Hawthorne

Player Set Up and Handicaps

1. What to do if a player is always losing.
2. We give them a handicap, simply at the beginning of the day, they will start with free points (not earned).
3. Whilst this evens things up in terms of bonuses, the players who have no free points or the least have the lowest handicap, just like golf. And when it comes to a player proving themselves worthy of them creating their own S-World business, low handicap personnel are top of the list.
4. Let's consider a unit of 8, a Primary Network in LA, first the team...
 - a. Mandate Recruiter /
 - b. Rental Sales Agent
 - c. Sales Agent
 - d. Portfolio Manager
 - e. General Manager
 - f. Photographer / Video Cameraman / Video Editor
 - g. Copywriter / Social Media / SEO / Content Marketing
 - h. Company Secretary / Admin
5. Now let's consider that out of this set of 8, who are all productive due to the CRM CC, that the photographer was a star in the making. That the photographer is capable of great shoots with or without models, great at taking video and editing the segments together, and has mastered drone photography as well.

Now, we consider what would be a good score across 8 different companies; all with the

same, but the other 7 companies had good photographers, but not in the same class.

As the points would be relative to all 8 different networks, the star photographer would end up winning on most days when there were no big sales or mandates secured.

6.

The photographer gets points for each job completed, clients' good review of work, peer review'; but also some points every time one of the villas is added to a client's favourite page, and more points each time a villa is booked.

7. After a while as the star photographer, the opportunity will arise for the photographer to start or co-found his/her own S-World company.

8. Next (and note this is all brand new), but we need to find ways to impress upon the entire team that each point counts so that they are single goal-orientated (winning each day), but also encourages the team to get the highest score in terms of the least handicap.

So, if we have 8 teams in Cape Town and the same in San Francisco, St Tropez, and Hong Kong; then a percentage (maybe half) of all end of day prize money will be split between the 32 teams, with the teams with the lowest collective handicap scoring the most.

Now, each unit is not only incentivised to individually win, but also to make sure all in the team lower their handicaps.

I'm sure more rules will come, but for now, that's a pretty good microeconomic application of the Susskind Boost.

9. They can do extra in their spare time if they are the highest handicap for a long time and no work outside of 9 to 5 is done, then it's time and should say good bye, but give a generous severance

Note that in a Grand Network, we have a 'no one can fail,' as we have many different positions and more money in general. But virtual networks can't operate in this way, not yet anyway.

10. Maybe lead to American Butterfly S-World UCS

<http://americanbutterfly.org/pt1/the-theory-of-every-business/ch8-s-world-universal-colonization-simulator#s-world-ucs-qe-and-eee-scores-page>

<http://americanbutterfly.org/pt1/the-theory-of-every-business/ch8-s-world-universal-colonization-simulator#s-world-ucs-game-play>

11.

Chapter 10a. Customization & Simplicity



As our software and web framework is our own code and our designs our systems are infinity customizable, but at the same time, systems are created as out the box solutions, that require no customization at all.

Identify Problem /Present Missed Opportunities / Avoid potential Landmines

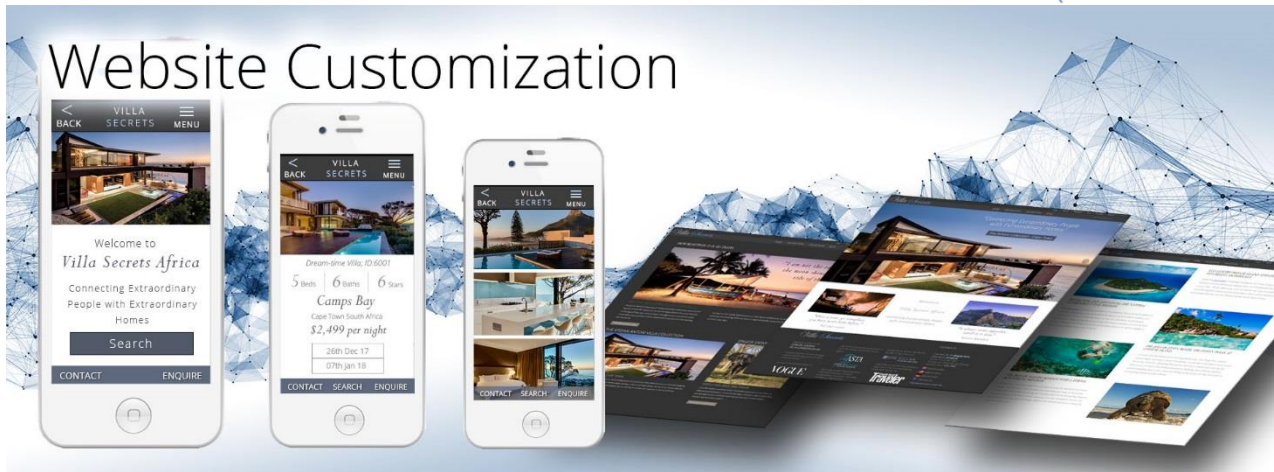
1. Leading CRM software requires specialists to customize the basic package to the needs of the business type
2. Leading CRM software requires API software developers to connect the CRM to the data in legacy systems (i.e. the CMS within your existing website)
3. Word Press and other CMS driven websites require web developers to create and customise a website

Is Unique or performs better than competitors because...

1. S-Web (websites) and S-World (software) are two sides of the same coin and as such need no customization, CRM specialists, API software developers or web developer input.
2. When it comes to programming and customizing systems to do things that are not a part of the existing system, most leading software companies cannot help, whereas at S-Web and S-World we pro-actively seek out from our members what new functionality or customization they desire and create it for no cost to the member
3. One will be able to change the design of any page, after the initial creation of the website at the touch of a button

Key benefits and/or is a Solution to...

1. When a new company joins the S-World network, they do not have to hire an expert to set up and customize their software or website, it is specifically designed to the industry and niche within that industry and users can get going straight out the gate.
2. If a Villa Secrets company wishes, customization, a new function or a completely new system developed we work with the client, create the software specification, assess its importance and add it to the development queue. As all S-World companies are already contributing to the communal software and systems there is not charge to the end-user.



Website Customization

A significant part of why S-Web and S-World products are so simple and effective is that they have been created as complete ‘out the box’ solutions. That don’t need any customization at all.

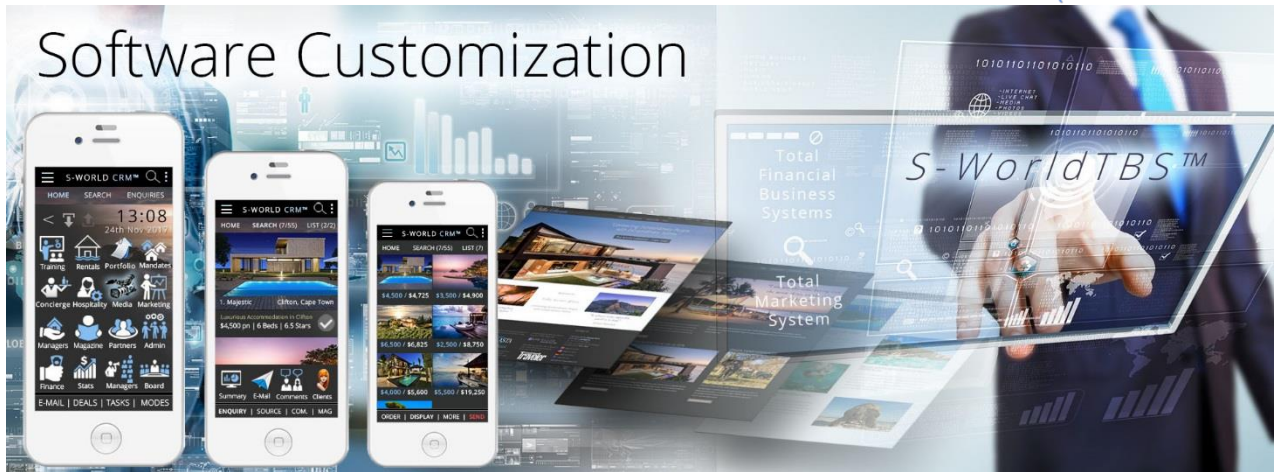
This does mean that web developers and people who are paid to set up the software for companies have no part in the process, and this will of course not go down well with them at all, as it eliminates the need for their employment or consultation.

Starting with the S-Web websites, as described in chapter 1, a lot of our competitors, in fact nearly all our competitors create websites for their members in Word Press. If we look at <http://kigo.net/vacation-rental-websites> they offer WordPress websites for \$990 or custom websites for \$3990. But ask them to add the portfolio of villas from MyBookingPal or to connect to luxury hotels via Sabre or Amadeus, and they will scratch their heads and say, no you can’t do that I’m afraid. And even if they could a big drawback with WordPress is that one has too much customization, one can choose from any of the hundreds of thousands of different theme’s. And chances are whatever theme one picks, will not look or perform anywhere near as well as an S-Web website, and as it’s made for developers to customize not the public, one is always reliant on the developers to add custom pages.

In fact, one of the big plus points for S-Web is the lack of customization, if I buy a car, or a house, I see the car or house and say ‘yes I’ll take it.’ I don’t want a kit car, or a plot of land a load of bricks, I just want the car, and I want to drive it away today, or I want the house and I want to move in tomorrow. The whole idea behind S-Web is that one gets exactly what one see’s. If you like the design of www.VillaSecrets.com then that exactly what you get, and due to the lack of customization, the CMS can make web pages and magazine pages on the fly by someone with no experience in just a few minutes.

This does not mean that all S-Web sites will look exactly the same, we offer a customization package that allows for custom design, and we will be creating many different designs, for the different pages, for partners to choose from, and uniquely one will have the option to change the design of a page or the entire website at the touch of a button.

Don’t get me wrong, WordPress is awesome, both our search results page and our product (villa) pages were originally designed in Word Press see; <https://www.blog.villasecrets.com> but due to the many limitations we recreated the design in our own web framework.



When it comes to S-World software customization, we wear a very different hat to website customization, in that we do not only welcome suggestion, we actively ask users to tell us what they want and create it for them for free.

Well actually not for free, as in place of a typical 5% franchise fee each S-World Villa Secrets business instead pay a +/-2.5% of turnover development contribution, and because, we can afford to continually improve and customize the software. Indeed, if one was to look at the notes for my next book: S-World M-Systems, (which turned out to be [Angel Theory – Paradigm Shift](#)) one will see that we wish to create custom versions of the S-World software for every industry on the planet.

So how is that different from what Sales Force and other leading CRM's and software providers are doing?

It's completely different, as where Sales Force has one product that needs to be customized to every industry and niche, S-World CRM-CC™ and particularly in the CRM-Ai™ are out the box products that have been made specifically to do a specific job. Instead of one solution for all, S-World creates many different solutions for many different industries and niches. By the time we have created the CRM for all industries, we will have created thousands of different CRM's, so the user just chooses their niche and off they go.

Ask Sales Force or any leading CRM, 'how much time have they put in making sure their CRM works for vacations rentals,' and they would probably say zero. Further, ask them if they thought they would be able to create a better version of their product if they did create an out the box version for vacation rentals and of course they would say yes.

But of course, they would not just go and build it, they would first consult with industry leaders asking them exactly what they wanted the product to do, and whilst it would be relatively easy to just say 'we want it to work the same way that the S-World CRM-CC™ and CRM-Ai™ works' what would they do in for other industries.

And that's the trick, that's why we are overjoyed if an S-World partner asks us to customize this or

that, as this is the best way for us to work out, what is the best way to create the product in the first place, and particularly in industries where we do not have first-hand experience.

10b Simplicity, Addictiveness, Fun Level & Ease of Use



Possibly the biggest simple factor that makes our solution, your solution, is our ambition to create engaging pages, even for the most mundane of tasks and our absolute must ingredient to every page we create is that it be simple and easy to use.

Identify Problem /Present Missed Opportunities / Avoid potential Landmines

1. Complex CRM, accounting and business software is not simple to install and set up
2. WordPress and other such system have thousands of functions and no clear and simple step by step procedure to create a complete website.
3. The world is full of a million software solutions, website CMS's and Apps, but no one makes one single system that does it all.
4. And those companies that try, end up with every part of their journey like the Sex Pistols song 'This is No Fun!'

Is Unique or performs better than competitors because...

1. We are creating one big system, which greatly simplifies the user experience. If one has a handful or a dozen different systems, for a start one is very limited in what can work with what, and you have 12 different viewpoints on what good software should be in the first place.

Key benefits and/or is a Solution to...

1. Simple systems and especially simple system that are addictive and fun to use will see far greater uptake by staff within the organization, and as such are better prepared to deliver on the features that the software promises. There is no point in having a system that can

deliver a 400% increase in profits if no one uses or understands it. **Simplicity is not a must, it should actually be a first.** The price of entry for any complex solution.

S-World UCS™



True story, in January 2011 the original inspiration for the S-World software was a computer game called FIFA Manager, in which the admin system, gave me all the CEO level information I wanted, in a very simple way that I would love to get from by real businesses.

So in February 2011, I created what was the begging of this business plan, [seen here](#). About half a year later I created an adaptation called [Facebook Travel](#) which began with what I rather uncreatively called '[The Tutorial Game](#)' which was a training simulation in the form of a management sim game designed to teach any new partner and their staff the basics of how one runs a travel business without our systems, and later in the game shows how to run the same business with the system, and in so doing not only teaching the personal the system but also why they should appreciate the system in the first place. As without such systems, there is no way to win big within the game.

About a year later still, now within the '[American Butterfly](#)' series, the first book '[The Theory of Every Business](#)' concluded with the more creatively named '[S-World UCS](#)' (Universal Colonization Simulator) which was the same game - but extended into macroeconomic and what to do with all the money one made... Which would eventually lead to colonizing space. Which was a lot more exciting than the Facebook version, but still the same game at heart.

Now S-World UCS is [the 12th Chapter](#) of my next book 'S-World Part 6: M-Systems,' and has come on significantly extending into economic time travel in [M-System 13: UCS Voyagers](#) and creating just about everything one would want to see for our children's, children later 21st century in [M-System 14: Angel Cities](#), ([2020](#), [2080](#)). And now it's such a good game design, it's more than likely to become a real game, later down the line.

The point is, S-Web CDN™, S-World CRM-Ai™ and CRM-CC™ and especially S-World TBS™ are all being created in a way that can work within the game. So not only do they need to be simple, and in this case, we are aiming at children over 7, but they equally have to be addictive and fun. As because of this, S-Web and S-World system are designed from the very start, to be simple,

addictive, fun and easy to use.

lastly, in phase 2 in Mid 2018, we will have set targets for every actions and staff and managers alike will compete within the game as they receive points for all actions that the Raybot wishes done, where each second one takes to answer an enquiry loses a point and achieving targets, sales or mandates yields hundreds of points. Not only does this get staff performing better, but it also makes them feel part of something and that their actions do count.

We can also have competitions between different companies and leagues, really go to town, and ironically, the competition introduces better networking throughout the organisation.

Add Chapter 11. Social networking and newsletters.

And rearrange Chapters 11 and 12

Chapter 12. Concierge, Hospitality, PR, Film, and Social Media



Creating a world-class concierge department to match the likes of Quintessentially is expensive, and logistically challenging, as who can in actual fact get tables in full restaurants, clients on guest lists and invites to private villa and yacht soirées?

The only people that fit this bill, with that sort of insider knowledge, who can invite clients to such soirées are locally famous people, and so our Concierge team shall be made up of locally famous people, mostly from the film industry, and when they're not seeking to guests needs and entertainment, they shall focus on PR, Film and Social Networking, this avoiding the age-old problem of what to do with hospitality in the low season.

Identify Problem /Present Missed Opportunities / Avoid potential Landmines

1. Finding staff/management with enough influence to get table reservations in booked restaurants, and the wherewithal to get clients into nightclubs and events on the guest list and invited to private soirées that no one else knew was even happening.
2. Competing with local and international companies that are owner run.
3. If one mans a concierge and hospitality team for summer, what do they do in winter?
4. Whilst the world has gone video mad, and especially on social media, creating quality video production for all our villas and local attractions is extremely expensive.
5. When it comes to prestige marketing objective of attracting high prestige brans to shoot at a villa, how does one entice them to come to the location, let anole the villa we wish to promote in the first place.
6. A big part of social media is getting tweets and posts read and shared
7. How does one create an attractive and charismatic department who by their very presence enhance the guest experience and promote report business and see gusts advocating the company?
8. How does one create a hospitality department that socialises with guest, taking them to special places, and in particular in nature they did not know existed? Is this creating the kind of experience that makes guests wish to advocate and return to the location year on year?

Is Unique or performs better than competitors because...

1. With up to 12.5% of each booking through the local network earmarked for Concierge and 12.5% of every exclusive mandate property destined for prestige marketing, as the network grows this division will be extremely well funded. So, well-funded that it can be an independent profit-making company, and incentive owners, management and staff with profit share. We call this company 'S-World Film & Concierge'
2. The company gravitates to concierge and hospitality in summers and media production in winters.
3. The company can make many videos including tests for big luxury brands at our venues, and even if they do not shoot for real, the tests will look great in the estate agents pack, as the buyer will see a handful or even a dozen leading brands advocating the villa.
4. In terms of recruiting, as the Film department is continually shooting and filming, it can recruit the calibre of staff in terms of confidence, charisma and people skills that a concierge department could not. Especially as most staff are not office-bound and can schedule castings and professional shoots around their 'S-World Film & Concierge' duties
5. In terms of organization, which can be tricky with a bunch of very confident and charismatic personal who are not office-bound, there needs to be a strong leader in terms of film and a strong leader in terms of concierge, who run the department via the S-World CRM-CC™ App.
6. Should guests wish, the 'S-World Film & Concierge' can throw limited number private soirées at their property, with the general idea being that this happened across the whole septum of guests, and we find guests mingling together at these private soirées, albeit with the addition of the very attractive and charismatic staff and a few select friends.
7. For guests more interested in nature & healthy living there is no better guide than a collection of representatives from the film industry, who by nature are often out and about climbing mountains and doing Yoga in the most awe-inspiring settings
8. When it comes to fine dining and getting tables when none are available if a locally famous person develops relationships with the top restaurants, they are far more likely to 'make a plan' as they wish to be associated with said famous person.

Key benefits and/or is a Solution to...

1. 'S-World Film & Concierge' provides the big difference between booking with VRBO (Vacation Rental by Owner) websites such as Airbnb and HomeAway.
2. Affords a world-class Video production team that can churn out content daily
3. Increases the likelihood of guests advocating Villa Secrets and returning each year
4. Creates a very strong social networking base
5. Allows for a full complement of motivated concierge and hospitality staff that are not idle in the low season.
6. Creates an internal and highly effective PR company for Villa Secrets
7. Creates the opportunity for various broadcast TV shows, locally and Internationally
8. Will create a very detailed events calendar for guests, from Polo events to Cheese festivals, from night clubs to private parties.

Concierge and Hospitality



How much is an exceptional concierge and hospitality division worth to a villa rental agency, and can such a department also be of use to a real estate company?

Considering vacation rentals first, there are two big difference between the Villa Secrets vision for how a Villa Rental experience should be, versus VRBO (Vacation Rental by Owner) companies such as Airbnb and Homeaway and that firstly that the client initially talks with someone in the area who is far more objective about which villa to recommend to the client in comparison to a villa owner who only has his or her villa to recommend. The second is the quality of experience provided by the hospitality and concierge team.

In the 'were different argument' the quality of Concierge and Hospitality carries 50% of the marks. And the first place one usually looks to put a value to this service is in repeat and referred business, as they say 'its 10 times less expensive to keep a customer than is it to find a new one.'

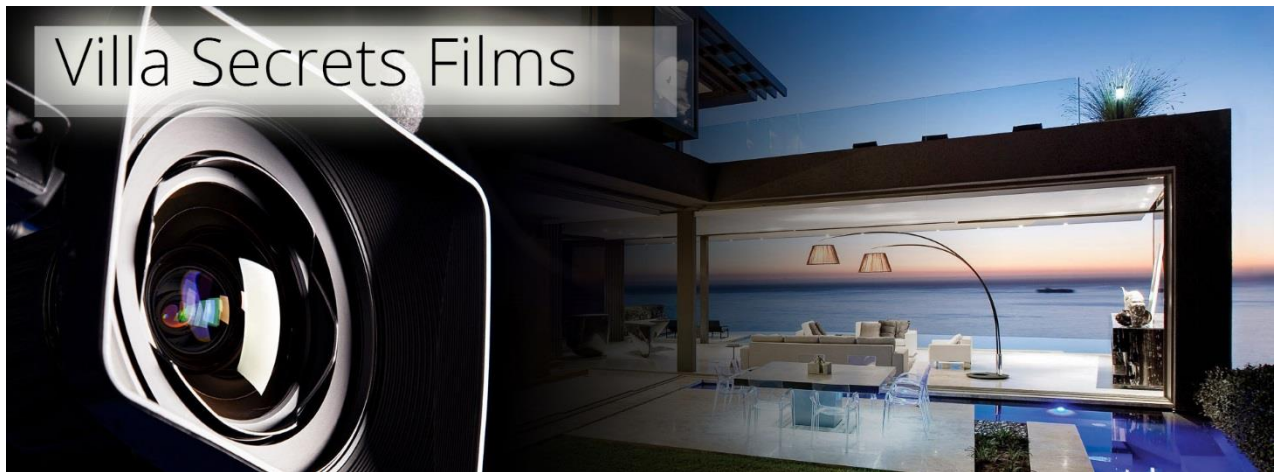
And this is a good enough argument for allocating our suggested 12.5% of each booking toward that department, as if one of 4 clients return and another one in 4 advocates on your behalf, this would make a 50% increase in income, creating a 4:1 ROI on the investment.

However, there is more to this story, our experience has shown that one disgruntled guest can cause havoc for the sales person who made the booking and take up days of their time, and this is time that should be spent making bookings. Not only is the time lost, but the bad vibes and genuine worry that a client is not happy also lowers morale, and can spread throughout the organization. Avoiding this scenario is priceless.

When it comes to chapter 7. Property Managers and Owners, of the most expensive fully serviced villas across the continent, and their decision as to partner with Villa Secrets, make multi-leg bookings and in so doing, bringing their Jet set to us, the quality of the hospitality and concierge will be a key factor in that decision.

And as for real estate agents, the hospitality department making friends and socialising with each group leads to the guest first coming to the department for everything they may be interested in, especially property, and if such incentivization is offered, the department will advocate on the real estate agent's behalf.

Villa Secrets Film



Back in early 2015, the success of our prototype www.cape-town-luxury-villas.com created some spare cash, and we considered how we could spend this in a non-development way, that would best improve our bottom line, and the answer we came to was to create a high-quality video showcasing some villas and Cape Town in general. Unfortunately, due to a ridiculous incident, that would have ironically never happened if we had a strong hospitality department (or the S-World CRM-CC™ App) we had to use the spare cash to upgrade our client and the video was not created. However, this initiate was the start of what is now 'Villa Secrets Films.'

Creating one quality video, when outsourcing costs a lot, at least \$5,000 at mates rates, to do a really great job, including presenting, drone footage and editing, and had we approached a production company they would charge as much as \$50,000.

However, if one has the equipment, which nowadays is as little as \$10,000, when one is working with people who wish to build their portfolio and is aligned with model agencies who can provide a never-ending pool of talent, who are happy to feature for the experience and the media to go in their digital portfolio, then for much the same cost of making one production, one can make 10, and roll this out every month. A big part of the success of this operation is to make sure we hire people who checked the 'Wants to build their portfolio' option in the detailed recruitment questionnaire.

When not on concierge or hospitality assignment, one could reasonably expect to create 10 quality production a month, at broadcast standard, including work that is created for TV, for instance, in the UK there is a well-promoted program on the best properties in New Zealand, and I can tell you that of the ones I've seen at the locations, not one is of Stephan Antoni class and there is no reason why a similar program on Cape Town and Africa would not make its way to international network television. Especially as if we wanted we could offer the series for free.

At the same time we could create a jet-set themed reality tv program, at the end of the day, the more material we can create that gets aired, the more publicity we get and the more attracting Villa Secrets films become s as a portfolio builder and even a career launcher for our personnel who will be under contract to provide a certain amount of appearances in future broadcasts we make.

