

A man in a white button-down shirt and dark trousers stands in front of a large architectural model of a modern building. The background is a bright, slightly blurred indoor setting with large windows and greenery.

# PLAN-B

with Don Ha

**My Eight-Point Guide for Businesses & Entrepreneurs  
to Come Out of the Lockdown Ready for the Upturn.**

**RE/MAX**  
New Zealand

Good news...

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In these unprecedented times, all people, businesses and entrepreneurs are facing the same responsibilities and hurdles.

**We each have an opportunity to make the best of it and ride the next wave.**

~ Don Ha

# 1. Use the Time to Consolidate Collaborations & Partnerships.

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**“One log of wood makes a lousy fire  
- but one hundred logs makes a powerful fire”**

- Sid Syvertson, from the book:  
EVERYBODY WINS - The Story and Lessons behind RE/MAX

- If reaching out to neighbours, businesspeople and entrepreneurs can use this time to reach out to contacts.
- Work out how we can support each other professionally and commercially through the next while.
- How a fruitful partnership might flourish down the track, when the world restarts.
- It's the ideal time to pause and consider who you might want to work with, or deepen a professional relationship with, when you might not have had the time or opportunity before.









## 2. Invest in Your Product and Service Knowledge.

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- The extra time you have to work on your business rather than in it might be the gift you need.
- As a real estate agent I make sure product knowledge is #1.
- I maintain an encyclopaedic knowledge of what I am selling and of my company, staff and vendors, and I teach that to my team.
- Education comes first and culture is very important.
- Consider this, identify gaps and work out a plan to fill them during this relative downtime.

# 3. It's Actually Not a Numbers Game.

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- We are all familiar with the 80:20 rule, and further to point #2, it's not about how many people you have in your company but about their knowledge and capability.
- I teach my people to know what I know, and they go and do the same with others, and the knowledge spreads.
- There is no substitute for product knowledge, discipline and quality of service.
- I teach my agents to become Spartans, so each can do 30 other agents work.





# 4. Be Ready for the World to Change on a Dime.