Prestige Marketing



If Hospitality and Concierge are worth 12.5% of commission income, what value is there in creating broadcast quality Film and Video?

Prestige marketing is likely the most important of all factors that will turn a rental mandate into a sales mandate should the owner wish to sell, originally described within the breakthrough '[Mandate Marketing strategy](#),' now retold in chapter 3. Prestige marketing is about creating media that increases the prestige and so the value of the home, and as such, when done effectively, when it comes to selling one's home, it makes sense to first work with the leading real estate agent that has access to that material. We have previously heard about placing the property in strategic magazines such as Condé Nast Traveller and Vogue and in chapter 13 we look closer at the Villa Secrets magazine. Now let's look at what can be achieved from the Video and stills division.

Of course, any opportunity to get the property shown on a prestige TV show, where we have the clip ads to prestige. And in addition is the opportunity to ask leading brands like Bulgari, Armani, Chanel, Bentley, Aston Martin, a hundred more is that would like to feature in our magazines as product placement, and before we do, we would offer them free tests, to see if they like the concept.

And that's the trick, each official test for such brands can be added to the website and packaged on the DVD that estate agents give their clients with the 50 or so 'estate agents packs' we make them. And this is quite some trick, as it allows us to make big brand broadcasts and still photography in each villa. Think about it, a villa that has been used for advertising by 10 of the world's leading luxury brands is far more prestigious than the identical villa next door with no such marketing material? Of course, you would not.

As to the cost, well the typical mandate is 2.5% commission, 7% service fee and 10% marketing fee of which half is for prestige marketing and half again can be for the video and stills production, and so 12.5% of the commission made from mandates, which is the largest expected income stream. And of course, when it comes to a client wanting to give a mandate away, Villa Secrets will be their obvious first choice, and not only for rentals but for sale as well. Lastly, there is a significant throwback in marketing material for the core Villa Secrets agencies, as Youtube is massive, the Villa Secrets channel will be full of real quality videos, and this channel can be greatly enhanced by a flood of visitors via social networks and social media.

Social Networks and Media



Villa Secrets Social networks, networking and media...

Social Media is most effectively deployed by sociable people, one can spend years at university studying it at degree level, and sure you will know a lot of ways to improve this aspect and that aspect, but at the end of the day, particularly in the luxury villa and luxury travel industry, social networking is not just about the social network's on your computer, tablet or phone, its equally about social networking with people, and no one does that best that a bunch of popular charismatic model, actors and film people.

Believe me, Villa Secrets has 43,000 Facebook likes, mostly from advertising on Facebook for likes to people who had chosen the words 'villa' or 'architecture.' And whilst to some 43,300 genuine targeted likes sounds impressive it has not brought in a single enquiry worth answering. However, as soon as I asked my ex to promote both our Facebook and Twitter accounts, she got enquiries and almost straight away, mostly from her friends who knew people who were coming to Cape Town and wanted to hire a villa, and good ones.

For renting villas, one does not measure the success of a social networking captain by likes or followers, but rather the enquiries that are created from ones own social networking and media

One thing we can be sure of is that a bunch of models, actors and other film people promoting our services to their private and social networks will create enquires, and not just for booking villas, but as much and if not more so for finding villas and securing mandates.

This is however not to ignore a good international campaign on Twitter, as one can find tens of thousands of agencies and villas and many will have the occasion to have a client who wishes to go to Africa, and especially as we have a unique perspective of offering a Villa Secrets partnership as is presented in chapters 7 and 14. When a new partnership is made, Villa Secrets will remunerate the finer, and when a partnership is not made, at least an introduction has been made.

lastly of course is the combination of the prestige marketing videos and TV series, syndicated by all

Concierge & the Concierge App



We have illustrated how upon how a team of popular charismatic individuals mostly from the film industry can assist in creating the marketing materials, generating enquires and assist in the search for mandates, and how a quality concierge company will entice greater uptake of Villa Secretes initiatives with top villas, safaris and private islands and in so doing increase our footprint with their elite clientele.

Now a few observations from what is required from the concierge, for some concierge is considered as an extension of the land arrangements, as car hire and excursions are offered, and that's useful but far from the whole story. If we look at the global leader Quintessentially who we have been partnered within Africa for over 10 years, we see their catch lines are...

QUINTESSENTIALLY

AWARD-WINNING LUXURY LIFESTYLE MANAGEMENT & CONCIERGE SERVICES

"From last-minute restaurant reservations and bespoke travel itineraries, opera and theatre tickets, to international property searches and accessing private schools and tutoring - we are the preferred service chosen by those who are keen to enjoy the very best life has to offer."

let's also look at a company we would like to work with in LA [The luxury Rentals Group/Concierge](#):

"Every guest is appointed a personal client ambassador and 24-hour concierge to ensure all your needs are met. Our mission is to guarantee your experience is second to none."

"The best restaurants in Los Angeles of the best are usually full months in advance — unless you know somebody. Now you do."

This bottom line was the one that took some thought, sure most restaurant Matradee is the top restaurants are usually sociable and attractive and have some experience in modelling or PR, and will help out a friend, especially if that friend has a higher social status. But some times it's just not logistically possible, plus the time guests would wish for this service is often last minute, and so to assist we will simply make an adaptation of our bespoke property contact mechanism and send out a bunch of SMSs or messenger texts to all the matradee who and collate the data onto the system and offer a list of options. This can be done for all services a guest could wish for so making the coordination of concierge almost fully automated. This is however a system for 2018, but in truth for the best part so is the entire department.

Chapter 13. Call Centre, Live Chat & Content Marketing



The Villa Secrets Call Centre will provide; Call and Enquiry & Live Chat answering, in several languages, and major in house Content Writing, Content Marketing and SEO division

Identify Problem /Present Missed Opportunities / Avoid potential Landmines

1. Avoids the landmine of 'out of hours' guest problems or disasters
2. Avoids the problem of 'out of hours' enquiries not being answered promptly and guests contacting other agencies.
3. Creates the opportunity to answer guests in their language, which in our tests changes a one in 4 booking conversion rates to almost a 1 in 1.
4. Creates the opportunity for the creation of a lot of great content for the many websites.
5. Avoids the problem of core staff receiving telephone enquiries and being tempted to creating 'outside deals'
6. Avoids the problem of telephone enquiry data not being correctly input into the CRM

Is Unique or performs better than competitors because...

1. Is unique as the staff that man this department double up as content writers
2. Is better than most competitors as we are available to receive enquires and concierge requests at most and eventually all hours of the day on all days of the week
3. Is better than most competitors as we provide foreign language operators

Key benefits and/or is a Solution to...

1. Out of hours, guest issues can be dealt with quicker
2. Saves time of the concierge and hospitality department (some say Live Chat alone can save as much as 70% of hospitality staff time)
3. Enquiries answered quicker, and so greatly lowering the likelihood of the client contacting other agencies
4. Can engage with US clients out of hours via Live Chat, which we have found to make a massive difference, from one in 80 visitors per booking down to just a few.
 - a. The same is likely to be true for Asia
5. Solves the need for an army of content writers to improve SEO and direct engagement

To service all companies, websites in bookings, sales concierge and hospitality we plan a call centre that when fully funded will provide a central telephone answering service, Live Chat in a number of Foreign Languages. This service is a bonus to all companies and in particular, the smaller ones, be they sub-companies of the primary network, managers and owners or when we get to Experience Africa the individual safaris.



(Note that we have a future chapter on Content Marketing earmarked for a later edition of this book, for now, we shall just explain how we man our call centre with content writers.)

This model follows the ‘Concierge, Hospitality PR, Film & Social Media’ model, by creating a department that can wear two hats, the first being that each staff member can contribute to content marketing, usually by being good content writers, or experienced bloggers but also being happy to perform SEO per the company manual on same. The secondary but equally important skill is that they are confident and polite on the phone,

Training will come in the form of writing content, with 8 different websites being created for our first primary network, its bad SEO for them all to have the same content. And for the top 30 or so villas, (being the villas on mandate, high XML priority villas, the villas that are connected to via the homepage and the top 20 or so in the main search results) we want a new quality write up made for each villa on each different websites so that when google does a quick search of the most important pages on each website it sees 8 different websites not 8 versions of the same website. The same for articles in each website online magazines.

In general, for these prime villas, we wish to really go to town on creating the very best content we can, as in doing so, we will attract inbound links, but more importantly, we will impress guests and the villa owners, both of which lead to financial wins.

However seeing as we have S-Web CDS™ and the images already in place, plus other well-written articles on the same properties that can be used for reference, two days is enough time to create a compelling literal masterpiece.

So, with but a few months of content writing, each content writer/blogger will have gained a very

good grasp of the villas we care most about. The villas that will appear first in searches and the ones we recommend to clients before others.



In terms of the Call Centre, this department will field all calls, if the call is hospitality-related, it will be passed to hospitality, but if it is for a booking the call centre agent will, in the background, try to contact a dedicated salesperson expert in that location, but if one can not be found, then the agent is perfectly equipped to assist with the booking via their knowledge of our top villas that they visited and created articles for, and the CRM-Ai™ which as we heard in chapter 5 will already have created a quality reply.

In some cases, the call centre agent will be able to make the booking there and then, but more often, (as the villa booking process is usually a few stage operation) the live chat agent will have done enough to assure the customer that they are with the right customer and will be happy to wait for a 'sales star' to content them

Currently within 'Scenario 7' (as is described in chapters 14 and 17) has assigned 12.5% of commission and service fees for sales agents commissions. This 12.5% will be split 10% to the 'sales stars' (which given the CRM-Ai™ and other systems is the equivalent to more than 25% commission to a company without such system) and 2.5% of each sale will go to the Live Chat operator, which in turn will be split 50% to the agent and 50% to the whole team.

Whilst 2.5% does not sound like a lot, (and half of this less so) as each and every booking for the primary network and all the other companies in the location (being all of Africa) this will add up to an awful lot, and the Call Centre make this for every booking, even if the booking is closed by a sales star, giving adequate motivation for all to work together and close each opportunity.

Live Chat



A content writer who is confident and not scared of selling is probably the best match for Live Chat as it is a text-based system, and who's better at writing than a content writer.

However, there's more to live chat than simply chatting away to clients, and in particular the 'Initiate conversation' option. This function created a beep of sorts and the live chat panel opens up with a message. In our tests, which were not exhaustive, we found that initiating a beep to Europeans or others in the same time zone, had little effect and were rarely answered, and I know from my own experience that these beeps can actually annoy the client and see them out the door.

Maybe a little more study and testing will make a difference but in general, the current idea is to not initiate in European work hours, just respond, and be there as a sign of reassurance for the client that we are easily contactable in an emergency.

However when we move out of European hours into USA hours, the exact opposite is true, be it that US clients are more used to Live Chat, or as one client told me, 'wow it's amazing to see a company in Africa' contactable at 2 in the morning US time.' And this is where Live Chat and the Call centre can really make a difference, as in our tests just about every USA client replied to the Live Chat prompt, increasing that stat from about 50 visitors for one contact to almost 1 for 1.

Another aspect of Live Chat that can make a difference in theory, (albeit solid theory) is for all time zones, in there is a foreign language client on the website, to offer an 'initiate conversation' but in the language of the client. Our 2016 CTLV tests showed that if one has a quality German-speaking client agent, then their closure rate is almost 1 for 1, and in general for bigger bookings.

We are creating www.KapstadtVillas.com in German and creating a German section to Villa Secrets, but it's one thing to have foreign language sites, it's another for people to find them, and especially on Google AdWords as campaigns for foreign language sites for European keywords like 'Villa' get penalised due to low landing page keyword correlation. Step in 'Live Chat' and we can see on all websites when a German-speaking client is online and Live Chat can initiate a conversation unobtrusively, not pressuring the client, just letting them know there is a German-speaking online and that they can call her/him for free on 0800 181 82651 or chat online when

they wish assistance.

No matter what time of day in English, Live Chat is suggested to save 70% of admin and hospitality time, a stat that is likely to increase as the CRM develops as the Live Chat agent s and Call centre staff will be able to answer 99% of the questions about an existing booking, just by looking at our systems, and this is one area where creating simple systems is essential.

We expect this single action, and by 2019 a 24/7/365 team in multiple languages will be a big lure for individual safaris to use our safari product 'Experience Africa' and if we get that right, and half the safaris use our systems, it can generate more contributions towards the protection of Elephants, Rhino and Cheetah, that are made by everyone else combined.

How is this department afforded?

This department is afforded via 2.5% of each commission seen as a bonus

A month income comes from the primary network

A monthly income comes from SEO levies on the different websites

A portion of the income to the Concierge and Hospitality department

All Staff Profit Share

In all likelihood and especially at first this department will share premise with the Concierge, hospitably and film department

Due to the above, we can afford three or four staff to man this station, which is less than half what is needed for 24/7 365 coverage, but enough to cover 9 am to 12 pm Monday to Sunday, bit without cover.

However as the network expands, so does the income, each new agency no matter how small will at least need to contribute to 50% of a call centres staff times, and for the lucrative deals done with property managers and Villa Owners (see chapter 8), 12.5% of each deal is to be split between concierge, hospitality and the call centre. So, by the second half of 2018, we would expect a full division and true 24/6/365 coverage. And as we expand globally, there is no reason why until local alternatives have been made that this division become the global call centre.

Chapter 14. S-World TBS™ (Total Business Systems)



The TBS – Total Business Systems is the collective name for all of the software systems presented so far.

In the previous 11 chapters, we have so far presented:

55 problems, missed opportunities or landmines avoided
48 systems that are either better than our competitors or completely unique
38 Key benefits and solutions.

According to the well extremely well-researched bestseller ‘The Challenger Sale’ less than one in seven of the 200,000 companies the Sales Executive Council service, has anything unique or even better than their competitors.

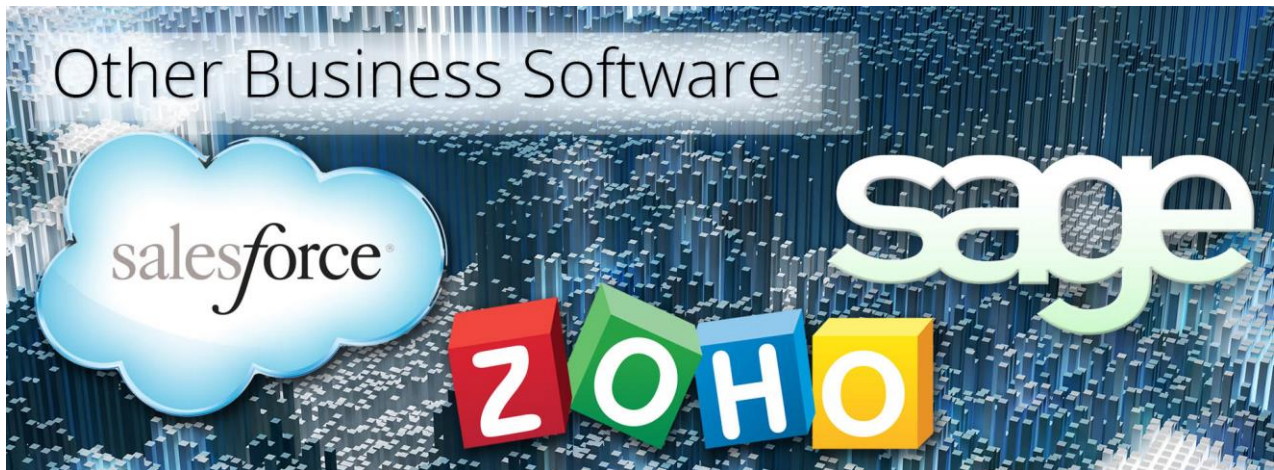
I know, it’s astonishing, I guess all those companies are just great at marketing and selling average products. Or maybe is simple that people are unpredictable like atoms and big companies are steady like gravity.

S-World Villa Secrets is here to readdress the balance between big and small companies, not by giving small companies the same systems that big companies do, as was the original goal, but by giving small companies much, much better systems than the big companies have. So allowing for the ‘gravity’ problem.

The ‘Villa Secrets’ Secret’ contains over 100 different component systems (both technical and human resource) within its 21 chapters, which if we believe the stats from the Challenger sale, statistically makes S-World Villa Secrets Systems 700 times more unique or just better than the average big company competitor

And while we do not have a crystal ball, and there is chaos a-plenty in small companies, our 700 ways to either make money, save money, or avoid landmines by sheer weight of number will win the day.

In this chapter, we shall now summarise some of the key points, in content to competing systems such as SalesForce, Sage and Zoho, before looking at a system by system summary of all the software presented so far, including an estimate of how much of a difference each system will make in 18 months and after 3 years.



With the exception of possibly, Zoho competing systems are created for a single purpose and need to be connected to other systems to create a

I can tell you, in most instances trying to create the API's to connect the financial the CRM and the website alone is a major headache, and in fact, it's sometimes quicker and always far more effective to instead of connecting to other software, build the functionality you want from other software into your own. Why no one else is doing this is a complete mystery.

For instance, if one starts with SalesForce and wants (quite reasonably) for the CRM to connect to or be intrinsically linked to accounting software. SalesForce to some financial software, but there is no mention of accounting <https://www.salesforce.com/uk/solutions/industries/financial-services/overview/>

So as far as a simple accounting and CRM solution that's SalesForce out the window.

If we start at the other end with accounting software and say Sage and then look at its CRM <http://www.sage.co.uk/software-and-services/sage-crm-on-premise> one can get a lot better for free from HubSpot, not that either CRM is even in the same century as S-World CRM-Ai™ & CRM-CC™

Connecting the CRM to accounting is just one example of software not working, if you were to take apart every function you would want from software, marketing, finances and your web presence, there are hundreds of areas that should be connected that are not. Either as they need a professional to set up the connections or that the systems do not connect at all.

Some solutions try to give this 'one glove fits all' approach, the person who first showed me Act CRM some ten years ago claims to have now tried every CRM on the planet in an attempt to find a system that can be used for most situations and is Zoho.

However, after an hour-long demonstration of what can be done, whilst technically if you can stand to look it without boring yourself to death, it can do more than most. But to get to do more than most, you first need an expert at it and about 6 months of his life. Then you need a truckload of money to pay for the API programming, and as the system's API struggles to connect to legacy systems his advice to the client (or in this case his partner) was that they needed to completely scrap the companies now 17-year-old website and all databases and start again from scratch.

The total cost of connecting all the dots, was hundreds of thousands of dollars, for a system that is so darn ugly and complicated I would rather chew off my right arm than have to use it every day.

So how come everyone else in the world has got it wrong and S-World has got it right?



There are 5 distinct major differences...

1. We started with a website,

Now to most the idea that software is not very different from a website in term of

programming may be surprising, I know before I knew how to build software I thought the two were miles apart. It did not occur to me that in creating the world's first virtual tour in Flashback in 2002 I had created software, I just thought of it as a part of the website. Same for the property management system we created in 2005, as it was a part of the website I did not think it was software and thought that software must be a lot harder to produce. It was only when everyone started making their software online (Cloud-based) that I realised there is no difference between programming a database-driven website in comparison to building online software. Both use the same two ingredients.

One is database actions, that provides the data, and the other is a variety of either web or CMS pages to present the data.

So, it makes an awful lot of sense for a mostly online business, such as international vacation rentals or most travel to start not with this or that piece of software that needs to be connected to your website, but instead to start with the website, or in our case an entire web framework and build all the software as a function of the website.

2. S-Web CDS, and S-World CRM-Ai

Even if one did start with a website, to get the performance and time savings, 'from 3 days to 3 minutes to make an online magazine page' or from an hour to a minute to create a truly inciteful reply to an enquiry' to creating automatic responses that appear very human and are in many cases more arcuate than a human, one needs the equivalent of the S-Web CDS™ and an S-World CRM-Ai™ and as both these pieces of software are unique to S-World (at least until the rest of the pack realise and copy us) obviously they can't build a system around such functions.

3. Mobile First System Design and Architecture

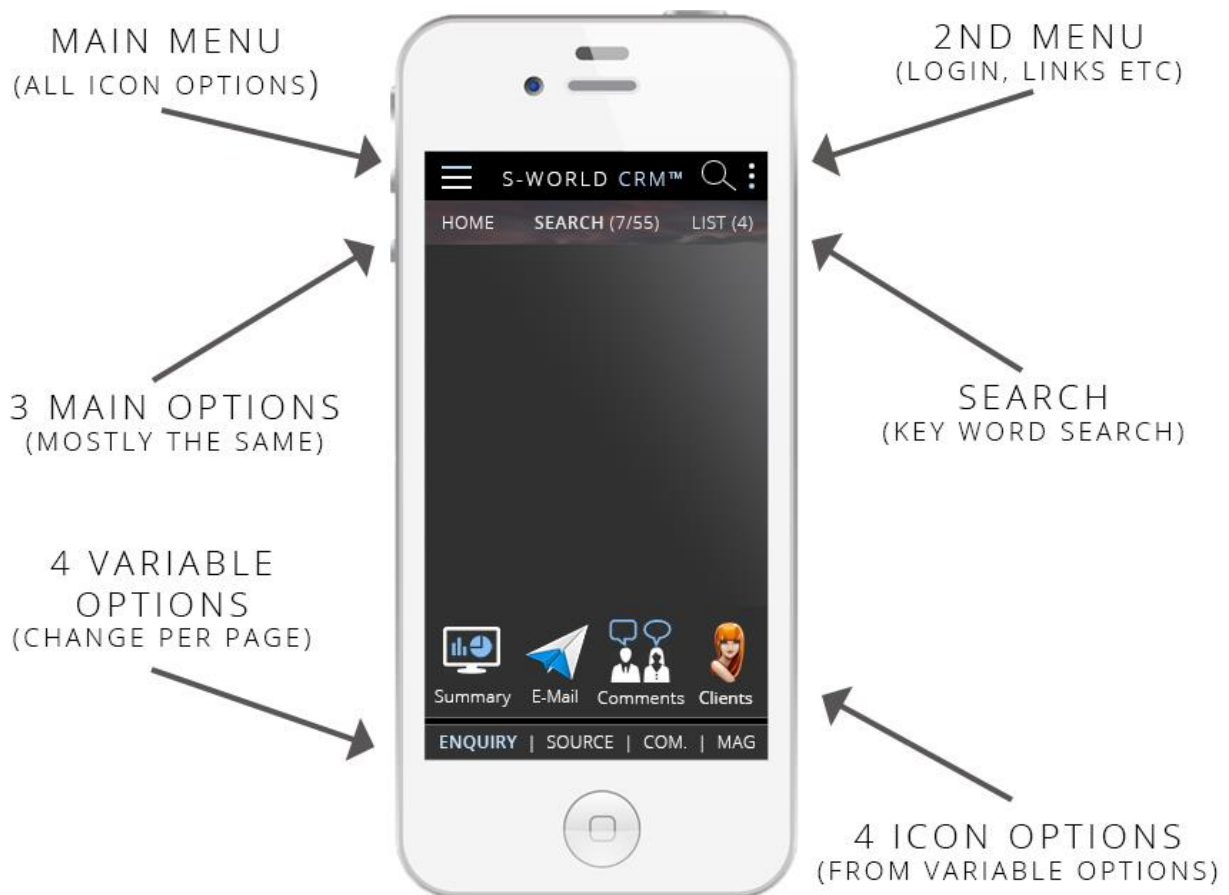
Next, we need to consider that not only is our software an extension of our website, but it is also being created 'Mobile First.' Making websites responsive, so work on both mobile and desktop is not a skill, rather it's an entirely different way to structure the system architecture. In short, it's very hard to turn a desktop application into a mobile website or add, and it's all but impossible to do this without sacrificing a lot of functionality, and creating a 'light version' for mobile. However, if you work the other way around, as we have been for over 2 years now, it's very simple to create a desktop version of a mobile application, and not only is it simple, it keeps it simple, as an essential feature if one wants the call centre to be able to give clients 99% of awards to any question that would ask. In the case of Salesforce, Sage and Zoho and just about every other piece of business software I have ever known, have all been made as desktop applications then converted to mobile, and a lot has been sacrificed on the mobile experience from working this way.

4. *We make our websites and software for one industry niche, whereas competitors try to create a product for every business on the planet.*

Remove all the other factors presented and ask the CEO or any developer at Sales Force, Sage or Zoho if they thought they could make a better version of their software if they made a system for a specific industry, or better still a niche within an industry and all would say... Well of course...

And it's not just about what you would add, such as all the systems presented in the first half of the book, it's equally about what you would take away. Building systems that work for every industry created an awful lot of stuff that is not needed and simply by having it there one is cluttering the workspace.

Within our mobile menu, we have 48 different 'quick tap' options available for each individual page. And while this sounds like a lot, in fact, in places I would like more, and this is just for one many pages each with 48 different 'quick tap' options



So imagine how completely impossible it must be to create a system that caters for every type of business on the planet to create a simple workflow.

By working towards a specific industry niche, we can create complete 'out the box software solutions' that simply are not possible in a system built for all and sundry.

5. *Legacy Systems*

All Software, no matter how advanced, will struggle with old legacy systems, and by a legacy system, we are describing company databases and websites that were built a while ago, which is most systems.

However, in our case, as it is worth our while, we can supply dedicated programmers to fetch the important data out of the legacy system and import it to the up to date systems, a task that none of SalesForce, Sage, Zoho or any other company would provide, without costing an arm and a leg, if they would provide such a service at all.

6. *It's a simple out the Box Solution*

No API programming, no experts needed to set up
Created for small business not big

7. *It's pretty and addictive*

In my experience trying to get staff to use CRM's or any new software is a change in itself, people do not like change

8. *By Invitation Only...*



The TBS (Total Business Systems) is the collection of all web and software systems under one roof, in this chapter we provide benchmarking data, ROI calculators and an estimated improvement percentage that each component provides.

In the previous 11 chapters, we have so far presented:

55 problems or missed opportunities

48 systems that are either better than our competitors or completely unique

38 Key benefits and solutions.

The first piece of benchmarking data, and arguably the most jaw-dropping is provided from the book 'The Challenger Sale' by Matthew Dixon & Brent Adamson who are managing directors with The Corporate Executive Board's Sales Executive Council, which serves more than 200,000

business leaders across roughly 4,800 organizations in more than 50 countries, which gives them a wide-angle on any business issue.

‘The Challenger Sale’ has sold over 400,000 copies and is advocated by leading brands such as Cisco, Hitachi and IBM and is rated the best book on sales and marketing by content marketing leader HubSpot, who coined the phrase ‘[Inbound Marketing](#),’

And here is what they have to say...

“When you put it all together, only 14% of companies so-called unique benefits were perceived by customers as both unique and beneficial.”

If this statistic is correct, and having read the book and seen the amount of data they collected there is no reason to believe it is not, it equates to only one company in 7 has key or unique benefits perceived as useful and beneficial by customers.

And if that is true, with so far a list of 44 different unique benefits that are both useful and beneficial, it means that the Villa Secrets system/solution has $(44 \times 7 =) 308$ times more unique benefits than the average company?

And I get that this statistic sounds completely implausible, but if you agree that the 44 systems we have presented as unique or better than can be found anywhere else, then the math that brings us to Villa Secrets being 308 times more abundant with unique or better incites and systems than competitors is sound.

To add some perspective a quote from the 2nd book in the series ‘The Challenger Customer’ from chapter 10 ‘Shifting to a challenger commercial model, implications and implementation lessons:

“Commercial leaders have to foster an environment where sharing and building upon one another’s ideas is not just encouraged, but expected. Remember commercial insight is by definition disruptive, some of the best ideas are going to seem pretty far-fetched at first glance, they’ll run counter to how customers currently view their world.”

One such idea, or collection of ideas, is that our target for the end of year one is to create a 214.4% improvement, relative to a company without any systems by the end of the first year. Anyone that knows software and other solutions will see this figure as ‘pretty far-fetched’ and more so when they realise that the actual effect is 318.7% but we have also included 113.5% for potential negatives.

Typically, when looking for solutions, be them software or human power, one sees figures of 5%,

10% or sometimes 20%, but never over 100% and definitely not 318.7%.

However, that's because where a competitor offers one or two systems, S-World Villa Secrets offers hundreds of systems, each one creating a small difference that when added together make a big difference. This is where the word 'Total' comes into our design.

Total Business Systems.



For some history follow these links

[The Divergent CRM](#) (2015)

Part 1 the [Total Marketing Systems](#) (2016)

Part 2 the [Total Financial and Business Systems](#) (2016)

One thing that is for certain is that the systems are disruptive, but what is a disruptive system? Well for a start, typically a Disruptive System is a system that has taken longer to create, but when it enters the market it disturbs it, taking a larger market share than traditional companies in the marketplace without, and as we heard earlier "commercial insight is by definition disruptive, some of the best ideas are going to seem pretty far-fetched at first glance, they'll run counter to how customers currently view their world."

But it's important to note that S-Web and S-World systems are far from theory alone, the foundation for all the system we are about to present has been created, and the key S-Web CDS™ is complete, and we are so confident that all the other system in this list will be completed during 2018 that we have structured the first deal we make to pay 75% of income only when the systems are online. Sure, a year ago we made a similar list that was mostly theory, which you can download or see on the videos to foresting scenarios; [Scenario 3](#), [Scenario 4](#), [Scenario 5](#) and [Scenario 6](#). However, most items on the current list have now been broken into the various software systems we have mentioned so far. And of the balance, most systems are not software, they are staffing or content initiatives.

Scenario 7 TBS™ Spreadsheet

To show how these systems are integrated into the new financial forecast 'Scenario 7' I have created a video: [ADD VIDEO HERE](#)

To download the spreadsheet, [click here](#)

And note the reason that this is created on a spreadsheet, is that there is no financial software on the planet that can do this, and the spreadsheet is, in fact, the precursor financial software and a month by month business implementation strategy, in many ways the spreadsheet is a very exact (but flexible) business plan.

First, we start with potential negative factors and note that when it comes to negative factors for caution we overestimate, and when it comes to positive factors we underestimate.

Note that except for the first figure you see which only applies to year one, the first highlighted figure (-60%) is the effect we estimate in year 3, and the figure to the right (-36%) is the figure we expect in the first year, relative to 2015 and 2016 results. On our 1st prototype www.cape-town-luxury-villas.com

Competitors and Other Negatives

First Year Jitters	-40.0%		-40.0%
Airbnb	-60.0%		-36.0%
HomeAway	-25.0%		-12.5%
Other	-50.0%		-12.5%
Competitor Improvement	-50.0%		-12.5%
Total Negative	-225.0%		-113.5%

Above we see a worst-case scenario which if all were to materialize as presented, basically means that without improving our prototype would no longer be valid as a foundation for a business.

And while this may well be true, it's not important as www.cape-town-luxury-villas.com was just a prototype, made in 2013, which has seen no improvement, whereas our stage 2 prototype www.villasecrets.com is on first sight a far superior website that contains or will contain all of the following by the end of 2018, and that our product offering is not Villa Secrets, it is Villas Secrets plus another 30 websites! All powered by the following systems

Portfolio Manager & Team

Adding Properties for Agents to Rent	50.0%		15.0%
Subtotal	50.0%		15.0%

This system is a great example of not over-promising, in 2015 the management team running www.cape-town-luxury-villas.com added about 100 new properties, which was about the same as was added to CapeVillas.com during my leadership from 2002 to 2010.

The stats show that when a team took over management who did not add villas to the websites, performed about 75% less than the company that did, as investing time in getting unique stock, even if there is no mandate is key to not only answering the enquiries one receives but also

gaining new affiliate relationships providing villas to others in the local community who had no such stock.

Specifically, the managers of a company that does not have a portfolio manager will share their commission will companies that do have such managers.

As such this single system, really can have the effect of at least improving commission income by 50%, and most likely in year1, however, in every presentation we present we apply caution.

This is actually a higher percentage for each input that can be found on the spreadsheets, but as we don't need it, we don't present it as a factor we wish to consider.

Whilst we do not have a crystal ball, by underestimating at every point, (or overestimating negatives) we create a scenario where some estimates are lower but most we expect most to be higher.

Concierge, PR, Film & Social Media

Next, we look at the potential gains created by the Concierge, Hospitality, PR, Film & Social Media department from the previous chapter 11. And note that as we only expect to see a skeleton crew in the first year while we see the potential for a 180% gain, we are only presenting 7.5% as actual improvement in year one due to the department.

Concierge, PR, Film & Social Media

Repeat Clients	25.0%	2.5%
Referrals	10.0%	2.0%
Attracted to come because of Concierge	15.0%	3.0%
Systems created to increase the above	25.0%	0.0%
PR	25.0%	2.5%
Videos of Villas Marketed	25.0%	0.0%
Films of Villas Syndicated	25.0%	0.0%
Concierge - Social Networking - Manual	15.0%	1.5%
Concierge - Social Networking - Automatic	15.0%	0.0%
Subtotal	180.0%	7.5%

Villa Secrets Call Centre & Content Marketing

Villa Secrets Call Centre & Content Marketing

24/7 365 Call Centre and Sales Team	40.0%	13.2%
Foreign language Sales Teams	35.0%	11.6%
24/7 Live Chat (USA, Asia Time zones in Multi Languages)	25.0%	8.3%
Content Writing 1	20.0%	3.0%
Subtotal	100.0%	33.0%

S-Web Villa Secrets Web Framework

Next, we see the improved look and responsive design (for mobile) that is seen on the second prototype www.villasecrets.com vs the first <http://www.cape-town-luxury-villas.com>. Which we are suggesting will create a 28.8% improvement. Again, a figure we would expect to be higher considering the gulf of difference made from the extra 3 years of development and design.

S-Web Villa Secrets Web Framework

Superior Visual Experience	15.0%		11.3%
Greatly Superior Mobile Experience	20.0%		10.0%
Advertise on Mobile Platforms	10.0%		7.5%
Subtotal	45.0%		28.8%

S-Web CDS™ (Content Delivery System)

Now we come to another system that is live and working today, the S-Web CDS™ (Content Delivery System) A system that as far as we know is unique. Described in full in [chapter 4](#).

S-Web CDS™ (Content Delivery System)

Clients Lists	2.5%		2.5%
Clients Web Pages	5.0%		5.0%
Online Magazine	5.0%		5.0%
Online Magazine posts to homepage	1.0%		1.0%
Agents Own - Online Magazine	7.5%		7.5%
Newsletters	5.0%		5.0%
Agents Own - Newsletters	7.5%		7.5%
Agents Own - Online Magazines	5.0%		5.0%
Agents Social Networking (SN) - Manual	15.0%		2.3%
Agents Social Networking (SN) - Automatic	15.0%		0.0%
Rest of staff - Magazine + SN - Manual	5.0%		0.8%
Rest of staff - Magazine + SN - Manual - Automatic	5.0%		0.0%
Clients CMS	15.0%		0.0%
Agents Desktop Quick Quality Emails	10.0%		10.0%
Bulk Email Bespoke Villas	10.0%		10.0%
Upsell Villas, Safaris, and Private Islands Pt.1	10.0%		2.5%
Subtotal	123.5%		64.0%

S-World CRM-Ai™ (Booking and Sales Assistant)

Following on from chapter 4 is [chapter 5: S-World CRM-Ai™](#) currently scheduled for first (alpha) deployment in Jan 2018 and completion in May 2018.

It's important to note that on the 'Scenario 7' spreadsheet, we only add the effects to 2018 in May

2017 and beyond. This will be presented in the Video.

Please remember if we miss these deadlines we trigger penalty clauses, and we are confident in our timetable.

S-World CRM-Ai™ (Bookings and Sales Assistant)

Ai - Automated Replies at 5, 15 and 30 mins	10.0%		10.0%
Ai - Automatic Replies from Bespoke Villas	10.0%		10.0%
Agent - Better Organization for Ongoing Enquiries	10.0%		10.0%
Agent - Out of Office Replies	15.0%		15.0%
Agent - Saves Money on commission			
Both - Upsell Villas, Safaris and Private Islands Pt.2	25.0%		3.1%
Both - Upsell All Travel	40.0%		0.0%
Subtotal	110.0%		48.1%

Now we come to chapter 6 The Villas Cloud™, a system we have been working on since 2014, we are weeks away from completing the MyBookingPal connection and adding two more systems, by Feb and July 2018.

S-World TFS™ (Total Financial System)

S-World TFS™ (Total Financial System)

Financial System - Data Entry	0.5%		0.3%
Financial System - Data Sorting	0.5%		0.3%
Financial System - Data Reporting	5.0%		0.5%
Financial System - Sales Funnel	25.0%		2.5%
Financial System - Auditing & Tax	2.5%		0.3%
Subtotal	33.5%		3.8%

S-World Villas Cloud™ (Stock & Online Booking)

S-World Villas Cloud™ (Availability and Online Booking)

MyBookingPal (Razor) - Availability Search	10.0%		10.0%
MyBookingPal (Razor) - Online Bookings	5.0%		5.0%
Nitro - Availability Search	10.0%		10.0%
Nightsbridge - Availability Search	5.0%		5.0%
Nightsbridge - Online Bookings	5.0%		5.0%
Nightsbridge - Africa Upselling	5.0%		5.0%
Subtotal	40.0%		40.0%

S-Web CRM-CC™ (Company Controller)

Next, we come to S-Web CRM-CC™ from chapter 8, which like the S-World CRM-Ai™ is to be delivered in two stages, a working version in March 2018 with the complete version ready in September 2018, just in time to manage what on paper looks like it will be a very busy season for Villa Secrets Cape Town.

Note that like all systems that are not yet complete, we only add the effect to the Scenario 7 spreadsheet when they are due to be released, in this case, 30% of this effect is felt in March and 100% from September.

S-Web CRM-CC™ (Company Controller)

Increases mandates			
Lowers staff costs			
Increases productivity	10.0%		10.0%
Hospitality Systems	10.0%		1.0%
Greater Collaboration	10.0%		10.0%
Subtotal	30.0%		21.0%
Total (Complete or in progress Systems)	578.5%		224.4%
Minus Negative	-225.0%		-113.5%
Total so far	353.5%		110.9%

When we add it up so far, in terms of all the systems we have covered in the first 11 chapters of 'The Villa Secrets' Secret' we see that the positives

And Now for the original TMS or as it was previously called the TFBMS (Total Financial, Business and Marketing System) which was split into 2 sections the Total Marketing Systems (TMS) and the Total Financial & Business System (TFBS)

The TMS™ (Total Marketing System)

We start with the TMS, as was originally described at <http://network.villasecrets.com/total-financial-business-marketing-system/tfbms-part1-total-marketing-system>

Most of the systems above are not software-generated and are instead staff functions, from photography to guest blogging to call centres and personnel who can speak a foreign language (in the first case German)

The TMS (Total Marketing System)

Bing PPC (Advertising)	5.0%		5.0%
AdRoll & Other Remarketing (Advertising)	5.0%		5.0%
Content Writing 1 (SEO + Referral Traffic)	20.0%		3.0%
Photography (SEO + Social Networks + Experience)	15.0%		2.3%
Marketing & Advertising the Online Mags & Blogs	10.0%		2.5%

Syndication to Blogs and Mags (Guest Blogging)	5.0%	1.7%
Update to Social Networks (Now in CDS™)		
Social Network Systems & Staff (For Main Sites)	15.0%	1.5%
Newsletters (Now in CDS™)		
Guest Gifts (From Magazine Barter)	15.0%	3.8%
Villa, Safari & Island Brochures	15.0%	0.0%
Villa Secrets Magazine 1 (2018) (Run of 5,000)	10.0%	10.0%
Villa Secrets Magazine 2 (2019) (Run of 50,000)	30.0%	0.0%
Villa Secrets Magazine 3 (2020) (Run of 250,000)	50.0%	0.0%
Villa Secrets Films & TV Shows (Now in Concierge)		
Villa Secrets Brand	10.0%	0.5%
Trade Memberships (ASTA etc.)	5.0%	1.3%
24/7 365 Call Centre and Sales Team	40.0%	10.0%
Foreign language Sales Teams	35.0%	8.8%
24/7 Live Chat (USA, Asia Time zones in Multi Languages)	25.0%	6.3%
Mobile Sites (Now in S-Web Framework™)		
Mobile Apps (For the Public)	25.0%	0.0%
Local SEO	10.0%	5.0%
Tutorials & Operations Manual	10.0%	2.5%
Awards Software	10.0%	0.0%
Subtotal	365.0%	68.9%

The TFBS (Total Financial Business System)

Lastly, we present The TFBS originally described at <http://network.villasecrets.com/total-financial-business-marketing-system/tfbms-part2-total-financial-business-system>

Given a start before October 2017, the first 3 months are focused on creating the first 5 financial system, and whilst that does not make much of a measurable gain, they are essential to avoid the massive landmine that accompanies any growing business, poor accounting and potential fraud. Plus, it saves money, what in 2010 for Cape Villas took 3 accountants and three admin staff at a cost of 20% of gross profit can be achieved with just one Jnr. accountant, in a highly efficient way that provides the essential data every week for all decision-makers to see.

You will note that most of the systems and all of the most effective ones have been since removed from the TFBS Wishlist of systems we wanted to include, and placed into the products are have created or are currently developing.

The TFBS (Total Financial Business System)

Financial System - Data Entry (Now in TFS™)		
Financial System - Data Sorting (Now in TFS™)		
Financial System - Data Reporting (Now in TFS™)		
Financial System - Sales Funnel (Now in TFS™)		

Financial System - Auditing & Tax (Now in TFS™)		
CRM - Advanced and Other Features	10.0%	2.5%
Enquiry System (Now in CDS™)		
Clients CMS (Now in CDS™)		
Sienna-Bot Ai (Now in CRM-Ai™)		
Hospitality Systems (Now in CRM-CC™)		
Experience Africa (Association Branding)	15.0%	1.9%
Experience Africa (Systems Developed for)	15.0%	1.9%
Experience Africa (Improved STO's)	15.0%	1.9%
PMS & GDS Connections (Now in Villas Cloud™)		
Villas Cloud Booking System (Now in Villas Cloud™)		
Distribution Channels (Now in Mandates)		
Property Manager CMS	2.5%	0.6%
Owners 'For Sale' CMS	2.5%	0.6%
Property Owner/Manager Websites	10.0%	2.5%
Magic Menus	5.0%	1.3%
Magic Galleries	2.5%	0.0%
Projects (Now in CRM-CC™)		
Analytics	5.0%	1.3%
Subtotal	82.5%	14.4%

M-Systems

M-Systems are the advanced software design and networking plans. To put things in perspective, the first 19 chapters of 'The Villa Secrets' Secret' combine to create M-System 1, the sister project to Villa Secrets, Experience Africa which shall use the same systems but for the safari industry but in a non-profit way donating its profits to conservation and in particular the protection of Elephants, Cheetah and Rhino is M-System 2, and after there are another 14 systems.

However, as these systems 3 to 16 are advanced, I need assistance from Silicon Valley, I only include some small effects created by the creation of the network in both Cape Town and Africa. In system 2, is the ability for each agent to present villas across Africa, and from our experience when this happens, the Africa leg of the journey creates more commission than the Cape Town leg.

<https://www.villasecrets.com/Best-Of-Africa>

M-Systems™

M-Systems 1. Cape Town Network	30.0%	3.8%
M-Systems 2. Africa Network	20.0%	5.0%
M-Systems 2 & 16. Global Network	10.0%	0.5%
M-Systems 5. POP	25.0%	0.0%
M-Systems 6. S-World Resort Developments	25.0%	0.0%

M-Systems 7. S-World Virtual Networks	25.0%		0.0%
M-Systems 14. Philanthropic Projects	25.0%		0.0%
Subtotal	160%		9.3%

Finally, we come to the total, of all the systems that are complete or in progress, plus all the TBS™ & M-Systems™ minus the Competitors and other negative possibilities. And we equal 221.40%

TBS & M-Systems Total	488%		64.5%
Total (Complete or in progress Systems)	712.0%		261.1%
Competitors and Other Negatives	-225.0%		-113.5%
Total	1134.5%		221.40%

In [Scenario 3](#), [Scenario 4](#), [Scenario 5](#) and [Scenario 6](#) after getting to the end of the first year's projection, I continued the progression of the software reaching our target of 400% in each instance.

However, at this juncture, there is no need for me to do so, as 214.40% is more than enough to create a very well-reasoned and cautious second year projected shareholder profit of over \$1,000,000 before key stakeholder profit share. This is from an initial investment 20 times less.

ROI (Return on Investment)

In terms of an ROI, we need to include the investment that is due when the 8 stages of development and the 8 websites are complete which totals \$167,772.

If the investment is \$167,772, and second-year income is \$1,000,000 then ROI is equal to 596%

Further, note that in all previous scenarios 3rd-year profit was considerably higher than the second year, and this would be the same. We would expect 3rd year ROI to top 1000%. And the combined systems would create over a 400% increase to the figures generated by the 1st prototype

Or in simple terms, we wish to change the stat that tells us that for each enquiry there were 80 visitors to the website down to 20. So that for every 20 visitors we generate one booking. Which is a perfectly reasonable objective.

Or is we only getting half that way, the many additional marketing exercises from making videos to the great many more that we present in the following chapter can double the number of

visitors in the first place.

If we double the visitors and change the stat from one in 80 to one in 20 concurrently this would create an improvement of 800%

To conclude this chapter we shall take a look at our regular 3 Problem/Unique/Solution exercises applied the TBS functions that have not been covered in previous chapters (The TMS, TFBS & M-Systems.)

Chapter 15. Marketing, SEM & Advertising

How we get Customers in the First Place?



Villa Secrets has two distinct features/systems that change the way one considers marketing and advertising opportunities. One is the increased efficiency presented at the end of the last chapter, the other is its network strategy.

In this section, we shall measure marketing & advertising in terms of ROI, (Return on Investment), if an advertising campaign costs \$10,000 and it creates \$40,000 in bookings that's an ROI of 400%. However as we are mixing other percentages from the TBS it's simpler if we present an ROI of 400% as a ratio, so 1:4. For every dollar spent four are made in return.

However, one needs to factor in the cost of the \$40,000, in Scenario 7 Phase one, which is up to \$770,000 (ZAR 10million) in gross profit, 12.5% of this figure is due to development contribution, and another 12.5% is destined for concierge, PR, film content creation and the call centre. 12.5% is spent on commission for the sales team and a similar figure is spent on commission to the mandate recruiter. This being so about 50% of commissions made is spent, so effectively from that \$40,000 in income one only makes \$10,000 as \$10,000 is spent on advertising and \$20,000 is spent on GP percentage-based spending.

let's start with the stable diet of CapeVillas.com for the last 15 years and Google AdWords, there are without doubt some tricks to this, tricks that we know well. However, as the number of ways to rent a villa increases, Google AdWords becomes less effective, ergo, what used to be an ROI of 1:5 and over, is now more like a 1:3 which is \$10,000 for adverts \$15,000 on percentage costs and \$5,000 in discretionary cash flow.

However one is not counting the ripple effects, and many other factors can multiply the ROI, turning a 1:3 into a 1:2 or more.

In this chapter, we present 6 systems that multiply the ROI spend of adverting in all areas that are either unique, better than any small competitor or equal to a big company with millions of dollars in R&D (Research and development) & Marketing budgets.

Unique Marketing Point One.

Ripple Effects part 1. Mandates



Being at the top of Google has measurable effects on mandate opportunities, which are in turn, the biggest driver of income and are essentially priceless. See Chapter 3 'Mandate Marketing'

- a. Villa Owners contact us directly due to the adds
- b. When approached Villa Owners are impressed that we are at the top of Google
- c. The bookings generated by the ads can be directed at our client's villas, so keeping clients happy and creating good benchmarking data to present too new opportunities

If due to the results of Google AdWords advertising a company only made a 1:3 return but procured a mandate for a top tear villa, then that 1:3 changes dramatically as a typical year one mandate generates \$70,000 and so the 1:3 (\$10,000 makes \$30,000) changes to 1:10 as the \$10,000 spent has created \$100,000. (\$30,000 + \$70,000)

However, this is just the tip of the iceberg when it comes to mandates, so much so that we have created the dedicated chapter 3. 'Mandate Marketing' which summarises this original presentation <http://network.villasecrets.com/mandate-marketing>

Unique Marketing Point Two.



As we saw in the last chapter, by the end of the first full year (currently end of 2018) we expect a 221% improvement in efficiency, and this being so, it turns a 1:3 ROI (\$10,000 makes \$30,000) into a 1:6.6 ROI (\$10,000 makes \$66,300)

In 2015 I had a meeting with arguably the worlds leading safaris company Rhino Africa, in which Mr Billy Hare informed me that AdWords was one of if not their main income sources and they were receiving an ROI of about 1:6.

This strongly backs up the case for the increase in ROI as a result of the system presented in the last chapter, as our \$221% is based on a small company with no systems at all, whereas according to Mr Hare, Rhino Africa spends millions of dollars on their systems.

The point is, jumping from no systems at all, to a lot of systems can double the ROI, Further, as our target for phase 2 (up to \$1,342,177 / ZAR 17,460,897 in GP within 12 months) is to create an improvement of 400%, (which can be achieved, just by doubling the enquiry rate and halving the closing rate). In this case, we turn that original 1.3 ROI to 1.12 (\$10,000 makes \$120,000)

This being so it makes many advertising opportunities, such as advertising in Conde Nast Traveller and other such magazines that typically return lower ROI in terms of bookings made from clients seeing the advert, but which carry the bonus of mandates, branding and connects to affiliate agents across the world, worthwhile in the first instance.

If we consider such advertise having only a 2:1 direct client pull, so one spends \$10,000 and only makes back \$5,000 (a loss). By factoring in the 400% increase due to second phase TBS completion that 2:1 changes to 1:2 (spend \$10,000 make back \$20,000) which is basically a break-even. But one gets all the other benefits; mandates, branding and affiliates for free.

Note that branding or advertising to increase brand awareness is the art of getting the public to know and like your brand, if every month Villa Secrets had a full-page advert or 4-page advertorial, one would expect after a few months, for readers and especially fans of the magazine (yes fans) will first contact Villa Secrets if they chose to go on a villa holiday.

The Network Multiplier



This one is very special.

We shall again use the example of Google AdWords, but the principle is the same for most marketing and advertising.

In Google AdWords, you bid on specific keywords, for instance 'Cape Town Villas'

And with just a few systems one may make a return on investment (ROI) 4 to 1, which is satisfactory, or even good, definitely worthwhile, in fact, the only problem is there are no such opportunities. If there were a million dollars worth of advertising opportunities, one would happily spend the million, knowing that they would get \$4 million back.

But what about, secondary 'keyword options' words that are similar but not an exact match. For instance 'Cape Town Real Estate,' or 'Luxury Cape Town Hotel,' 'Luxury Safaris,' 'Private Jets Africa,' 'Private islands Africa,' 'Villas in the Seychelles' or just 'Luxury Villas.'

To a degree, anyone looking for the above may be interested in Booking a Villa in Cape Town, and certainly, if advertising was free, one would advertise on these keywords over others. But advertising is not free, and paying for it would make an ROI of less than 1.1 quite possibly more like 4:1 (pays \$10,000 makes back only \$2500)

Even if we had the TBS™ improving matters by 400% it only brings it back to a break-even, which due to costs is a loss. And for this reason, we would not advertise on these keywords if we want villa bookings in Cape Town.

But here's the clever part... (If we do say so ourselves)

Villa Secrets is not exclusive to Cape Town, indeed the homepage and main search options present safari, private islands and across Africa. And as presented in chapter 2, we intend to have different companies representing different locations and different property types across the world starting in Africa. Here is a list of 16 different locations and or niches in Africa.

1. Villas for rent in Cape Town
2. Villas for rent in Africa
3. Villas for rent in the Seychelles

4. Villas for rent in Mauritius
 5. Villas for sale in Cape Town
 6. Villas for sale in Africa
 7. Villas for sale in the Seychelles
 8. Villas for sale in Mauritius
 9. Private Islands (global)
 10. Luxury Villas (global)
 11. Safaris in South Africa
 12. Safaris in Tanzania
 13. Safaris in Botswana
 14. Safaris and Villas in Kenya
 15. Resorts in Africa
 16. Luxury Holidays and vacations in Africa
- And many more besides...

Each of the above is different departments, with very specific keywords one would advertise on, similar to the ones we presented. Some would spend more than Cape Town Villas some less, but for the sake of simplifying the math, in this example, we shall hypothesise that all spend the same. And we shall value that spend at \$100,000 (which is very close to the Agency Websites phase 1 AdWords budget)

If each of the above 16 spent \$100,000 then that would be \$1,500,000 (not including Cape Town Villas). Multiply this by our worst-case 1:4 ROI (spend \$1,500,000 make \$375,000) and via the ripple effects of other advertising in similar niches Cape Town Villas makes \$375,000 for free. And so do all the others in this ultimate of prit pro quo exercises.

One would expect to make the same again, if not more when Villa Secrets is global, generating \$750,000 in residual income from other advertisers spending. And this is just Google AdWords, when you include all the other adverting this residual income rises more, not to mention the effect this will have on recruiting mandates

And of course, these figures do not include the phase 1 220% TBS™ boost or the phase 2 400% boost. Which increases the residual income by a factor of 4. So, we are now in the four to five million dollar territory. So long that is that there is enough stock to satisfy demand. But that's a different point entirely. Dealt with in the more advanced 'M-Systems.'

The point is, that via this prit pro quo exercises, one can actually make more from the advertising paid for by others in the network than one can from their own adverting, and this is the point where adverting is no longer adverting, but instead, good marketing.

Marketing Systems

Unique Marketing Point 4



The Original set of Marketing Systems was created in 2016 as the TMS™ ([Total Marketing System](#)). 7 of the 20 system have now been moved into specific categories within the Call Centre, S-World CDS™ and the S-Web Framework™ and most others are in progress or set for progress within phase one, and all have been adequately budgeted for within Scenario 7.

The TMS (Total Marketing System)

Bing PPC (Advertising)	5.0%	5.0%
AdRoll & Other Remarketing (Advertising)	5.0%	5.0%
Content Writing 1 (Now in Call Centre)		
Photography (SEO + Social Networks + Experience)	15.0%	2.3%
Marketing & Advertising the Online Mags & Blogs	10.0%	2.5%
Syndication to Blogs and Mags (Guest Blogging)	5.0%	1.7%
Update to Social Networks (Now in CDS™)		
Social Network Systems & Staff (For Main Sites)	15.0%	1.5%
Newsletters (Now in CDS™)		
Guest Gifts (From Magazine Barter)	15.0%	3.8%
Villa, Safari & Island Brochures	15.0%	0.0%
Villa Secrets Magazine 1 (2018) (Run of 5,000)	10.0%	10.0%
Villa Secrets Magazine 2 (2019) (Run of 50,000)	30.0%	0.0%
Villa Secrets Magazine 3 (2020) (Run of 250,000)	50.0%	0.0%
Villa Secrets Films & TV Shows (Now in Concierge)		
Villa Secrets Brand	10.0%	0.5%
Trade Memberships (ASTA etc.)	5.0%	1.3%
24/7 365 Call Centre and Sales Team (Now in Call Centre)		
Foreign language Sales Teams (Now in Call Centre)		
24/7 Live Chat (Now in Call Centre)		
Mobile Sites (Now in S-Web Framework™)		
Mobile Apps (For the Public)	25.0%	0.0%
Local SEO	10.0%	5.0%
Tutorials & Operations Manual	10.0%	2.5%
Awards Software	10.0%	0.0%
Subtotal	245.0%	40.9%

In time a new TMS™ spec will be created in mobile-first fashion with updates on the progress of the existing system alongside more opportunities. Alongside which in S-World CRM-CC™ the Company Controller will create a dedicated mobile-first option for marketing that guides all staff to complete the tasks that need to be performed.

But for now, we have all we need, much of this book is about marketing or improving marketing in one way or another, but getting specifically to the question. 'How do we get clients in the first place, here is a basic list of methods.

Marketing - How do I get customers in the first place?



How do you get the customers in the first place, and what about SEO and SEM?

1. SEM
 - a. Google & Bing Ads
 - i. Single Website
 - ii. Multiple websites
 - b. Content Ads
 - c. Social Network Ads
 - d. Remarketing
 - e. Individual Villa Websites Google, Bing Ads and Remarketing
2. Affiliate Marketing
 - a. The Villa Secrets Network
 - b. Affiliate Marketing Top Agencies
3. Content Marketing
 - a. SEO
 - i. Make good content and websites link to it
 - ii. Contribute to directories, who link back to the website
 - iii. Guest Blogging on prestige websites including linking back
 - b. Direct to Customer

- i. In ii & iii of the SEO items above, a client can read the article and come directly to your website
 - ii. Add great content to social networks and it could go viral
 - iii.
 - c. Publishing
 - i. Villa Secrets Magazines
 - 1. Product Placement
 - 2. Mass Disruption
 - 3. Re-Marketing (send clients who enquire a magazine)
 - 4. Conde Nast Advertorial
 - 5. Conde Nast Advertising
 - d. Photography
 - e. Broadcast media
 - i. Product Placement
 - ii. You tube
 - iii. Commercial Portfolio Productions
 - iv. Videos for
- 4. SEO
 - a. Local SEO
 - b. Competitor analysis
 - c. A million technical features, starting with Google's SEO Guide
- 5. Making deals with companies with existing enquires
- 6. Mandates
 - a. Website
 - i. SEO
 - ii. SEM
 - b. Distribution Channels
 - c. PMS & GDS
 - d. Overflow

With Google Ads as a bedrock, the next and more financially significant model is spelt out in the chapter 'Mandate Marketing' which equates to many ways to get mandates, and thereafter as our USP is that we market each villa as a separate unit, each mandate can be seen as a way to gain more customers, in essence for free

In terms of SEO, we are using content marketing and our technology 'S-World CDS (Content Delivery System)' to great effect, albeit it's a long term strategy that will only gain traction once properly implement, currently we are just creating the system, we need a few interns or juniors to follow the grunt work of submitting to the content manually to directories and forums, and we

need more quality content writers to perform 'guest blogging' whereby they write guest blogs on sites such as www.aluxurytravelblog.com and within the blog link back to the source. And whilst this practice is not seen in a good light by Google, it's not seen in a bad light either, after all, journalists have been writing articles in papers since forever.

Content Marketing is a lot more than just creating content for other blogs and directories, content marketing is huge. My first major content marketing exercise was the Cape Villas magazine in 2009, distributed with Conde Nast Traveller, which crated among others a \$150,000 booking which made us just under \$30,000. There are plans for multiple magazines.

Another aspect of content marketing is the creation of photographic, video and TV content and various way to syndicate, and we here in the 'mandates' chapter the hospitality and concierge team will be recruited mostly from the film industry and whenever there is a lul, as happens for at least half there time, the team will be creating more and more photographic and video content, and we shall be directing it in the most target ways possible.

For the network, master licensor or someone who has purchased licensor rights, one, if not the biggest marketing is to create solutions for individual venues to take advantage of their overflow...

Property recruiters cut...

List the single biggest marketing initiative of each chapter

Add New Chapter on SEO

Add New Chapter on Content Marketing

Chapter 18. S-Web CDS™ Publishing

The Villa Secrets Hardcover Coffee Table Book



In 2008, we created ‘The Cape Villas Magazine’ and in 2009 distributed 22,000 copies with Condé Nast Traveller UK.

The response in terms of prestige and opportunities was awesome, leading luxury brand ‘Bulgari’ contacted us saying ‘We did not know you had such luxuries in Africa’ offering \$100,000 in barter (goods not cash) to be the main sponsor of our next publication, two of the top 4 Cape Town Real Estate Agents SEEFF and Sotheby’s asked us to create Villa Rental departments for then, (which was in many ways was the start of this project). And across the world, many tour operators and other providers of quality clients started to book with us, and by the end of 2019, 50% of all bookings were affiliate in nature (to other companies, not direct to clients)

The magazine production, printing and distribution were about \$100,000, which was less than half we were quoted by production houses, as we create all the content and made the layout ourselves, which is typically just over 50% of the cost. In terms of ROI, (Return on investment) we returned about \$40,000 in barter (free room nights) from the 40 odd villas within, we made one single booking that netted \$35,000 and the bookings from tour operators made up the rest. The idea was not to make money from the venture rather break even financially but receive a major boost to the company’s brand and prestige, and also, gain long term booking bonuses from the magazine as it finds its way to people’s coffee table who later may be tempted to a Cape Town villa experience

However, what was disappointing, was that from the initial distribution other than the one big booking there was no upsurge from the public in the months that followed. Although this could be masked **by the global recession losing business and the magazine gaining business and the result ending up the same?**

Either way, it got us thinking about the effectiveness of the Condé Nast Traveller UK distribution method, and our subject matter. And we concluded that the distribution was too broad for the subject matter. And that probably less than 5% of the people who received the magazine were

interested in booking a Villa in Cape Town. A statistic that would likely rise to more like 30% if we were to create a brand that dealt with all luxury accommodations in Africa, or Villas all over the world

This was the begging of the brand Experience Africa which we register in 2009, and its sister brand Villa Secrets register a few years later, both of which would have a far greater pickup rate than simply Villas in Cape Town. And since this point, for nine years now I have been mentally designing the next publication, with the usual criteria that it had to be an improvement on the last, and indeed the most visually stunning publication ever made for luxury travel and real estate.

The Villa Secrets Coffee Table Book 2018



10 years is a long time between publications, but that's what it took. The grand plan is product placement, we would like to get Bulgari, and other leading luxury brands such as Armani, Chanel to bring their models, diamonds & couture to be photographed in the villas, safaris and private islands, or in the case of companies like Aston Martin and Bentley to be photographed in front of the properties.

With the theme that each shoot should not focus on the property or the models, instead, the art director, photographers and cameramen should look for the best shot. If we have the best models clothes, products and properties in the world's most picturesque locations, then we can make one of the world's most attractive publications, and then some...

In general, the idea for this publication that it be in both hardback, as an exquisite coffee table book, similar to the Quintessentially Reserve Coffee Table Book created by Liam Wholey, who I met on a few occasions, but bigger and landscape, but instead of 1 page per property and properties having to buy space, more like 8 pages per property, and without charging a fee and making the publication a very 'invitation-only affair.' And in addition to the Coffee Table Book, we would make a magazine of the same content that could be distributed with Condé Nast Traveller UK and USA, ASTA and some other publications. And in further addition, we would like a film of the making of each of the luxury brand photoshoots.

So that's the master plan, but to get there we must work in stages, we are almost complete with

stage one, and that is to create the Villa Secrets website in a way that would appeal to the luxury brands, in both product and presentation. And make contact with the luxury villas, exclusive use safaris and private islands across Africa.

The next stage is to create the coffee table book, with a limited run of 4000, of which the printing and distribution have been budgeted for at about \$35,000. And we can create the entire book, using our S-Web CDS™ which allows us to show the entire book online, for collaborating with all involved, and then simply convert the web pages to PDF and were set. I will personally be making the custom design within our S-Web CDS™ system. One huge advantage is that it becomes very easy to make changes, add new sections remove old sections in the 2nd, 3rd print run and it can easily be changed to suit the smaller magazine size and it would not be hard to convert it into a standard portrait magazine, simply using responsive design, similar to us making a mobile page from a desktop page. Collectively this makes S-Web CDS™ Publishing a unique system.

We shall not necessarily expect any fashion houses to shoot at the properties for this first run, but one can't say for sure. We shall be making contact, and mostly to sow the seeds of the grand edition, and testing the water to see how keen such companies are to give us barter in the form of handbags, glasses, perfumes. When we spoke with Bulgari they were keen to give us \$100,000 in barter, but not glasses or Jewellery, but instead toiletries to go in the villas and scarves. However, this did not do much for us. What would be useful would be designer handbags, glasses, perfumes for our 'Gusts Gifts' marketing system, where we desire to send our top clients gifts on special occasions, plus of course the latest edition of the magazine. For the fashion houses, we considered this initiative is uniquely product-placing their brand.

However, with this said, this guest gifts idea is just a bonus, our primary objective is to get these big brands warmed up for the main event and to get their products and models to one or more of the venues we suggest.

Of course, we need the properties to give the production team a few days of free accommodation while the teams shoot. This is another point altogether, which at first did seem like it could be a stumbling block, but to mitigate this we made the decision not to ask the properties for barter nights (nights that we could book for free, but charge clients) and to make the whole process a very exclusive invitation-only affair. With the only potential cost, being for placement at the begging of the books and magazines. And even then, it is likely this would be a charitable donation to African Conservation and Rain Forests (the latter to balance out the paper used to make the magazine, we are looking at buying and preserving an acre of rain forest, under our 'Sienna's Forrest' initiative,

6. Sienna's Forest's



so instead of us going green and saying for each tree, we used we planted one, we can say we have permanently saved over 1000 times the paper we used, which is pretty cool and will be a good introduction to Angel Theory our non-profit division in the making.

Villa Secrets Coffee Table Book: First edition - The Content



It is not enough to just have great images, one also needs great content, and such content should be meaningful and educational, not an editorial review but an informed opinion from people one would be interested to hear from.

10 Best of Africa 3 to 5 leg dream villa experiences,

by leaders in luxury African villa and safari travel

(60 Pages)

With this in mind instead of working property to property, for our African Portfolio

www.villasecrets.com/Best-Of-Africa, we are preparing a list of 10 key properties or management companies that we are most impressed with.

Here are the seven we have identified, and we wish to add to this list with one venue in Mauritius

and one in Zanzibar

1. *Singita – Serengeti House - Tanzania*
2. *Lion Sands – Fish Eagle Villa – South Africa*
3. *North Island Villa 11 (Wilderness) – Seychelles*
4. *Virgin Limited Edition – Ulusaba – South Africa*
5. *&Beyond - Benguerra Island - Mozambique*
6. *The Royal Collection – South Africa*
7. *Cousine Island - Seychelles*

At each venue, we shall ask a senior figure to let us know, that given a 7 to 21-night journey, which properties/islands would they personally like to visit alongside their own. From 3 to 5 accommodations.

Where after we shall create their article in S-Web CDS™ and then the individual may submit their own article or we can prepare one for them. Then we will work together until we have it 100%

Articles will be from 4 to 8 pages, and text will be minimal

Article on Stefan Antoni's villas across the world

(20 Pages)

Having been in the luxury villa business for 17 years, and having researched villas all over the world for 7 of those years I can say without reservation that **Stefan Antoni is the world most creative and awe-inspiring architect by far**, especially when it comes to consistency, see <http://www.saota.com/single-residential/>

We would like Stephan Antoni to write a review on a selection of his properties, not just in Africa but across the world, regardless of whether they are available for rent, a true unrestricted list. Maybe 7 properties, each with at least a double-page spread per villa, made all the more attractive as our magazine is created in landscape format.

The Leading Private Island Villas of the World

In addition, we will create a section of the best private islands across the world, an area that we are expanding into and a subject that is really interesting and visually rich.

(20 Pages)

Cape Town and Surrounds Villas and areas of extreme beauty.

(20 to 40 Pages)

Quintessentially concierge (again) and an article of our consignee and hospitality objectives as seen in chapter 12

(6 Pages)

The Villa Secrets Secret

(10 Pages)

Experience Africa Conservation

(10 Pages)

Angel Theory Philanthropy

(20 pages)

Luxury Brand Advertisements

(20 pages)

This is the content plan, for now, it will develop as we compile and grow but not far from this structure.

For the first publication, we will be self-disturbing, and in so doing make every coffee table book count. With an initial run of about 4000 which will get a far better readership than the Cape Villas magazine as 22,000 with only one it 20 reading is only 1,100 read vs 4000 of the targeted self-distribution being read. And what's more, the target readers are pound for pound richer than the Conde Nast readers, so for advertisers of luxury goods, it's a tempting prospect.

So where are these 4,000 Coffee table books going?

- Previous Clients rated 8/10 or higher
- Each New Enquiry rated 7/10 or higher
- Send to 40 top Luxury Brands
- Handpicked luxury travel professionals
- Handpicked luxury real estate professionals
- Sent to the venues in the publication
- Prestige Marketing and Real Estate packs
- Hand-delivered by Management to Cape Town Villas
- Deliver to restaurants, bars and offices in Cape Town
- Delivered to the most expensive villas in the world
- Put in Cape Town Villas
- Given to Mandate Targets
- Given to Guests
- Other (5%)

This exercise is costed at \$35,000 for the printing and postage, which has been budgeted for in the first year of the first primary network.

The object is not to make money from the exercise in terms of barter with the venues, and not to depend on barter goods from advertised, instead, the exercise is there to gain clients, to impress our existing clients, to increase the size of the network, to create better relations with suppliers, but most of all it is an exercise in gaining exclusive mandates in Cape Town, as one single mandate will make much more than \$35,000 in a year.

Also, the exercise is an example of how our publication will look, for the worlds luxury brands and properties to consider regarding making the product placement media at the venues themselves for the 2019 edition which will be backed up with at least 50,000 magazines.

We shall also create a version for book publishers to sell, should such a deal be possible.

Add Section on CDS and how we are already working in landscape magazine format

Part 4

Angel Theory V1. **Paradigm Shift**

Book 4. The TBS™ Total Business Systems

Book 4. Part 2. S-World Villa Secrets

Original Edition/First Draught

The Villa Secrets' Secret – Part 4



By Nick Ray Ball 25th April to 11th August 2017

The Villa Secrets' **Secret**

PART 4

Chapters 19 to 25

**BUSINESS PLAN
& OPERATIONS MANUAL**

Chapter 10 Luxury Villa Rental Agencies



This chapter and the following are the main chapters in this presentation, sure chapter's 1 to 16 are useful, they are all essential ingredients to success in creating a villa rental company in the first place, the price of entry for any truly disruptive solution. However, chapters one to 16 are all ingredients that have led to this product, that we affectionally call. Scenario 7.

In this and the following 4 chapters; 'Realtor systems and wins,' 'Villa Secrets pricing,' 'Be easy to buy from,' & 'Gain consensus across the organization,' we present the product and opportunity that is being offered to real estate and other companies.

(Add CTLV + CV = 3.3mil in 2016, and so 9 better sites + mandates should see R10m is an achievable objective before we have even considered the software)

As far as we can tell, there is no specialist software created for Villa Rental Agencies. There are hundreds for property or portfolio managers; top ones include [HomeAway](#) who have a few options, [YesBookIt](#), [Kigo](#), [365 Villas](#) all of which are good systems for property managers, but none cater for properties that are not managed by the user. You can't just add a property that you wish to show a client unless you manage the property, which in the case of many or even most bespoke villa rental agencies is most properties.

And even if one is a property manager the websites created are not outstanding in any way, in fact when I looked just now, from the company I thought most off, the first customer example website was down, and the second was blocked by my Antimalware Bites anti-virus, which can't be good.

So we created our own system, and then some as we took it well past the industry standard in both look, functionality and uniqueness, by adding systems such as the unique S-Web CDN™ (Content Delivery System) and the unique and infinitely useful CRM-Ai™ alongside 14 other systems, some software-based some business strategy and some human resource each of which either makes money or saves money, and usually both.

Here is a super summary of the systems presented so far.

S-World Part 2: 'The Villas Secrets' Secret'

S-WORLD SERIES 2: *The Villa Secrets' Secret* V1.01

1. S-WEB CMS FRAMEWORK > Stunning 'wow and awe' Websites. > Simple Intelligent CMS. > Software created within the web framework > Ultra efficient systems	2. Network Strategy Creating a network of many individuals and small companies in different real estate & travel niches in many locations.	3. Mandate Marketing Commission from rental mandates is used for directly marketing properties	5. S-WORLD CRM-AI™ One agent performs the job of two in half the time with twice the efficiency
		4. S-WEB CDS™ Creates the platform for the evolution of CRM's into web content based systems	6. S-World TFS™ A simple financial systems created as a part of the S-Web CMS Framework
24. Be easy to buy from. Gain consensus across partner organization			7. THE VILLAS CLOUD™ Connects to PMS's, GDS's and Distribution Channels
23. Development Timetable All Systems complete by 2019			8. Managers & Owners Make bookings from their 'overflow'
22. Pricing & Value & Primary Network Deposit \$42,000 Full Cost \$168,000, Value +\$million	14. S-WORLD TBS™ & TFS™ A round up of the benefits of all S-Web & S-World software & systems presented so far	9. S-World CRM CC™ The Company Controller organists and motives the whole team.	
21. Real Estate Systems & Wins Rental mandates turns to sale opportunists	15. Marketing, SEM & Advertising How we get customers in the first place?	10. Customization S-Web encourages customization requests	
20. Prestige & Jet Set Marketing Increased the value of each property	16. Google and Bing SEO Search Engine Optimization	11. S-WORLD UCS™ Ease of Use Game based fun and addictiveness	
19. Luxury Villa Rental Agencies 10 years of in the field experiences, followed by 7 years of developing systems has led to an all-encompassing top end vacation rental solution, that is extremely profitable & simple to manage	17. Content Marketing The new face of SEO & blogging	12. Concierge, Hospitality PR, Film & Social Media	
	18. S-WORLD PUBLISHING The Villa Secrets Coffee Table Book	13. Call Centre & Content Writing Live Chat, Foreign Language & Content Writing	

Chapter 1. S-Web Websites

S-Web (Sienna's Web) is a super simple web framework and CMS (content management system) that enables anyone to create beautiful websites on desktop and mobile, in no time at all.



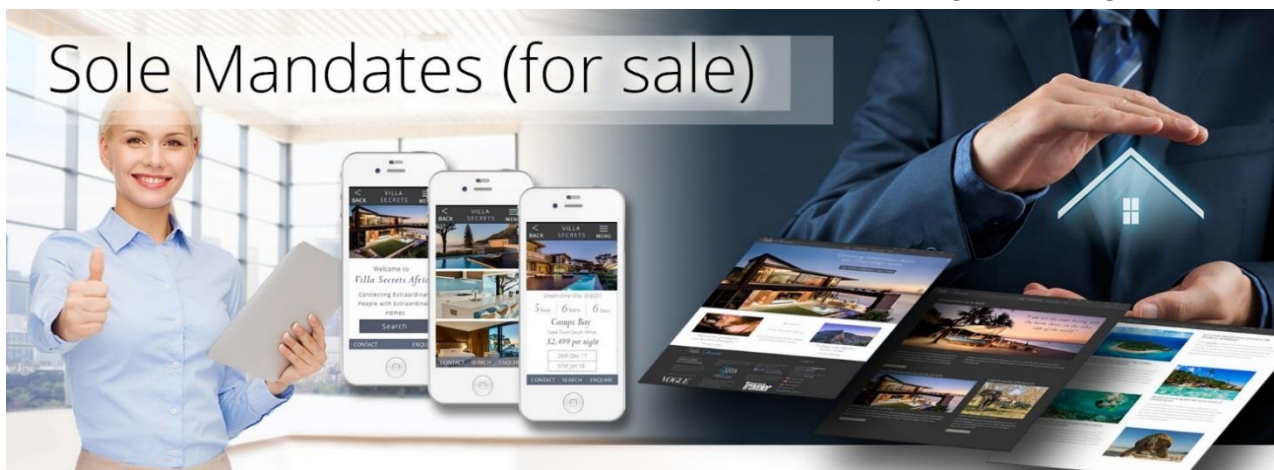
Chapter 2. Villa Secrets Network

The Villa Secrets Network strategy creates a network of many small companies in different niches in each location, most of whom will seek to sign exclusive rental mandates.



Chapter 3. Mandate Marketing

Over 50% of commission from rental mandates is used for direct marketing, creating 'the overflow' (bookings other villas) and 'prestige marketing' which raised the value of the home. Owners who wish to sell will first look to realtors with access to the prestige marketing material.



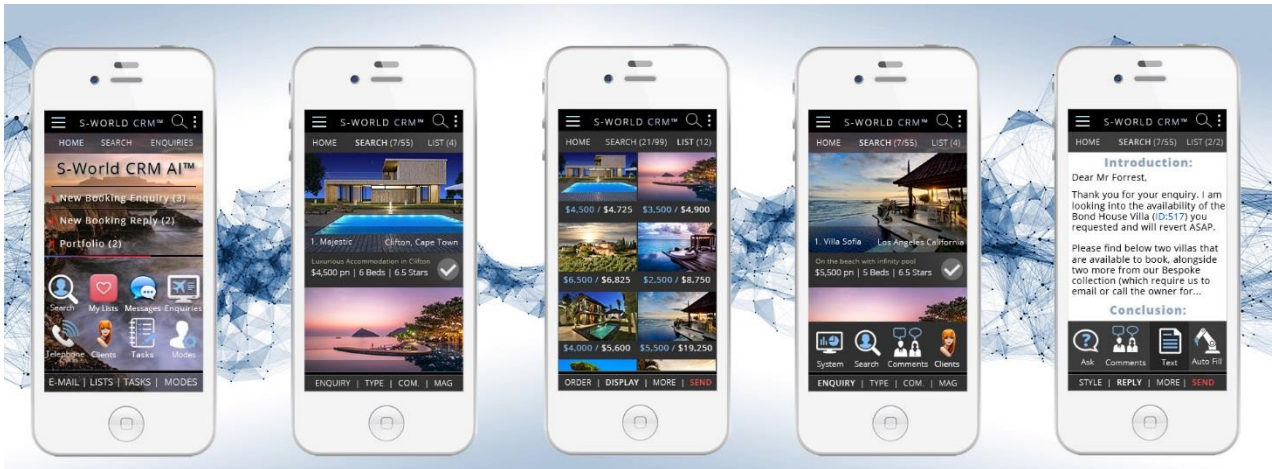
Chapter 4. S-Web CDS™ (Content Delivery System)

Allows agents and clients to create exquisite custom web pages from their favourite lists, and agents to make their own online magazine articles in less than a minute.



5. S-World CRM-AI™ Agents Assistant and Automated Booking System

Automates the booking process, created to make one person perform the job of two in half the time with twice the efficiency, removes the need for agents to have experience & and allows agents to easily answer enquiries on the road or outside of work hours.



6. The TFS™ - Total Financial System

Since 2011 the primary objective of S-World Villa Secrets in terms of systems has been to create a simple but all-encompassing financial system as a part of the core software design.



7. The Villas Cloud™

Gives online availability to clients & agents, lets the CRM-Ai™ make bookings for villas, private islands, and safaris without the need for an agent, assists call centre and Live Chat operators.



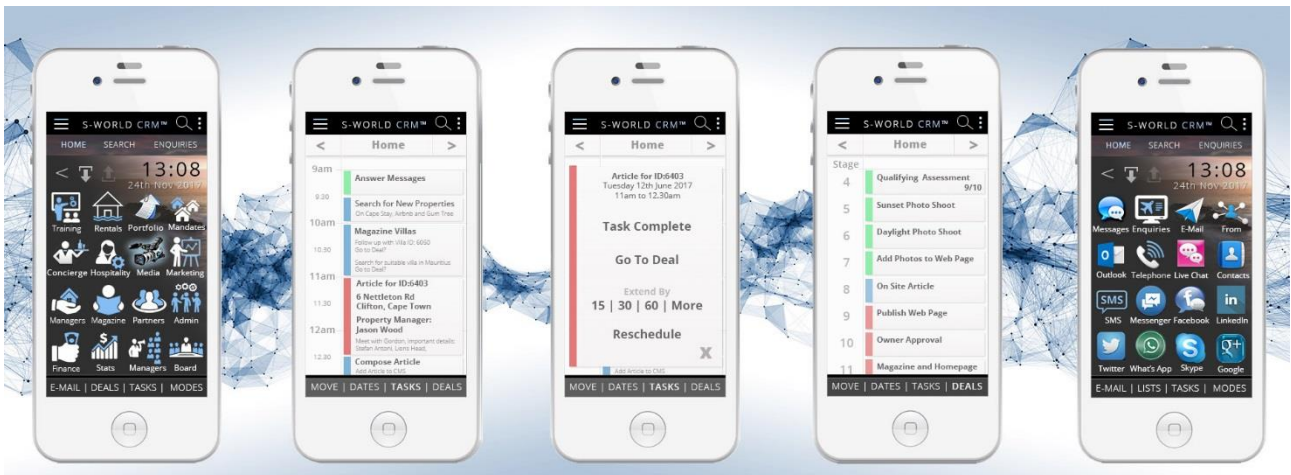
8. Villa Secrets Property Managers and Owners

Gives active 6 and 7-star villa, safari and private island managers & owners an S-Web website to capitalise on multi-leg bookings and their overflow, generating immense residual income.



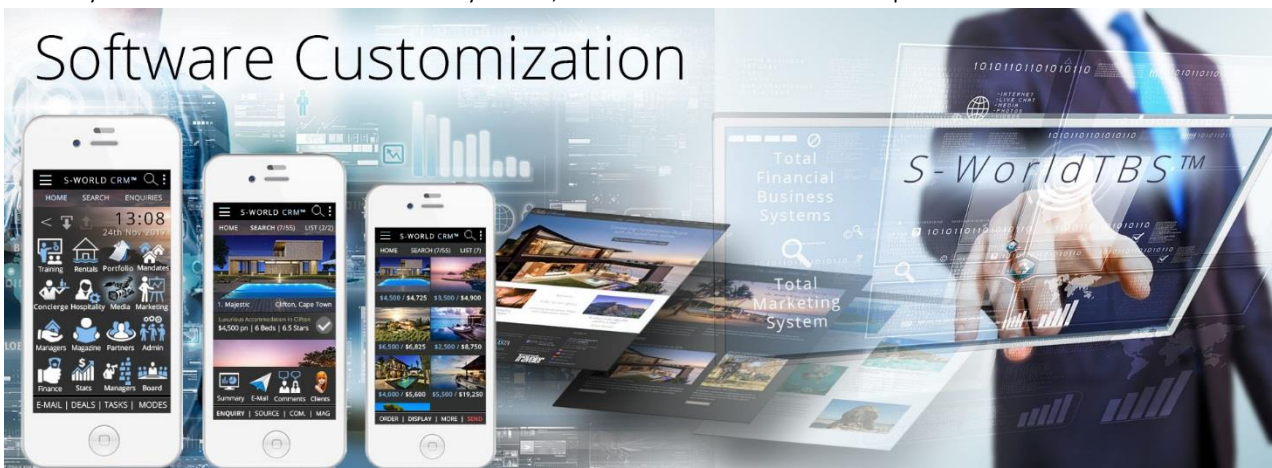
9. S-World CRM-CC™ - The Company Controller

Taking control of the entire company. From photography to marketing and the mandate recruitment process, the company controller organises and motivates the whole team.



10. Software Customization

When it comes to S-World software customization, we do not only welcome suggestions, we actively ask users to tell us what they want, and create it for them as part of the S-World licence.



11. S-Wold UCS - Simplicity, Addictiveness, Fun Level & Ease of Use

We create engaging pages, even for the most mundane of tasks, always simple and easy to use, and for staff we add a score, making work fun and more like a game, that one can win, every day.



12. Concierge, Hospitality, PR, Film, and Social Media

Creating a world-class concierge department is expensive, logistically challenging and requires strong owner lead management. By creating this department as its own company and extending its directive to film, PR and social media, we can build a first-rate and very productive service.



13. Call Centre, Live Chat & Content Marketing

The Villa Secrets Call Centre will provide; Call and Enquiry & Live Chat answering, in many languages, and major in-house Content Writing, Content Marketing and SEO division



14. S-World TBS™ — Total Business Systems

A collection of all web and software systems under one roof, in this chapter we provide benchmarking data, ROI calculators and an estimated improvement percentage that each component provides. Specifically; end of phase one: 220%, end of Phase two: 400%.



15. Villa Secrets Marketing...

Presents tried and tested marketing and advertising, alongside the TBS™ & network multipliers which momentarily improve the effectiveness of all advertising and marketing initiatives.



16. Content Marketing & SEO

The most talked-about internet marketing strategy today is content marketing, make awesome content, visually and written, syndicate it and wait for the doorbell to ring. Content marketing is the only form of links based SEO that Google tolerates. It may take longer to do, but the long-term benefits are well worth the wait.



17. S-World Publishing

To extend one's content marketing efforts outside of the digital space, we shall create Coffee Table Books and magazines. We created our first magazine distributed by Condé Nast Traveller in 2008, and since, much consideration has gone into both the content and the distribution of a very sexy Coffee Table Book for release in 2018, not least how such a book can increase the likelihood of signing mandates, attracting top tier tour operators and wowing the public directly.



Up to this point over 136 pages of detail, we have presented:

- *70 points that either identify a problem, present a missed opportunity or avoid potential landmines*
- *50 systems that are either unique, better than our competitors or equal to big-spending companies.*
- *60 solutions or key benefits.*

Collectively, in comparison to the 200,000-business serviced by the sales executive board, as mentioned in 'The Challenger Sale' of whom less than 1 on 7 have anything unique or better than their competition our product is statistically 350 times better than the average business.

In a nutshell, what this means to potential partners is simple, 'don't stress, we have it covered,'



10 years of in the field experiences, followed by 7 years of developing systems to either save money or make money has led to an all-encompassing solution, that both saves money and makes money, streamline and simplify the day to day tasks associated with adding a powerful mandate driven short term luxury villa agency to leading real estate companies.

(Give Full History)

In this, the first product chapter, we present.

1. Why Real Estate Companies First?
2. Product Offering, Price & Development Schedule
3. Villa Secrets Scenario 7
4. Websites
 - a. Nine Agency Websites
 - b. 16 Villa Mandate Websites
 - c. 8 Merger Websites
5. Business Plan & Financial Projections for phase 1 and 2

Why Real Estate Companies First?



If you have started at this chapter, I expect the first question one will have is 'Why Real Estate companies?' This is covered in various chapters, but to quickly summarise in point form

1. **It's in the Estate Agent's interest for the network to be as big as possible.**

As the network is targeting over 25 different company types or individuals, in a single location, within some cases many companies per company type, most of whom are primarily focused on gaining sole rental mandates, there is a high degree of internal competition.

However, due to 'prestige marketing' and 'the real estate agent's packs,' we expect most or even all properties to first choose to sell their home via the real estate agent who has access to the marketing material, and so essentially whereas another villa rental agency will see other villa agencies as competitors for rental mandates, the Real Estate company will be overjoyed at having 50 or more new companies most of whom recruit mandates that only they can sell.

The more successful and the bigger the network, the more sole mandates the realtor achieves. Realtors will see villa rental companies and property managers as contributors, not competitors.

2. **Sole Mandates.** The Villa Secrets plan is a sole-mandate plan, real estate agents would welcome this, as it assists their core business plan... To Get Mandates!

Real Estate companies have access to many staff who specialise in recruiting sole mandates, and many contacts for villa owners, whilst there is a significant villa rental agency component to this proposal, the procurement of rental mandates is the single biggest factor and income driver.

3. **Compatibility and practicalities:** Most real estate companies do not have strong villa rental departments, and as such would not mind combining their current departs into the Villa Secrets opportunity.

Working with existing local Villa Rental companies may lead to a conflict of interest, as

mandate opportunities can be transferred from Villa Secrets to the existing villa rental agencies business. Whereas Relators who do not have strong vacation rentals divisions would not mind merging all vacation rentals into one division, the Villa Secrets company they create and own.

4. **International Model.** The Villa Secrets plan can be applied to realtors in hundreds of locations across the world, creating a large international network of companies.
5. **Property Developments.** The initial reasoning for creating an 'estate agent's first model,' was in 2012 due to S-World ([theory of every business](#)) real estate developments, which would reach a higher value if the S-World Network were to include many leading high-end realtors, alongside a great many luxury travel and realty websites.

Whilst we are a long way away from creating such development, there has been more significant planning, hypostasis and theorizing.

Villa Secrets Cape Town - Scenario 7



Scenario 7 is a complete business plan, created on an advanced spreadsheet, that lays out cost centres and income expected. It follows on the heels of Scenarios 3, 4, 5 and 6 created in 2016, most of which have detained videos and spreadsheets available to watch and download, which may be useful if one wishes to see the progression of the hypothesis that lead to Scenario 7.

<http://network.villasecrets.com/forecasts-and-scenarios/cape-town-3>

<http://network.villasecrets.com/forecasts-and-scenarios/cape-town-4>

<http://network.villasecrets.com/forecasts-and-scenarios/cape-town-5>

<http://network.villasecrets.com/forecasts-and-scenarios/cape-town-6>

In Scenario 7 we have a network of 8/9 websites.

Ready for immediate management are:

1. CapeTown.VillaSecrets.com

2. CampsBay.VillaSecrets.com
3. CapeVillas.com (Begging of Oct 2017)
4. Cape-Town-Luxury-Villas.com

Note that of these websites, we are including the use but not ownership of www.CapeVillas.com. The terms being that once ZAR 10 million is created in gross profit within a 12-month cycle the website return to Villa Secrets Ltd UK.

A further note is that there s a degree of urgency, as currently, the contract to renew with current management ends at the end of September, and we need to have a management team ready before this time. Cape Villas.com adds a great deal of certainty to Scenario 7 and is a significant asset.

In 2018 we will be adding 5 more websites

- 3b. CapeLuxuryVillas.com
5. VillasInCampsBay.com
6. CliftonVillas.CapeTown
7. BantryBayVillas.com
8. KapstadtVillas.com

Staff and Management



Due to the systems presented so far, the personnel needed to run this network of 9 new websites is far lower than was needed just a few years ago. Essentially to kick off we need a sales star to take the bookings, and we need a portfolio manager to organise and acquire more stock, and in both cases, each can cover each other's position. Note that in our experience over the last 15 years companies that add about 100 properties a year, make twice the income of those that don't.

Concierge and hospitality can in the early stages be managed by the 2 key personnel, however as presented in chapter 12 a dedicated concierge and hospitality company is planned, that when it's not busy works to create film, PR and social media. This is paid for by 12.5% of each commission earned by all Villa Secrets companies and will be a separately owned company.

Working side by side with concierge and hospitality is planned a call centre, live chat a foreign language division as is described in chapter 13. Paid for in part by the concierge and hospitality fund, in part from commissions and villa secrets agencies will contribute one or, in the case of

primary networks (which this opportunity is) more than one staff member. The first employee we are looking for in this department will be German-speaking, as this has significant profit implications for the entire group

In regard to recruiting mandates, there is a specific system in the way we approach villa owners and 19 different ways we find opportunities, the portfolio manager is a key contributor to this endeavour, but is not necessarily the one to close the deal, rather sets it up, for a mandate professional to score from. We either need a dedicated mandate recruiter or, mandate recruiting staff, from the real estate agents parent company to work in this position on an ad hoc basis. 35% of each rental mandate booking commission is allocated to whoever brings the rental mandate home. And it's well worth offering a signing bonus on top.

In terms of management, both the sales star and portfolio manager will be senior and will either own a percentage of one or more websites - or be given profit-share that accrues to the same.

In terms of the need for a CEO or MD, this is not necessary for the early stages, so long as we have a quality salesperson and the portfolio manager. When necessary it will be easier to recruit a strong MD or CEO, once the company is in motion and potential candidates can be paid via profit share. It may turn out that a dedicated mandate networker or the head of the concierge could step into these roles.

Scenario 7 – The Villas Butterfly



Scenario 7 – The Villas Butterfly is a complete business plan, created on an advanced spreadsheet, that lays out all costs and expected incomes. The title 'The Villas Butterfly' stems from the first series of books about the S-World Networks written between 2011 and 2013 collectively titled 'American Butterfly.'

The butterfly is in respect of 'The Butterfly Effect' a discipline in chaos theory. Chaos theory, is not about chaos per se, rather how a tiny change in a big system can affect everything and how if the butterfly flaps its wings at just the right time and in just the right place, it can cause a hurricane on the other side of the world.

In practical terms, we consider the notion of ripple effects, how one action creates a reaction and another. Instead of just planning for events, we equally plan for the events that are likely to occur as a consequence of those events, and so on.

A good example of this is in our 'mandate marketing' plan, where we start by dedicating 50% of commission (10% of the booking) to directly marketing the villa, then we count the ripple effects...

1. Owners are happier with the apparent lower commission
2. As a consequence of direct marketing, sales receive more enquiries and when the villa is full, can make bookings in other villas, which makes a total greater than would have been netted from the full commission from just the villa.
3. Half the marketing is dedicated to 'prestige marketing,' placing the villa in quality magazines, encouraging big brands to shoot there, making quality videos and performing various PR exercises, which get compiled into the 'estate agents marketing packs' and so when it's time to sell, the owner will of course first try the real estate agent who has access to these packs and the full cooperation and promotion of the rental agent.
4. Due to the above initiative, real estate agents across the globe see value in villa secrets rental opportunities to increase their own stock of mandates for sale.
5. Real Estate agents can greatly increase their net profit due to the mandates initiative being forefront in all villa secrets companies in their location, whereas many as 50 or even 100 companies seek rental mandates but only the real estate can sell.

We could continue, but this is an exercise for another time, and indeed another book, the point is for every action, there is a reaction, and by following the ripples, one can make budgets stretch farther and increase the number of profit centres. And by working in this way, we can achieve colossal results from small beggins.

Of course, it helps or indeed is essential to complement this strategy with software and system to move the personnel in a direction that is desired, thus shaping if not predicting the future. And that is the job of the S-World CRM-CC™ 'Company Controller' as seen in chapter 9, which is complemented by the complex scenario 7 spreadsheet which will in time become part of CRM-CC™ but specific to the CEO and other management.

For now, we shall mainly be working from the far simpler condensed spreadsheet.

I have created a video to show this in more details: [ADD VIDEO](#)

These figures will change as scenario develops 7, the version below is from V7.09

The forecast is created in South African Rand, The dollar values have been calculated as worth 12.91 Rand

Whilst the spreadsheet maps out a 2-year journey, the plan is in 2 phases, phase 1 being a gross profit target within (any) 12 months of over ZAR 10,000,000 (\$775,000). The importance of this distinction is in the profit share, which lowers in stage 2 as there is more profit to share. It's also possible for commissions to change, but this is not reflected in this spreadsheet.

Scenario 7 - Phase 1 Forecast (2018)



Income from Commissions (Gross Profit)

\$542,674	R 7,047,721	Villa Website Commissions
\$146,047	R 1,896,716	Direct Mandate Commissions
\$218,578	R 2,838,678	Residual Mandate Commissions

Total Gross Profit

<u>\$907,300</u>	<u>R 11,783,115</u>
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Expenses 1: Percentage of Gross Profit

\$113,412	R 1,472,889	Web & Software Development (12.5% of GP)
\$113,412	R 1,472,889	Concierge, PR, Film & Call Centre (12.5% of GP)
\$113,412	R 1,472,889	Bookings Commission (12.5% of GP)
<u>\$340,237</u>	<u>R 4,418,668</u>	

Expenses 2: All Other Expenses

\$31,416	R 408,000	General Expenses
\$99,523	R 1,292,507	Staff Costs
\$123,722	R 1,606,785	Agency Websites SEM & SEO
\$51,117	R 663,851	Mandate Commission (35% of Direct)
\$38,500	R 500,000	Villa Secrets Coffee Table Book 1
<u>\$344,278</u>	<u>R 4,471,143</u>	

Total Expenses

<u>\$684,516</u>	<u>R 8,889,812</u>
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Shareholder Discretionary Cash Flow 1. (Before Profit Share)

<u>\$222,784</u>	<u>R 2,893,304</u>
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Profit Share

\$27,848	R 361,663	C-Level Profit Share (12.5% of Cash Flow 1)
\$27,848	R 361,663	Mandate Networker Profit Share (12.5% of Cash Flow 1)
\$55,696	R 723,326	All Staff Phase 2 Bonus (25% of Cash Flow 1)

Shareholder Discretionary Cash Flow 2.

\$111,392 R 1,446,652

'Other Expenses' or additional phase 1 Mandate Incentives

\$111,392 R 1,446,652

Phase 1 is mostly about getting to phase 2 where Shareholder Discretionary Cash Flow rises to \$1,145,450 or R14,875,974. And it is advised that one should not try to make profits from phase 1, instead, use discretionary cash flow to boost profits, for instance, a cash bonus for any agent that signs a rental mandate, however, this is a suggestion not a directive, its useful to keep 10% of more of expected income as 'Other' a contingency if needed.

An important factor to point out is that fixed costs such as staff and offices have been kept low, ring only as gross profit does, so that it minimises the risk of the investing-real-estate-company, in terms of start-up capital. Given the four different website profit centres, other than the salary of the two key staff members for the first few months, there is currently no need for start-up capital.

Income is split approximately 60% from Agency Websites and 40% from Mandates, note that in phase 2 this reverses itself to approximately 40% from Agency Websites and 60% from Mandates. Agency income is relative to when the websites are due to be completed, starting with 3 (or 4 if you count capetown.villacerets.com and campsbay.villasecrets.com as two websites) The German website KapstadtVillas.com is then due to launch in June 2018, with CapeLuxuryVillas.com + VillasInCampsBay.com in September 2018 & CliftonVillas.CapeTown + BantryBayVillas.com in December 2018.

Mandate income considers 3 different types of mandate; one with a mid-season rate of R16,000 (\$1,240) a night, one at R30,000 (\$2,430) a night and one (a Stephan Antoni or equivalent) at R75,000 (\$5,800) a night. The above process is then multiplied by a percentage to give 5 seasonal bands and to which occupation percentages are applied. Working at a low average occupancy of 39% in year 1, with an overall 25% increase in year 2.

The three different processes are then compiled together to create one average price, and then in the first year, we are working on gaining 6 mandates, 2 high, 2 mid, 2 low, starting in Jan 2018 with one and adding another every 2 months.

In terms of the recruiting agent commission we use 35% of direct mandate income (not residual income from the overflow, just the mandated villa income) Typically this may be split 10% to the portfolio manager and 25% to the mandate recruiter. Or just 35% to the mandate recruiter if they acquire a mandate independently. This percentage lasts until the villa is sold, and so is a significant residual income for the recruiter.

All profit share and bonuses are suggestions for mutual consideration.

What is important is that each website, have at least one person who either receives profit share or part ownership in it. Each website should be a separate company (or at least have a different address) as this has district SEO (Search Engine Optimization) advantages.

It also is in the spirit of Villa Secrets and why I created this model in the first place, which was in

part the disruption of key staff leaving to start their own companies. And that if such key staff already owned part of the company they were working for, this disruption is significantly mitigated.

We shall however need to be clever about the finances, we currently have a high mandate commission and a fare bookings commission, which in phase 2 becomes a spectacular booking commission. We shall need to make the commissions part of the profit share, so as not to over-pay. Suggestions for staff profit share are from 12.5% to 25% for major websites and 50% for smaller websites such as CliftonVillas.CapeTown & BantryBayVillas.com, these sites have been designed primarily for one mandate recruiting agent to champion. So in such cases, as opposed to the agent receiving 25% to 35% of mandate revenue, they would receive 50% of shareholder discretionary cash flow.

Alternatively, one can also consider mergers with existing companies, who are profitable but would be a lot more profitable given the websites, considered and systems we provide. Note that in 'options' 8 websites are offered for such mergers in addition to the original package, but we have not added this as an income source, it's just a bonus.

In terms of VAT, whilst this is a grey area, as SARS has not issued a direct directive, common practice is that VAT is only applicable to South African residents who book fully serviced Villa Hotels, such as some of the top price villas, and such bookings are either very rare or completely non-existent. And so the ZAR1,000,000 threshold is not met and so registration is not necessary, especially if each agency website is a separate company.

As a general rule that has been used since 'Villa Secrets Scenario 3' at all junctures we have underestimated income, also note that profit centres such as 'The Villa Secrets Coffee Table Book' have not been added, and like merger opportunities, they are a bonus

Scenario 7: TBS™ (Total Business Systems) Multiplier & Negative factors.



An important ingredient in the forecast is the TBS™ Multipliers and Negative factors, as presented in chapter 14. The math here is complicated and can be adjusted by nearly a thousand different variables, be sure to watch the video before trying to understand the process.

However, the principle is simple enough, we have greatly overestimated negative factors as seen below.

Competitors and Other Negatives

First Year Jitters	-40.0%	-40.0%
Airbnb	-60.0%	-36.0%
HomeAway	-25.0%	-12.5%
Other	-50.0%	-12.5%
Competitor Improvement	-50.0%	-12.5%
Total Negative	-225.0%	-113.5%

Which paint a picture so bleak everyone should just quit the businesses.

However, we have included the 81 different systems (some human some software) (Some in effect and some not) that counter the negatives, so that in month one can expect a 40% positive when considering the very worst-case scenario for negatives and what we believe to be a low estimate of positives, as we underestimate each system and then for more safety dedusted from 35% to 75% of this effect from income streams.

Not particularly simple I will admit but packed full of fail-safes to avoid overestimates.

Another less calculation that applies is how we estimate Villa Agency income, this is done first with a figure of ZAR 1,000,000. Which is then spread out seasonally so in Feb the figure is 50% higher and in May it's 50% lower. We then apply a percentage to each website, for instance, CapeVillas.com is 120% so making the base figure for Cape Villas at R1,2million, which like all the other inputs is a safe figure as it's about 30% lower than it has been consistently making. As each month passes the TBS Multiplier increases which pushes up the revenue, albeit seasonally adjusted.

Scenario 7 - Phase 2 Forecast (2019)



Commission Income

\$1,284,209	R 16,678,041	Villa Website Commissions
\$753,238	R 9,782,318	Direct Mandate Commissions
\$1,122,388	R 14,576,471	Residual Mandate Commissions
<u>\$3,159,836</u>	<u>R 41,036,830</u>	<u>Gross Profit</u>

Expenses 1: Percentage of Gross Profit

\$394,979	R 5,129,604	Web & Software Development (12.5% of GP)
\$394,979	R 5,129,604	Concierge, PR, Film & Call Centre (12.5% of GP)
\$394,979	R 5,129,604	Bookings Commission (12.5% of GP)
<u>\$1,184,938</u>	<u>R 15,388,811</u>	<u>Total GP Relative Expenses</u>

Expenses 2: All Other Expenses

\$106,260	R 1,380,000	General Expenses
\$185,058	R 2,403,348	Staff Costs
\$182,096	R 2,364,885	Agency Websites SEM & SEO
\$263,633	R 3,423,811	Mandate Commission (35% of Direct)
\$92,400	R 1,200,000	Villa Secrets Coffee Table Book 1
<u>\$829,447</u>	<u>R 10,772,044</u>	<u>Total Non-GP Relative Expenses</u>

Expenses Total

<u>\$2,014,386</u>	<u>R 26,160,855</u>	<u>Total Expenses</u>
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Shareholder Discretionary Cash Flow 1. (Before Profit Share)

<u>\$1,145,450</u>	<u>R 14,875,974</u>	<u>Cash Flow 1. (Before Profit Share)</u>
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Profit Share

\$70,159	R 911,153	C-Level Profit Share (6.125% of Cash Flow 1)
\$70,159	R 911,153	Mandate Networker Profit Share (6.125% of Cash Flow 1)
\$70,159	R 911,153	All Staff Phase 2 Bonus (6.125% of Cash Flow 1)

Shareholder Discretionary Cash Flow 2.

<u>\$934,974</u>	<u>R 12,142,514</u>	<u>Cash Flow 2. (Shareholders Discretionary)</u>
\$934,974	R 12,142,514	Phase 2 'Other' & Profit Share

As we see, phase two has about 3.5 times as much gross profit, from R 11,764,938 to R40,369,616 and 8 times the Shareholder Discretionary Cash Flow from R 1,440,971 to R11,802,131.

However, if one examines the spreadsheet one will see incremental monthly rises, that all make sense. For instance, if we look at the first agency website CapeTown.VillaSecrets.com at the end of year one in December we see R152,046 and in Jan in phase 2 it rises to R208,544, the jump is attributed to 3 factors,

1. January yields are calculated as 10% higher than December
2. In year/phase 1 we added a negative 40% to the effectiveness of the TBS due to 'first-year jitters' which is removed in year/phase 2
3. We reduce another precautionary measure being that in year/phase one we reduce the strength of the TBS by 40% to 60% effective, whereas in year/phase two we reduce the strength of the TBS by 20% to 80% effective

Collectively, these three factors create the jump in expected revenue, and as you can see, we are not increasing the profit centres, rather we are just reducing the cautionary measures we applied to year one.

Further, extremely important and contrary to all other scenarios, is that we do not increase the TBS multiplier in phase two, it starts at 247.4% and then stays there. The reason for this was in part, it was going to take a long time to properly estimate it, but in reality, as we simply did not need to add any more, the scenario was already making more than any previous scenario in phase 2.

A note on this 247.4%. if we remember back to the example of Rhino Africa, which made an ROI of more than 6 to 1 on Google AdWords, due to the millions of dollars they have spent on systems (both human and software). This 247.4% or actually 197.9% (as we are running at 80% effectiveness) increase starts with 'no systems at all' and is not a case of jumping light years ahead and is instead a case of catching up.

If we correctly assigned all expected improvements for phase 2 we would see a figure over 400% which would be jumping ahead, but still not lightyears for instance changing the stat that only one in 80 clients on the website make a booking to one in 20 is a 400% improvement.

Regardless of the rationale, for the sake of caution and as we did not need to we have not increased the TBS results in the second years/phase

After agency bookings at about 40% of income, we see mandate income rise from 40% to 60%, most of which is due to an increase in the number of mandates as we continue to add a new mandate every two months. Plus, year 2 for a mandate increased by 25% due to the marketing from the previous year compounding and increasing occupancy. And in further add some more precautions due to fist year jitter (being 30% of top mandates) are lifted in year/phase 2

We have not created a year 3 forecast as there is no need, year 2 is impressive enough. However, as the last 4 scenarios have shown, one should expect to double shareholder profit, however at this point we start to enter the world of POP investment which we shall get to in a later chapter.

Video Chapters

1. A Quick Tour of Villa Secres.com

2. Scenarios 3 to 6
3. Overview of Scenario 7 Stage 1 and 2
4. Product Offering and Price & Development Schedule
5. TBS™ Multipliers
6. Mandates income and Marketing
7. Agency and Villa Owner Websites
8. Other Marketing
9. Profit Share and Commissions
10. Staff and Expenses
11. Profit and Loss

Chapter 20. Pricing, Value & Development Timetable



Villa Secrets - Cape Town Primary Network, Bundled Solutions Pricing:
Licence for 8 Websites and all software.
(Plus, management of www.CapeVillas.com until gross profit equals ZAR 10 million within a 12-month cycle.)

Official Individual Website Pricing

1	CapeTown.VillaSecrets.com	\$167,772	ZAR 2,177,683
2	CampsBay.VillaSecrets.com	\$83,886	ZAR 1,088,841
3	CapeVillas.com		
3b	CapeLuxuryVillas.com	\$83,886	ZAR 1,088,841
4	Cape-Town-Luxury-Villas.com	\$83,886	ZAR 1,088,841
6	VillasInCampsBay.com	\$83,886	ZAR 1,088,841
5	CliftonVillas.CapeTown	\$41,943	ZAR 544,421
7	BantryBayVillas.com	\$41,943	ZAR 544,421
8	KapstadtVillas.com	\$167,772	ZAR 2,177,683
1 to 8	Agency Websites	\$754,975	ZAR 9,799,572

However, as we are not selling for profit, rather we are creating a stage 3 prototype delivering our bundled solution for as lower a price as possible.

Villa Secrets Bundled offer 1 (Saves 78%)

Deposit 25% - \$41,943 (R544,421)

Takes control of

CapeTown.VillaSecrets.com, CampsBay.VillaSecrets.com, CapeVillas.com, Cape-Town-Luxury-Villas.com

Complete Solution \$167,772 (R2,177,683)

Adds

CapeLuxuryVillas.com, VillasInCampsBay.com, CliftonVillas.CapeTown, BantryBayVillas.com,

KapstadtVillas.com

Plus all software described within 'The Villa Secrets' Secret' complete

Paid in 12 discreet stages over 18 months, on delivery of websites and software.

Plus, quarter price options on 16 individual villa websites and 8 websites created for mergers.

Includes all software developer and to be developed, ongoing licence fee/technology contribution of 12.5% of gross profit, equivalent to a franchisee fee of +/2.5%

Villa Secrets offer 2

Add 75% ownership and lifetime management of CapeVillas.com for \$ 251,658 (R3,228,473)

Cape Villas upgraded to Villa Secrets web framework and run from a mandate-first priority for management will more than double its income.

Note that I will personally own the other 25%, this will be the only agency I have any holding in, reading between the lines, Cape Villas with myself as 25% owner will see more of my attention and will be more successful than it would if I had no stake, other than the connection to Villa Secrets

Complete Solution \$419,430 (R5,380,788)

Villa Secrets offer 3

100% ownership of CapeVillas.com (S-Web website, but no access to software without a 12.5% of the commission

Valued at near double its 2016 profit valuation due to its potential with a future upgrade to Villa Secrets web framework and managed by mandate first stakeholders

Single Website: \$671,088.64 (R8,740,124)

Risk Aversion



1. Mitigating Operational Costs

A significant factor that mitigates risk is the CapeVillas.com website, be it purchased or loaned.

Working first on the loan option, this loan will stay in place until we reach phase 2, which is reached by netting R10million (\$780,000) in a 12-month cycle.

Cape Villas is a stable workhorse, which has for the current management consistently delivered enquiries and achieved over R1,500,000 in gross profit, and this with a team that has had no interest in recruiting properties to mandate or building their own portfolio, instead, relying on villas available from booking systems.

Experience has shown on more than one occasion that a team that adds about 100 villas a year to their portfolio will double the income of a team that does not, it also wins via affiliate bookings from other agencies.

Added to this within the previous 19 chapters are hundreds of other ways to increase performance, not the least of which is upgrading the 2002 website design, to the new Villa Secrets framework.

Given the above, it would not be a stretch to think that within a single year gross profit could be back to the ZAR6million a year it achieved from 2007 to 2010 under my leadership. But even if it does not, the current income it generates is enough to afford the base costs of operations, and as such the risk of the cost of operations is significantly mitigated.

2. Mitigating Investment Costs

The deposit investment cost of \$42,000 is already a preposterously low price, that as we will present in the next section would cost well over \$1million to recreate.

We are so confident that the option comes with a 'walk away at any time option,' and keep the website www.cape-town-luxury-villas.com, which based on 2015 figures was fairly valued by Alders Atlantic as worth \$240,000 and would have been sold if not for the restraint of trade of myself also owning Cape Villas.com and creating Villa Secrets.

I am so certain this venture is not something anyone would wish to walk away from, I will also refund the \$42,000 (on top of the CTLV website/business) from the 3rd primary network we create, should the investment partner wish to pull out of the deal.

3. Mitigating Development Challenges

If one were to run a SWOT analysis, (Strengths, Weaknesses, Opportunities, Threats) a fair question would not be about value, but rather can we deliver on the systems as presented, and is there any way to test this?

Mitigation in this regard starts with the systems we have already completed, such as the Mobile First - S-Web CMS as presented in chapter 1, which is significantly more advanced, and produces better-looking product pages than any other website on the planet, that work equally well on mobile as they do on desktop and does so in such a simple way that a child could use it, more than ten times quicker than a professional web designer and their team could do in the world's most

used CMS WordPress. With the functionary to create home and other pages in no time at all. Due to this system, we can create many complex websites with API's to inventory database in a fraction of the time (and so price) compared to others.

In chapter 4 we present the S-Wed CDN™, as far as we know this is the world's first content delivery system that allows staff to make very detailed and magnificent looking online magazine pages in minutes, not hours and, in addition, allows for both agents and clients to individually names webpages from their 'my favourites list' in less than a minute...

Please watch this 2-minute video <https://youtu.be/JS8vJQ1KxbM>

And please try it out yourself, by making your own Villa Secrets webpage

1. Visit www.VillaSecrets.com
2. Go to 'Destinations' > 'Best of Africa'
3. Add a handful of villas to 'your favourites list' by clicking the plus symbols
4. Go to 'Magazine' and add some articles
5. Click 'MY LIST' at the top right of the page.
6. From the blue navigation menu under the logo click: 'Make my Webpage.'
7. Add your client, boss or partners name, email them, and click 'Publish my Webpage'
8. Click 'Add Comment' to start a very organised conversation.

Then in chapter 5 following on from the S-Wed CDN™, is the S-World CRM-Ai™ which is only possible if you start from the position of having an S-Wed CDN™ (which no one has) and is well on its way to completion as a desktop agent assistant.

To many, the TFS™ (Total Financial System) in chapter 6 will seem like the biggest challenge, it's not, but from the outside, I get how even an experienced web developer may think it might be. Starting from the position of no financial system at all.

Fortunately, this test will be quick to assess, as it's a critical system, given an agreement before September and deposit paid, this system is first in the development queue, and is set to be 'working well enough' by the end of December, only after satisfactory delivery of this system will any balance payments be due.

One problem we may have is in recruiting, as the most senior Zend framework qualified programmers are rare, and this may cause a delay, but I can move Vineeth my main programmer to this task and get it done, albeit that will have implication and delay other items in the development cue for 2018.



Mandates

Before looking at the value of the technology and systems, the first point of value is the value of the sale mandates achieved by the Villa Secrets network, sold by the villa secrets network realtor, the residual benefit of buying the Villa Secrets primary rental network. In the last chapter, we presented a plan to achieve 60 sales of properties over \$2million in 2020, albeit, unlike the rental projections where we would be disappointed not to reach our targets, sales is an unknown quantity, but even if we only get 10% of the way and add 6 sales to the realtor's bottom line, that's more than this opportunity costs.

Business Brokering

In terms of value, 8 websites the quality of Villa Secrets, plus over 50 unique ways to make or save money, plus systems and software, and many system design plans, should be worth at least 8 times the prototype website www.cape-town-luxury-villas.com with 3 years less work and no systems.

This website was valued based on profits at R3,100,000 (\$240,000) by Africa's most senior business value assessor Holger Friedrichsen, team leader at Aldes most profitable business brokerage www.aldesatlantic.co.za. However, as was not willing to sign a restraint of trade we did not sell it, but this does not devalue the product when all the competing websites are run by the same company.

This being so, multiply the \$240,000 by a factor of 8 and we see this was of assessing the value puts the products in the millions of dollars.

Technology

As we have previously heard, companies like Rhino Africa spend millions of dollars on systems, but how much would it cost to create all the website and software features presented thus far.

Given that one goes with a company or companies that have already created a similar product as can be seen in their portfolio, and at which point programmers and designers are charged out at \$100 an hour, I can't see any possible way companies can give a quote under \$1 million, as at

\$100 an hour that's 10,000 hours and this has taken a lot more than that. If we start from the first business plan in Feb 2011 working consistent 50 to 80 hour weeks, with only a 6-month break in 2015. When we include the plus 2 million words of research and development in [S-World.biz](#), [American Butterfly](#) and [M-Systems](#), which all contribute in one area or another it's taken me just shy of 20,000 just to creating the design, this before my team of up to programmers, designers, copywriters and photographers have contributed a single line of code photo or article.

However, it needs to be stressed that unless a developer had this full book to work from, and they completely deconstructing all our work and code. They could not create this system in the first place. According to the extremely well-researched bestseller 'The Challenger Sale,' less than one in seven of the 200,000 companies the Sales Executive Council service, has anything unique or better than their competitors.

Whereas within The Villa Secrets' Secret we present over 50 unique or superior concepts all working together to create a system so disruptive that it boggles the mind. If it was easy to design original and unique systems that make or save money, everything would do so, but it's not easy, and for most business finding just one reason why they are better is a challenge, so having over 50 is outlandishly superior and when run in series is utterly unique. The point being Villa Secrets is unique. And its uniqueness is a part of its inherent good value.

And while we do not have a crystal ball, and there is chaos aplenty in small companies, our many ways to either make money, save money, or avoid landmines by sheer weight of number will win the day.

Development Timetable



1	S-World TFS™ - Present all bookings on a CMS	\$10,485.76	Nov	2017
2	S-World TFS™ - Present all other costs on a CMS	\$10,485.76	Dec	2017
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Alpha Versions (AV) are functional but with bugs that get fixed when reported

Beta Versions are complete products with just a few bugs that get fixed when reported.

! Important Note, except for points 1, 2 & 3 the actual order of development may change, for instance, system 4 due in February 2018 may be complete later, but if so, its place, another system will be completed in February.

Penalties...

More than a 2-month delay 50% discount.

More than 6 months late 100% discount.

Options



The exact nature of the options available will change per the desires of the investors, what we can put on the table now is

S-Web individual villa/product web frameworks shared content and all systems

Individual Price \$10,486 R 136,105

Option Price 25% \$2,621 R 34,026

16 (75% discount) options available

Used to create individual websites for villas that sign mandates

S-Web full agency villa web frameworks and systems for mergers.

Individual Price \$41,943 R 544,421

Option Price 25% \$10,486 R136,105

8 (75% discount) options available

Used to create partnerships with exciting companies who either already have positive cash flow but are keep to join the network or companies or individuals that specialise or already have mandates.

The exact nature of the merger will be up to the primary network licensor, 12.5% contribution to technology must apply.

The merger option is a good way to grow the network and make 2 residual incomes, one from the direct profit share and the other in sale mandates.

National and International options.

National options and continental options such as LuxurySeychellesVillas.com, LuxuryVillasAfrica.com, ZanzibarHome.com or TanzaniaVillas.com

Available on request

POP Investment



POP is an investment principle I created in 2011 called 'The POP Investment Principle' whilst researching how to create a financial system that was not affected by rounding errors, which may seem like a small thing, but classic chaos theory states that a small change can result in large differences, e.g. a butterfly flapping its wings in Brazil can cause a tornado in Texas.

I will not get into the mathematics of this here, as they are being created as the backbone of the next S-World Book 'M-Systems' and have already been well researched in the First S-World series found at www.americanbutterfly.org, parts 2 and 3.

I will just skip to how the Villa Secrets Primary Network and other networks will be affected.

When one is making \$1,342,177 (R 17,368,554), in shareholder digressionary profit in a year,

which a full eight times that the \$167,772 total investment cost. Then the next \$1,342,177 increase in shareholder profit will be invested per the POP method.

For which one will receive a fair investment rate of at least 6.25% per year (or freedom from POP obligation if not met). However, the additional investment return, which is classic S-World is a lot more, will be used to fund special projects of conservation, ecological, philanthropic or other for-benefit systems.

You can consider the POP investment as my reward for getting to POP in the first place.



Consider, typical bank interest in the UK and USA is about 1% per year.

A good return on any investment on the stock market would be 10% a year

Then consider that POP only kicks in at 800% a year.

Only when you are making 800% each year, is this clause in effect

Once 1600% is reached additional profit will be slit 50/50 albeit in district quanta that work within the mathematical framework.

ADD Lifetime warranty

Add Chapter on Prestige and Jet Set Marketing

Chapter 22. Real Estate Systems & Wins

Advantages for Real Estate Companies



This chapter is a brief introduction to what will eventually be a very well-thought-out chapter and maybe even a book to itself.

However, Real Estate Sales are not our area of experience and this chapter needs to be made in consultation. So, for now, we will just be going over the ingredients.

We will start with the ripple effects, actions within the Villa Secrets Scenario 7 business plan, that have direct and distinct positive connotations for Real Estate Agencies.

1. *Mandates, Mandates, Mandates*
2. *Prestige Marketing*
3. *The Jet Set Network*



1. *Mandates, Mandates, Mandates*

As rental mandates from the Villa Secrets primary network and by 2020 as many as 50 other companies turn into sale mandates that only Villa Secrets partner realtors can sell. Our real estate partners can significantly increase sales of properties over \$2.5million. This point is presented in detail in chapter 3 Mandate Marketing.



2. Prestige Marketing

Alongside being the reason owners will give the first sole mandate with the Villa Secrets partner realtors in the first place, prestige marketing, will increase the desirability and ultimately sellability of each home. As prestige marketing creates the 'real estate agent's packs, full of villas being seen in elite company in the finest magazines, such as 4 pages 'best of Africa' advertorial featuring a Cape Town villa, a leading safari lodge and a private island, close to the front of Condé Nast Traveler or Vogue, alongside a 4 to 8-page feature in the Villa Secrets Coffee Table Book.

In addition, comes test shoots, videos and adverts at the villa created for or by leading luxury brands, tempted to the villa via promotional offers, the same offers used to attract celebrities.

Added to the above is the website that we shall create, in which the villa shall be the brand associated with other fashionable properties and luxury brands, which receives significant content and other marketing.

All contained within one great looking estate agent's packs, that can be given or posted to qualified clients. We know that by rental clients our previous coffee table magazines not only increased the likelihood of a client booking, but that in at least one case just one magazine was enough to sell a Camps Bay property to a European client who did not even come to Cape Town, they bought it due to the presence in the magazine.

Whatever the effect one luxury magazine has on a potential buyer, the estate agent's packs will have a far greater effect. And its individual companies and in particular the Villa Secrets Coffee Table book, will in some cases have the effect of creating new buyers entirely.



3. *The Jet Set Network*

The biggest rental initiative we have, to increase occupation for homes valued at over \$5million that rent for over \$5,000 a day, is to look outside of Cape Town, in places such as luxury safaris, private islands and locations where such prices are not the exception but the norm and seek to bring these clients to Cape Town. Our method for such is found in chapter 7, in which we create websites for the properties we see at <https://www.villasecrets.com/Best-Of-Africa> for them to make multi-leg bookings for their comets and to book alternate venues when they are full. So far we have tested the popularity of this initiative with 5 of the 50 or so properties and all have responded positively.

These initiate dovetails with prestige marketing to bring more clients who can afford \$5,000 a night to Cape Town in the first place. Increasing the number of foreign buyers who can afford to rent such villa is likely directly proportional to increasing the number who can afford and may be interested in buying.

We are informed by an experienced realtor from Remax (thank you) that on the Atlantic Seaboard (Cape Town's beach areas) in 2016 only 30 properties were sold for over R25million (\$1.95million) and only 6 for over R70 million (\$5.5 Million), and we were more than a little surprised, having previous guessed at 200 properties in all of Cape Town with about half being sold in the Beach Areas.

(Note that for properties in California, instead of looking for properties over \$2,000,000 and specializing in properties over \$10,000,000, we would focus on properties over \$5,000,000 and specialize on properties over \$25million.)

In terms of what we wish to achieve in rentals spilling onto sales, we would wish to more than double this figure. And we have many concurrent initiatives that will do just that.

Given some stats to work from we broke the 100 properties into game theory...

The Estate Agents Game

When it comes to real estate sales, whilst we do not have a crystal ball, we can create scenarios in Game Theory that allow us to ponder the potential possibilities.

Important: Unlike the previous chapter, where we work on worst-case scenarios, and on paper, we should do better, or at least when we have accounted for more of the unknown we can reach stage 2 not long after the end of phase 1 – 2017/8. Based on actual figures for two separate businesses. The following is a 'best outcome' a position we would greatly like to achieve, and if all goes to plan we would succeed, however, prestige and jet-set marketing are both untested. So please this is not a forecast we expect to reach, but rather an objective we would like to achieve.

And note from the next pricing chapter that even if we only get 10% of the way and create 6 mandates a year in 2020 at an average sale of \$4,00,000, this alone is worth more than the total investment.

With this said, let's look at some game theory models about best case scenario's

Game theory is "the study of mathematical models of conflict and cooperation" used in military strategy, business, economics, politics, computing & psychology.

Below we see a game we are developing, the starting conditions are that in Cape Town including the Atlantic Seaboard, City, Waterfront, Constantia and surrounds 100 villas are sold a year for over \$2million. And that 3 market leaders account for 50% of those sales and a collection of about 7 other companies that account for the other 50%.

The Estate Agents Game 1 – Capture Market Share



Next, we zoom ahead to 2020 and assume Villa Secrets has delivered on its network ambition and a large network of companies and individuals have collectively amassed 100 villa mandates. Of which in 2020 15 are sold via the Villa Secrets partner real estate agency.

In this scenario, we deduct the 15% loss in market share evenly across all agencies, so the three-big agency decreases their market share by 2.5% each. Which is the cost of not joining the

network. There is a dominant strategy for only one real estate agency to join the network and in that case, it would increase its market share by 12.5%, increasing its sales of villas over \$2million from 17 to 29 and an increase of 75% to the agency itself. If two agencies joined, both would increase market share by 5 villas over \$2million from 17 to 22 and increase of 30% per agency.

This would be a great result for any real estate agent, a 30% or 75% increase in sales of the most expensive properties, and as success breeds success this figure could increase as owners come to Villa Secrets not just to rent but also to sell.

If game theory was indeed a game, one would win the most points for finding Nash Equilibrium, which is, in essence, a win/win scenario where everyone wins, however, some can win more than others.

The Nash Equilibrium has won both a Nobel Prize and a Hollywood Oscar, as it was theorised by Professor John Nash, as portrayed by Russell Crowe in one of my favourite films [A Beautiful Mind](#).

One only needs to look at the scores below to see that it's a Nash Equilibrium, as everyone is a winner, even those that don't join the network, are better off because of it, selling nearly 6 houses more per year, which at an average of \$4m per villa and 4% commission is just under an extra \$1million. That's not bad for losing!!!

The Estate Agents Game 2 – Increase Market Share



For the winners, if working jointly both real estate companies increase sales by 30 properties, a bonus of just under \$5million and if there is only one real estate agent attracted to Villa Secrets this scenario suggests it will make an extra 62.5 sales, increasing their gross profit by just under \$10 million.

How we hope to create this scenario is via the prestige and jet-set marketing and our ambitions to more than double clients paying plus \$5,000 a night, and then tempting them into buying property, a feat that will be easier still if the properties they stayed in were both for rent and sale.

However another scenario is that we encourage a 50% increase in clients who can afford to buy

top properties who buy through a Villa Secrets real estate partner and that another 50% are encouraged to come from seeing our material in Conde Nast etc, but came to Cape Town via a non-Villa Secrets route increasing the benefit to all, and this is the Nash Equilibrium, and it is this scenario the math is based on.

As I said at the beginning of this section, we do not have a crystal ball, but we do have several systems that are of benefit to both rentals and sales. Unlike Villa Secrets rentals we do not present these strategies as predictions or forecasts, rather they are just good theoretical mathematics, business strategy and an ambition we would like to achieve.

Referral Commissions & Technology Contributions

The exact referral commission and technology contributions will be made in conversation with the real estate company.

Below are initial suggestions, and why's.

We need to strike a balance between the real estate agent be happy with their portion of the commission and at the same time reward network agencies adequately so that they are proactive in the sale process. Plus continue to technology development

Ideally, the objective is to make the real estate company or franchise an equal or greater return than would be made had they sourced the property themselves.

Here's what we think we know about interagency and commissions and referrals, plus agent remuneration.

We think for Cape Town that the following is true

1. *Commission Rate*

A \$ 4million (R 52million) villa has a commission between 3% and 4%

At 4% \$ 160,000 (R 2million)

2. *Sales agent and mandate recruiter commission splits*

- a. The agent that recruited the mandate receives 25% of the commission
- b. The agent that made the sale receives 25% of the commission
- c. An agent that recruited the mandate and made the sale receives 50% of the commission

3. *Selling another agency's property*

The two agencies share the commission, and the agent who made the sale receives half of their agency's cut being 25% of the whole commission.

4. *Referrals between big cooperating real estate agencies*

- a. The agency split the commission 50/50 with selected other leading estate agencies.

- b. When it of the 50% of the commission which it keeps, there is no sale agent referral ass this was to the other agency.

But does the agent that recruited then mandate now receive 50% of their agencies commission or do they receive 25% of their agencies commission being 12.5% of the total commission?

- c. How often do such agency spits occur; one in two times, one in four?

5. *Referrals to others*

Usually 20% for sale introductions, no data for mandate introductions.

What are the precise agency spits in this scenario?

Before we can come up with a solution, we need to know if the above is correct

We need to factor in the technology contribution (12.5%) and the referral, if from an agency, be it run by the realtor or an independent. We initially thought that 25% was fair, as when added to the 12.5% it was supplying a mandate for 12.5% less than the 50% that would usually be paid by other leading agencies.

Unless the villa was introduced by the real estate partner, then the 25% referral would go to the introducing agent/agency but the 12.5% would remain

Once we have the answers to the above we can break out the math and find something that works for everyone.

Add a Journey through all chapters that have real estate implications, create short headers and a few lines of description and a picture.

After reading McAdam's I had a desire to crack the user has made me consider reality, It would of course be easier if fi had someone to bounce ideas off

Selling Property and Property Systems

Most CEO's and MD's of villa rental companies will have at one time or another thought that it would make sense to also sell villas, but few ever do, in fact of all the Villa Rental companies I have researched over the past 17 years, (which is a lot) I can only remember one, in Ibiza if my memory serves me well, whilst the industries seem very similar, they are after all selling the same product, when it comes to it, the jump is a long way away.

The same can be said the other way around, albeit not as severally, many realtors have at best a token presence, and it's very rare for the interests of the vacation rentals side of the business considered in senior stakeholder and C-Suite board or other meetings.

The truth of the matter is, I'm not 100% on how to build the best real estate system, as I have little experience, for instance, I can't say how important the internet is versus walk-in clientele, and further what portion of they walk-in clientele had previously looked at the company online. And without this basic data, one can't create any meaningful scenarios.

However, what I can say, is that whatever internet traffic there is can only be improved via S-Web, S-World and M-Systems software and systems.

For instance, the S-Web CDS™ and the S-World CRM-Ai™ if created for real estate companies can only improve the agent's performance and at the same time save a lot of their time.

And these are the systems that open the door to a larger solution, my inspiration for this solution started with a book I read called 'Game Changer - Game Theory and the Art of Transforming Strategic Situations' by David McAdams, which I recommend anyone to read, be it to improve business strategy, to nurture your personal relationships or to command and conquer your enemy.

Alongside an insightful chapter on HomeAway versus Airbnb' predicting the rise of Airbnb, written back in 2013 before they were a household name, also comes a chapter on how the US real estate systems were not good for the customer and had room for improvement.

One such improvement McAdams suggested was to include services such as preparation for sale, builders, landscapers etc.

Now this may be a good plan, but I can't see it working in the context presented as builders the world over are unreliable, for every satisfactory outcome there always room for it to go wrong, and if the company was a part of a real estate agents product offering, if the building goes wrong the estate agent will get the balms, there will be a lot of fuss for all and sundry and the owner is almost certain to move to a new agency and tell all their friends in the neighbourhood not to use the Estate Agent.

It's a good plan, but the risk is just too big,

However, the Villa Secrets solution is to go halfway, simply by creating a network of trusted suppliers, for no financial incentive, suppliers recommended by our local partners and the villa owners etc. We would expect a discount, but as McAdams explains in another section of the book about mechanics charging half price for local customers who are likely to return, we would wish each company to offer an incentive to the company.

From that point on, like Amazon and many other online systems, clients with houses that need renovation or furnishing or anything related to property use the service at their own risk, but with the knowledge that one bad experience will likely lead to that supplier being bummed from the network, over time clients can see the amount of positive/great/excellent reviews they have has, and in time, with hundreds of villa owners and as many again property and travel customers all referring to this tariff-free network would be such a bid deal to lose, that no matter what the suppliers and contractors would make sure that did not fall foul of the clients.

This creating a good service offering for any house for sale that needs some work done.

As for breaking the back of the USA housing market, this small initiative will not even touch sides, however, if we get the backing we need the M-System 7 S-World Virtual Networks has the potential to make such an impact. However, this product is extremely advanced software and is not something I currently know how to create. And until I do, or until I get back to writing 'M-Systems' it's best not to have anything on offer, that is not something I know how to create.

What we do need to consider is the logistics or the referral from Villa Secrets Prestige marketing and the Estate Agents Packs to our partner real estate agencies, in term of both commission for the reoffering company, Villa Secrets technology contributions and POP Investment.

What I want to happen is create systems, that are so powerful, it makes sense for the partner realtor to want to promote the villas as much on Villa Secrets as they do their own websites. So, if root one generates 'x' we want the villa secrets way to equal more than 'x' and this is something we will do without really trying as we improve the systems for villa sects in general. And so, until such time as our systems simply make sense, a simple referral from Villa Secrets to the partner realtors company seems apt, it's certainly the simplest.

However, one should not ignore, the potential firepower of villa secrets on buyers as well as sellers, it completely makes sense for all suitable properties on the real estate partner's stock to be shown for sale on Villa Secrets and it makes equal sense to list open mandates, this creating a quality for-sale portfolio, and leads,

Then if it makes sense in terms of ROI, we can also advertise the properties for sale, as was lightly presented in the marketing chapter. And remember this lead to nearly \$1million in potential income from the other advertiser's clients sometimes being also interested in sales. So, it's no small opportunity,

Game Theory Mandate Example:

Chapter 23. Development Timetable



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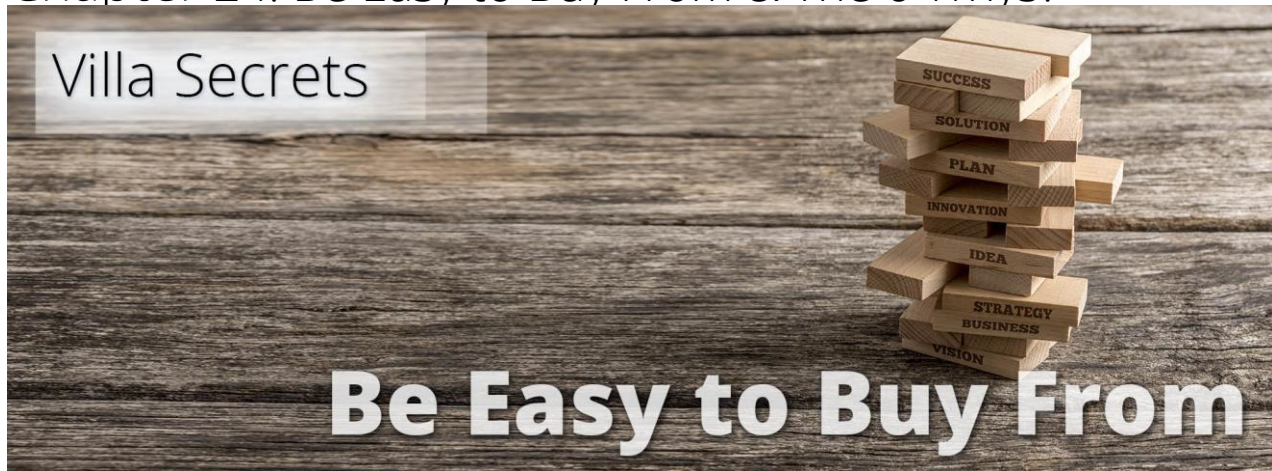
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Available on request

Chapter 24. Be Easy to Buy From & The 6 Whys?



As we have heard a significant guide to this book has been the complex bundle B2B sales book 'The Challenger sale' in which above all other messages, is 'Be Easy to Buy From' & 'Gain Consensus across Partner Organization.'

In response to 'Be Easy to Buy From' several chapters have been planned and written so as to be **easy to buy from**. Outlining in detail a very specific product offering, that can be reasonably valued at an awful lot more than its price, with 17 years history, set to achieving unparalleled income from a rental department. Which ripple effects into substantial residual income from sole mandates signed by all network companies sold by only one. Created in a way that minimizes start-up funding to almost nothing.

Which is a significant improvement on the \$500,000 in start-up funding presented in the first version of this book written over 2 years ago, which was not only before we had built many of the systems, but further written before many of the systems were even imagined. But for two years the 5 of us have worked doggedly, but more importantly, we worked cleverly, and dollar by dollar we lowered the start-up capital/risk to almost nothing. And at the same time, we have lowered the investment value considerably as well.

Also, we have listened and tested buyers for single websites and removed the overriding objection of CapeVillas.com as a competitor.

<Note>

To improve someone's mood, ask about their favourite holiday and what made it great, frame this within the genuine need to know what it is people like most about travel experiences, and make a note of the answer, for future reference. However, the point is in telling you of why the holiday was so good they will have remembered it and in doing their mood will improve.

In this chapter, we shall lay out the customer buying journey from the follow up to 'The Challenger Sale,' 'The Challenger Customer' which is pretty much exclusive to 'Be Easy to Buy From' & 'Gain Consensus across Partner Organization.'

But before we do, from another book, that I highly recommend 'The Science of Selling' the Sales Equation.

The Science of Selling – The Sales Equation

By David Hoffeld 2016



Please note in the following section, quotes and extracts from David Hoffeld are written in the **bolder Cambria font**, and our incites and comments are in the standard thin font Calibri Light (Or Open Sans Light online)

The 6 Whys

1. *Why Change?*

People naturally gravitate to the status quo, give a good reason to change.

In his book 'Misbehaving, the making of behavioural economics' Richard Thaler says "In physics, an object in a state of rest stays that way, unless something happens. People act the same way, they stick with what they have unless there is some good reason to switch."

350 reasons why?

Statistically, only one company in seven has a product that has a significant benefit over its competitors.

In 'The Villa Secrets' Secrets' we have listed over 50 ways to make money, save money or avoid landmines that are either unique or the best-in-show. Which is statistically 350 more reasons to change, compared to an average companies' product or the status quo of not

getting involved in the first place.

Understand Problems - (Uncover problems and present incites)

Until a customer understands what their problem looks like they will not be able to know what a solution looks like.

Avoid feature dumps and anything boring, as neuroscientist John Medina confirms us:

“When the brain deems something uninteresting it will disengage from it”

In short, bored people don't buy.

Bored People don't use...

If bored people don't buy, it can also be said that bored people don't use, which runs to the heart of our software. Our software is being created in tandem with the M-Systems 12 project S-World UCS, (Universal Colonization Simulator) mass online multiplayer game. Which is a long way away from boring. And by giving each staff member a daily score based on achievements we can make the most mundane of tasks, a task far more likely to be done well if a points score is attributed to doing it well.

Uncover problems and presenting incites

At the latest count, The Villa Secrets' Secrets uncovers over 40 specific problems and potential landmines and presents incite and well-considered solutions for each.

Make Problems Hurt

The more pain potential customers associate with their issues, the more urgency there will be to solve them.

Despite both 'The Physics of Sales' and 'The Challenger Sale' both stressing the importance of making customers feel the pain, I am personally averse to negative tactics, so I have not forced this issue. Albeit as part of the story, per my personal experience there is a section on the pain I have experienced losing top agents in Chapter 2, including good reasons why this will be far rarer within Villa Secrets.

Also, there is a scathing section on accountants and financial managers per my personal experience in chapter 6, which created the need for the S-World TFS™ (Total Financial System) in the first place. Indeed, this experience was a big reason, why this project was even started.

2. *Why Now?*

The more time it takes to make a purchasing decision the lower the probability it will happen.

The primary psychological barrier to creating urgency is reactance. Reactance is our intrinsic desire to push back or resist when we perceive our ability to freely choose is being restricted by another person. When people feel they are being forced to adopt behaviours or beliefs, they will rebel, even if what is being imposed on them is in their best interest.

To counteract reactance, send with a phrase that conveys that clients are free to accept or refuse. Such as “of course it’s up to you” or “you can just let me know if you want to use it.”

Putting such phases aside, for now, the answer to Why Now? lies in the logistics of the change of management option in Cape Villas that is currently available to us. After the crisis of confidence and a poor two months at the begging of the year, the management team at Cape Villas were considering moving out of the industry and solely focus on their Car Hire business, this was a complete surprise and when the dust settled, we tore up the old contract and a 6-month contract was made from April 2017 to End September 2017

Fortunately, since this time, it appears Cape Villas crisis of confidence is firmly over, as record booking was made in May and June. However, with no word on future business I am legally, morally allowed to do so and can do so with the minimum of fuss. Their company will simply stop trading as Cape Villas and they will deal with all their clients going forwards. But note, their clients are their clients, new management will not benefit from final despots.

having spent 6 and a half years on the network plans and 4 years specifically on Villa Secrets I am looking for management who appreciate the work and adopt it as their businesses plan. And for this reason, I would prefer new management on general

However, I need to install management by September and that does not give me as much time as I would like at least a month before September to prepare

In addition, after working on Villa Secrets for 4 years nonstop, now that it’s finally ready to go, I’m very keen to launch it.

Lastly, on timing, the stock will get scarce from October and the sooner we get the portfolio manager into place to work directly with me the better it will be for everyone else involved.

3. *Why your Industry Solution?*

In many cases a sale can be lost, not due to competitors but as the customer bypasses your entire industry, a case is given about a company trying to sell classroom training for computer software, but the client has the options to just buy a book and teach her employees herself, or she could appoint someone on her staff to learn the software and train the rest of the team.

To be successful in this ‘why,’ you may need to rethink your definition of a competitor, as one needs to consider the client bypassing the entire industry and designing a solution themselves.

- a. Demonstrate how you provide superior results in comparison to those outside of your industry
- b. Convey the problems that may occur if buyers choose a solution outside of your industry

If creating a successful vacation rental company was easy for real estate agents, then there would be more estate agents that rented villas and more villa agencies that sell villas, I’m sure there are more but I can only think of two companies; <http://www.ibizavilla.com> and <http://www.stbarth.com> (Sotheby’s) albeit I’m sure if I looked I could find more, but in general, vacation rentals companies rent and real estate agents sell.

In my time as CEO of Cape Villas from 2002 to 2010, three of the top 4 real estate agencies asked me to collaborate and make short term villa rental agencies for them. But other than ‘rent my mandates villas,’ I did not have a plan.

However, for the last attempt for Sotheby’s Realty Cape Town in 2010, we created them a website and we were to share in the profits, and whilst the project did not get off the ground as the website was outsourced and to our considerable pain we found the CMS was too complex and buggy for anyone to use. (Which prompted us to make our own that is now S-Web)

However, that idea, that we would create websites for real estate agents under a split commission agreement sparked the book you are reading right now ‘The Villa Secrets’ Secrets’, and we can see that idea ‘make websites’ in chapter 1, which is now followed by a further 19 chapters on equally important systems (both software and human) that are needed to create successful short term villa agencies for leading top-end real estate companies relatively effortlessly.

Whist one can choose to copy one or two of these steps, or even a handful, the solution created would be far from the villa secrets solution. And the reason “Why Your Industry Solution” is that our solution covers a variety of industries that collectively can’t be ignored.

To create successful short-term rental agencies, real estate companies need a combination of factors, at the very least; a good website, good stock, experienced agents, effective marketing, hospitality and someone to lead the team, and almost always it's not going to be the current CEO or MD of the real estate company as they are busy with their core business.

And at only 12.5% of commission, compared the 50/50 that previous agreements were based on, this multiple industry solution ticks all the boxes.

4. Why you and your company

In 2001 the Nobel Prize in economic sciences was awarded to George Akerlof, who famously asserted that "there is an asymmetry between available information between buyers and sellers."

The core of what he meant was that those sellers know the true nature of their products and services, potential customer will not find it out, until after purchasing it, which escalates the risk associated with making a purchase. His research also revealed the best way to reduce a buyer's perception of risk is through trust.

Trust (supplemental)

Before looking at the specifics of this point per the author, a point on trust that few would offer. Concerning this book, or anything related, I am more than happy to take a polygraph. I appreciate that to many this will sound odd or even absurd, but in South Africa, in the hospitality industry, we used polygraphs regularly.

Most often when a guest has found something missing and has blamed the domestic, to get to the bottom of this we and many other companies use polygraphs, this always reassured the guests and sometimes prompted the guest to look a little harder, and even they did the missing item was sometimes found, but in other cases, the domestic would admit to theft, before even taking the polygraph.

Polygraphs do not really work in proving someone has been dishonest, as there is not direct dishonest trigger, but instead, it can show a trigger associated deception. However, polygraphs can work to show someone is honest when there is no deception.

If the stats from the challenger sale are correct and only one in 7 companies have something that is better than their competitors, then six out of 7 salespeople lie for a living. And in my experience, many people do lie or at least embellish often.

With the exception of chapter 19, Realtor Systems and Wins, which is based on a best-case scenario, which is clearly stated at the beginning, in all the other chapters there are no embellishments, and importantly for our desired technology partners Facebook and Microsoft, every system created, where we say its unique, is as far as I know unique and

certainly has not been copied from other sources. And in answering that question, whilst it's an odd thing to suggest, a polygraph would help to get past that 'creator or copier' question.

Trust

a. Demonstrate Expertise

Expertise is a primary component of trust, cognitive psychologist R Glen Hass maintains that when the brain recognises that someone is an expert it is far more likely to comply with that person's suggestions.

Significant expertise is found in each of the first 19 chapters of this book, one simply has to read them, or have an expert in the specific subject read the chapters relevant to their expertise to perform due diligence on the expertise of Villa Secrets.

In addition from the perspective of building a successful villa rental agency the record of CapeVillas.com 2002 to 2010 speaks for itself, albeit it, ironically it was my trust in the ability of the financial manager in 2008 whose expertise was undeniable as he came well recommended for a company 10 times our size and the subsequent trust in South Africa's 5th biggest accounting firm that undid most of my hard work, as is described in chapter 6 'S-World TFS' (Total Financial System).

This leads us to expertise in creating effective software, which was required to make sure such problems never occurred again.

If one does not know how to build or design software, one will not be able to appreciate just how far we have come in chapters 1 to 5, and just how good the designs are in the following chapters, and for that reason, when we get to the next chapter 'Gain consensus across partner organization,' which seeks to discuss and impress a handful of different stakeholders (key personnel) to the single question 'Will this opportunity increase both our bottom line and increase our sole mandates' the first stakeholder we would ask to talk to is someone the investor trusts in IT, as we have found, in particular from the CEO of <http://www.illusions-online.com> who was voted Africa's number 1 travel technology company by the WTA (World Travel Awards), that when we talk with people who are experts in software design and connectivity, they appreciate us as experts in our field.

In general, our technology is not being created to impress real estate companies and vacation rental companies alone, it has equally been created to impress leading technology companies. Albeit as such companies have about as much experience in running a vacation rental company as vacation rentals companies have in creating disruptive software, before approaching such technology

companies it would be best to show Villa Secrets precedent in our industry first. And that's what is happening right now, the real estate company that becomes the primary network, provides the precedent that technology and many other companies in media production, property development and other related fields.

b. Share success stories

Having written my first computer code in 1982 at 11 years old, in the form of a 'happy birthday' song for my mother, I continued after college in the same vein, spent my 20's working as a Q-Bass music network programmer, which was an odd choice as I was tone-deaf and could not play any instruments, but for my lack of music, my programming won the day for me, and it did not hurt that I had untapped business acumen. By the age of 21, we had our own recording studio and record label and over the following years, I helped create over 70 different releases the last of which was a solo effort by myself, which went straight in at Number 1 in the DJ Magazine Big beat chart. Which was a big deal for a programmer.

However, at the end of the 1990s, I came to and decided to emigrate to Cape Town to create an internet company and many of my music programming peers had swapped to internet programming and were making a lot more money than they were making music.

Once in Cape Town I combined my photography training with my internet skills in the software Flash, and I created the world's first Flash Virtual Tour in 2002, which was a big deal, as it was the first virtual tour that looked good, that could be streamed over the internet. It would take Google another 4 years before they realised their version of the same effect on Street View.

Our product was offered its own TV channel and we did try by failed to make a global luxury travel portal of Hotels and Resorts, connected by Galileo, but this failure was more due to my inexperience with investment than any lack in the product.

However whilst the global hotel's product did not get off the ground, our Cape Town vacation rentals company did, and it did so in a very disruptive manner and in 2002 we launched Cape Villas.com that used the virtual tours, which was so ahead of competitors, that with no experience at all, we almost immediately became the industry leader. And in 2005 when we added the Property management system we became the market leader.

This is a good definition of what a disruptive product should be and do. It will almost always have taken longer to make than competing products, and It should always when realised disrupt the current market and carve out a healthy chunk of markets share and/or create new market share that leaves competitors saying

“where did that come from”

The biggest mistake in Cape Villas which took about 5 years to materialize was in 2005 I stopped working on the websites and software and focused instead on other areas of the business, such a building a portfolio of 20 sole mandates and launching the Villa Secrets magazine with Conde Nast Traveler. Whilst these were things that needed to be done, by not continuing to develop our internet presence we lost the disruptive edge I created in the first place and by 2010 competitors has caught up

This was one of several reasons why I retired from the front lines of Cape Villas and started to write this plan for a newer and even more disruptive product in 2011, and as is the nature of disruptive products it took a long time to do, but now that it is ready, I am certain that it will give not the same, but a higher level of disruption than was caused by Cape Villas in 2002.

But this time, I have experience on my side, and I know that the system needs to be improved year on year so that no one can catch up, and for that poupons, we have the more advanced software M-systems.

c. Communicate Confidence

A study conducted by Carnegie Mellon University identified that displaying confidence plays a vital part in establishing trust, it's not enough to just believe in yourself, your product your service or your company, you must exhibit that confidence. The brain has a hard time placing confidence in someone, who does not display it.

It takes immense confidence to produce a disruptive system like 'The Villa Secrets' Secret' and even more so create it within a broader economic framework as is presented in American Butterfly and M-Systems.

I can tell you from personal experience that creating something that is unique creates more than its fair share of critics and criticism, and from people who I respect. Objections have been raised from the concept that innovation is driven by focusing on just one system and dedicating oneself to it, to sheer disbelief that a specific system could be done.

Only the most confident and dedicated of people can shrug off objections from almost every quarter and continue working on what they know will eventually be a complete product that will when released, disrupt the markets and take an outlandish amount of market share.

Now that this book is nearly complete and a 10 to 20-page business plan highlighting every chapter near, and from that a 3-page executive summary can be

made, this project will soon be accessible to all, but this is only possible due to confidence I had in the objective and the 6 and a half years of 70 hours weeks conducted from a positive and confident outlook.

5. *Why Your Product or service?*

To earn your buyer's business, you must have clear compelling reasons why they should choose your product or service, over what your competitors offer. The answer to; "Why your product or service," is found in knowing the competitive advantage your product or service offers.

The leading researcher on the topic of competitive advantage is Michael Porter a professor at Harvard Business School. Porters Study of how companies compete has to lead him to the conclusion that there are two primary types of competitive advantages.

a. Cost Leadership

Cost leadership is when a company provides a similar product or service to its competitors, but can do so at a lower cost than the buyer.

However, the vast majority of organizations who claim they are a low-cost provider find that this competitive advantage is short-lived, as there can only be one cost leader in a marketplace.

Due to the nature of the Villa Secrets solution being a complex bundled product/solution with 19 separate distinct departments that either save or make money, all of which are competitive in their own right, we can continue to outperform our competitors on price as we are effectively making 18 of the profit centres loss (or more to the point brake even) leaders and make profit from only one department, the Villa Agency, in Chapter 18.

Villa Secrets is a system forged from ripple effects, we have highlighted some major one's already such as rental mandates turning to sales mandates due to prestige marketing and the estate agent's packs, however, this book is full of other ripple effects.

Two that spring to mind are found in chapters 12 and 13. In chapter 12 we create a considered and hospitality department, but twin it with a PR, film and social media department, that is worked on when there are no customer duties, which is most of the time for half the year. effectively giving us the PR, film and social media department for free, and more so, due to the PR, film and social media department, we can recruit far better concierge and hospitality staff in the first place. No one can outperform our PR, film and social media department on price as effetely it costs us nothing and for most of the time we do not charge anyone for it, instead, we let it take on a life of its own, and benefit from the new clients and villa

owners it brings to villa secretes. And even when we do charge for it, like all marketing and advertising we do, we do in a way superior to others for a price less than others charge, due to our low (or no) costs in the first instance.

The second related example is in chapter 13 Call Centre and content writing, quality content writing is the cornerstone of content marketing and SEO. In our system, we primarily choose copywriters to man our call centre and live chat, and when they are not engaged with clients, they research and write more and more articles, and in so doing become experts in our villas and our locations so making them far better as call centre and live chat operators. However, again we are effectively gaining an entire content writing department for free. As the call centre is necessary, but like hospitality will leave staff with nothing to do for half their time, (or more of one is on the 1 am to 9 am shift), so it just makes sense to have them write content and perform SEO tasks when not on client duties. No one can charge less than we do for quality content writing as due to the call centre ripple, our base costs are zero.

We will find such 'clever' cost-saving ideas throughout every chapter of this book, and this is why in Chapter 20 the price we offer for all of it, is far less than anyone could produce the websites and CMSs presented in chapter 1.

b. Differentiation

When potential customers are evaluating numerous product or service options from providers who all appear to be roughly the same, how will those buyers make a decision?

This point is very similar to the point stressed in 'The Challenger Sale' that only 14% of companies actually have anything unique about them, and like 'The Challenger Sale' which goes into great detail on this point, the advice is for the majority of salespeople who have nothing unique to sell in the first place.

It was for this reason that in many chapters we list points that are either unique or better than our competitors, leading to over 50 points which statistically makes us over 350 times more unique than the average SME or large business.

Distinct Value

Is the unique value that a buyer desires and will receive from a company, product or service. It is what will determine whether they will view your complete advantage as unimpressive or captivating. To determine distinct value the following rules must be true:

i. Distinct Value must matter to buyers

For a competitive strategy to be effective, it must like the value that a company, product or service, provides with what's important to the

buyer, a common mistake salespeople often make when forming their competitive advantage, is basing it on what they think is important about their company product or service.

However, what you think potential customers should care about, they will often consider irrelevant. Distinct Value is only persuasive if it is centred on what matters to that buyer. What is important for one potential customer may not be for another.

This point has already proved correct, as on showing the S-Web CDS™ to an interested party for a Pan African Safari and Villa product, it did not impress, not because it's not impressive as the party wanted to know 'How do we get customers in the first place' which prompted the inclusion of the marketing chapters 15, 16 and 17, before introducing the product 'Primary Network Villa Agencies' in chapter 18.

This point is also presented in The Challenger Sale and has seen significant consideration. And due to this consideration, we focus our message to real estate companies on just two points; Mandates and Money.

How we shall gain real estate companies sole mandates, which is what they care most about, and how all other chapters are based on making or saving them money. So in essence all the software and systems combine into one point being that the technology will improve their bottom line

And as a bonus, the same systems also make what would normally be a logistically challenging job in terms of personal and management is made simple.

For companies that are not real estate agents, the same is true, but instead of sale mandates, we focus on rental mandates.

ii. *Distinct Value Must be Unique*

Distinct value is something a competitor cannot replicate, this is so compelling as it is built on the heuristic (mental shortcut) of scarcity. There is a wealth of research confirming that the brain assigns more value to something when it is less attainable.

For instance, a series of studies conducted by behavioural scientist Michael Lin, identifying that, as a general rule the harder something is to obtain, the greater its perceived value and the more people are willing to pay for it.

The irony of alchemy (turning other metals, into gold) is that even if the scientist was successful, they would only succeed in lowering the price of

gold to not much more than the cost of the metal that had metasomatized into the gold.

In terms of Villa Secrets, we have throughout this book heard tales of 25 companies' types per location and in many cases more than one company per network. Which may lead to a few hundred companies in any one location. And if we were to look at the 3rd S-World Series 'Angel Theory' we would see the long thought out plan of how the network and software would be used in other industries and the actual desire is for every company on the planet to be part of S-World, and S-World becomes the new economy. Plus a host of reasons what that would be better than the status quo.

So when considered from that perspective there is no **scarcity at all, in fact**, the exact opposite exists in our most forward thing hopes and desired.

However...

There can only be one Primary Network in any one location in any industry, and the primary network is denoted by who answers the enquires from www.VillaSecrets.com

And in further edition for Cape Town, where the logistics suggest that it will be easier to launch with one partner or another, and knowing the fact that such partners will wish exclusivity, that is the part we are following, and will likely follow for the first three or four primary networks. Where after we would likely include several realtors in any one location within the network.

Importantly, whilst there is no limit to the amount of company that can recruit rental mandates, only the real estate companies can make the sales, and if there is only one real estate company, in one location that company has a very scarce option that may never be repeated.

As further...

As for other competitors, none offer anything like the scale that we are working on. One may find 16 different companies that when combined could make a similar product, if they had this book and could reference our website, but that is not a simple solution that anyone would realistically choose and even if they did it would cost more than the potential gain, and so would not be economically viable.

Another key factor that most would appreciate is the concept of future proof technology, instead of worrying about what effect the next big thing in online real estate will be... Be part of it.

Distinct Value – State it, then ask a question...

The 24 chapters of “The Villa Secrets’ Secrets” can be summarised into 4 key benefits:

- Increase sole mandates
- Increase bottom line
- Future proof your industry, don’t worry about the next big thing, be the next big thing.
- Simple and easy to implement.

Followed by one of the following...

- a. Is this something that would be useful to your organization?
- b. How would these benefits improve your business and brand?
- c. How useful are sole mandates to your organization?

6. Why Spend the Money

Imagine you are a salesperson or a company that sells CRM (customer relationship management) software. You are on a sales call with an executive team, walking them through the business case for upgrading to your CRM platform. During your sales process, you have already guided them to commit to each of the previously mentioned why’s and you’re arriving at the 6th and final one;” why spend the money on your product or service?”

As you discuss the price of implementing your software they inform you that they are not sure if they are going to invest in your platform, or in a piece of machinery they also need to increase their production capabilities. They do not have enough fund to pay for both purchases. But they are quick to tell you that this is the only thing holding them back from agreeing to purchase from you.

It’s important to realise that regardless of the type of sale, and time you ask buyers to purchase your product or service you are also asking them not to do something else. Whether making a purchase for themselves, or on behalf of their employer, buyers have access to a limited amount of funds.

The most effective way to guide perspective customers in formulating an answer to “why spend the money” is found in another of their primary buying motivators,

known as:

Dominant Buying Motives.

Dominant buying motives are the emotional reason why buyers will purchase, that are how potential customers prioritise the decision to obtain your product or service. Dominant buying motives are highly influential on purchasing decisions because because they are comprised of two scientifically validated triggers of human behaviour.

a. Desire for Gain

Desire for gain is the positive outcome buyers will receive after purchasing your product or solution. This can include benefits for the organization they represent, such as generating more revenue, improving productivity, or reducing waste. However, there can also be personal gains such as job security, and an increase in compensation or peace of mind.

We present great gains in chapters 18. Villa Rental Agencies & 19. Real Estate Agencies Systems and Wins, and great value in Chapter 20. Pricing, Value & Development Timetable.

However, each chapter in some way, and in most cases, in many ways presents a gain.

b. Fear of Loss

In 2002 the Nobel prize in economic sciences was bestowed on cognitive psychologist Daniel Kahneman for having integrated incites from phycological research into economic science, especially concerning human judgement and decision making under uncertainty. His research challenged conventional wisdom and proved that people regularly made decisions that are irrational.

The value inherent in Kahneman research was the evidence that human decisions are not ruled by logic but by phycological principles that govern the perception of decision problems and the evaluation of options. He identified one of the phycological principal that heavily impacted the decision was loss aversion.

An example is given of 2 ways to present the same statistics, but lead to two different outcomes, and shows: Options that emphasise loss, will be rejected.

Fear-based appeals are a highly effective and predictable way to significantly influence behaviours. (For example, a realtor telling a buyer there is another interested party).

One study on cognitive brain research identified that loss aversion is such a

potent motivator that typically losses have at least twice the impact of equivalent gains. People will require a 50% chance of gaining at least \$200, to make up for a 50% chance of losing \$100.

However, fear-based communication ceased to be compelling when the one being exposed to it was not show how to elevate it.

When potential customers are struggling between buying from you or purchasing an unrelated product help them think through what they will gain from moving forward with your product, and what they will lose if they do not.

As previously mentioned the idea of negativity as an emotion let alone a tactic is against just about everything I believe to be true.

However, when everything else is even, and there is no way to split a decision, then one may as well apply 'The Fear of Loss'

And this is no small decision.

The decision is whether to approach one of the 5 current real estate agents we would wish to work with, 2, 3 or all five at the same time. I have been advised by the person who knows more about this project than anyone else, that I should approach all at the same time.

Half the time I think this is a good idea, and half the time I don't. The big advantage I have seen so far about approaching all five at the same time, is that no one will deal like they have been chosen second and that in general to be competitive, one needs a competition.

On the other hand, by including all five, in my chosen delivery method which was to present this book in print format along with a memo and executive summary, with the website to reference, would be to let what will eventually be 3 or 4 competitors know our strategy in intimate detail, which they would surely emulate as closely as possible when they see Villa Secrets impacting on their mandates.

And until this day, at this time (29th June 2017) I had been steering towards the presentation to one method.

However, this point 'The fear of loss' was also one if not the key message in both The Challenger Sale and The Challenger Customer, and I know from my own life, let alone business that loss is a powerful thing.

So for now, and most likely for the foreseeable future, I will change my mind back to 5 at once.

To conclude this chapter I will list the 5 real estate companies in Cape Town that we are approaching and add some positive and potentially negative features of each one.

In Alphabetical Order

1. Dogon Group - <http://www.dogongroup.com>

On 30th July 2017

Properties on the website for sale over R30million / \$2.3 million 31

Properties on the website for sale over R70 million / \$5.6million 8

Positives

- a. Have more Villas priced over R70 million / \$5.6million than any competitor
- b. CEO Denise Dogon is hands-on and the best property networker in Cape Town
- c. Has previously entered into discussions about collaborating on vacation rentals
- d. Already knows the value of a strong holiday rentals department
- e. No franchising complications

Negatives

- f. Already has an effective holiday rental agency, that would need to be integrated into Villa Secrets (We can't have a competing villa rental agency, run by the same C-Suite management)

2. GREEFF <http://www.greeff.co.za/>

On 30th July 2017

Properties on the website for sale over R30million / \$2.3 million 7

Properties on the website for sale over R70 million / \$5.6million 0

Positives

- a. Official Representative for Christie's Real Estate, a company that we strongly desire to work within many locations
- b. Have met with the CEO

Positive & Negative at the same time

- c. Greeff only currently operate in the Constantia and Bishopscourt area, which whilst very beautiful is not beachfront and as such properties of the same for sale value, rent for less.

However, whilst this is a disadvantage, it still makes a lot of sense to have a strong presence there, especially with the Jet set and celebrities.

To top it off, a partnership of Greeff in their location, and another company dealing with the rest of Cape Town would be easier to make, and especially with Seeff and

in their case, they are a franchise and have no access to that location.

having more than one real estate company would be better, and working with Christie's would be a big win. And so plan a is to work with Greeff in their area, (but give them the option to expand into new areas if they wished, and one of the other 4 companies champions the rest of Cape Town (or at least the Atlantic seaboard)

3. Pam Golding

<http://www.pamgolding.co.za/property-search/properties-for-sale-cape-town/3080>

On 30th July 2017

Properties on the website for sale over R30million / \$2.3 million 42

Properties on the website for sale over R70 million / \$5.6million 5

Positives

- a. Have more Villas priced over R30million / \$2.3 million than any competitor
- b. Has massive reach throughout South Africa and branches in most other Africa locations we wish to create primary networks in
- c. Have been a desired partner for Nick Ray Ball since before www.CapeVillas.com, in fact, we presented our Virtual Tour product in 2001 and it was appreciated but there was a lessor product that was much cheaper. However, the Pam Golding representative did say we should start our own villa company, and indeed that's exactly what we did.
- d. Head Office in Cape Town
- e. Whilst the company does franchise does not seem to be as fractious as other companies
- f. Has a good appreciation of content marketing

Negatives?

- g. Have not met any C-Level managers
- h. Has not asked for cooperation in the past
- i. Previous efforts to make contact have been blocked by various departments
- j. Has a very different high salary low commission model for vacation rentals, which will likely make their current vacation rental team, greatly opposed to the Villa Secrets model where we encourage performance, profit share and ownership models, not high basic salaries.

Even though staff would make far more by following the Villa Secrets system, the idea of one lowering their high basic salary has always been fatal in the past

4. SEEFF

<https://www.seeff.com/property-for-sale/cape-town/3?&pricemin=30000000>

On 30th July 2017

Properties on the website for sale over R30million / \$2.3 million 32

Properties on the website for sale over R70 million / \$5.6million 8

Positives

- a. Great Appreciation for Mandates
- b. Have previously asked for a cooperative agreement
- c. Good previous working relationship with MD/Franchisor
- d. Quality Top Agents who I know well
- e. In the previous check checked Seeff had more +\$2million villas than any competitor
- f. The parent company will likely be interested in other primary networks across South Africa, Africa and maybe Europe
- g. Has no vacation rental department at all
- h. Will have no problem (or little problem) with us working with Greeff

Negatives

- i. Possible red tape due to the company being a franchise

5. Sotheby's Cape Town

http://www.sothebysrealty.co.za/results/residential/for-sale/cape-town/all/?advanced_search=1

On 30th July 2017

Properties on the website for sale over R30million / \$2.3 million 16

Properties on the website for sale over R70 million / \$5.6million 3

Positives

- a. Connected to Sotheby's Realty International, a very important company we wish to deal with
- b. The History of Villas Secrets can be traced back to creating the African Concierge website for Sotheby's Cape Town in 2010.
- c. Has a current staff member who I know and trust who would be perfect as both rentals agent, mandate recruiter and manager of the department
- d. Core company could potentially grow with Villa Secrets

Negatives

- e. Is not as strong as the Big 3
- f. Fewer properties for sale over \$2.3million

Chapter 25. Gain Consensus across Partner Origination



To conclude this book, we focus on one of the main messages presented in 'The Challenger Sale': 'Gain Consensus across Partner Origination.' This is greatly elaborated upon within the follow-up book: 'The Challenger Customer.'

In 'The Challenger Sale' Chapter 6. 'Tailoring for Resonance.'

Of all the things decision makers care about, topping the list is; 'widespread support for supplier across my organization.' One way to think of this is that senior decision-makers simply aren't willing to go out on a limb for a new purchase, at least not on their own.

They want suppliers to be accessible, easy to buy from, willing to collaborate with other suppliers when necessary.

Finally, while we might have thought that things like price and willingness to customize might top the list for decision-makers, they are significantly less important than **widespread support and ease of doing business**. That a hugely important finding and it flies in the face of most sales training that emphasises the need to identify and engage the 'C-Level' buyer (C-level, also called the C-suite, is someone with a high-ranking executive title within an organization)

The reps spend so much time and effort trying to go directly to the senior decision-maker thinking; 'if we can just get in that door, that's going to help us close the sale.' But the best path to the decision-maker isn't necessarily through that door at all, it turns out it's an indirect path that the rep needs to take to earn that decision makes support, one that lays the groundwork with the customer's team,

identifying, nurturing and encouraging key customer stakeholders across the organization.

When it does come time to decide the decision-maker want to know he has the backing of his team, in other words, the consensus sale is not something you should be fighting it's something you should be actively pursuing. You can't just elevate the conversation and cut everyone else out because it's exactly that team input that the decision-maker values most when it comes to loyalty.

One final point, when we broke out senior executives and compared them side by side with procurement, for what makes them loyal, we found almost no difference between the two groups. Not surprisingly senior execs would place higher value on rep knowledge and procurement place higher value on reps not overstating the value of their product, but that's about it, **both groups prioritise widespread support and ease of use above any significant differences**

>> 10 minutes and 12 seconds

The rep's ability to influence a sale in the executive suite is nowhere near as strong as the stakeholder's ability to do the same thing.

However, just as important as the direction of the information flow is the nature of the actual information flowing through them. In the traditional model, its customer-generated intelligence valuable to the supplier, but in the emerging, model its supplier generated insight valuable to the customer. **This is the new physics of sales, it's like the whole world is spinning in the other direction.**

commercial leaders have to foster an environment where sharing and building upon one another's ideas is not just encouraged, but expected. Remember commercial insight by definition is disruptive, some of the best ideas are going to seem pretty far-fetched at first glance, they'll run counter to how customers currently view their world.

Dominant Buying Motives

c. Desire for Gain

d. Fear of Loss (Loss Aversion)

7. *Villa Secrets is the solution to the question:*
‘How do we get more mandates’

22. Gain Consensus Across Partner Organization

Lead with the same headline for all stakeholders:

Do you think this system will help you gain more sole mandates?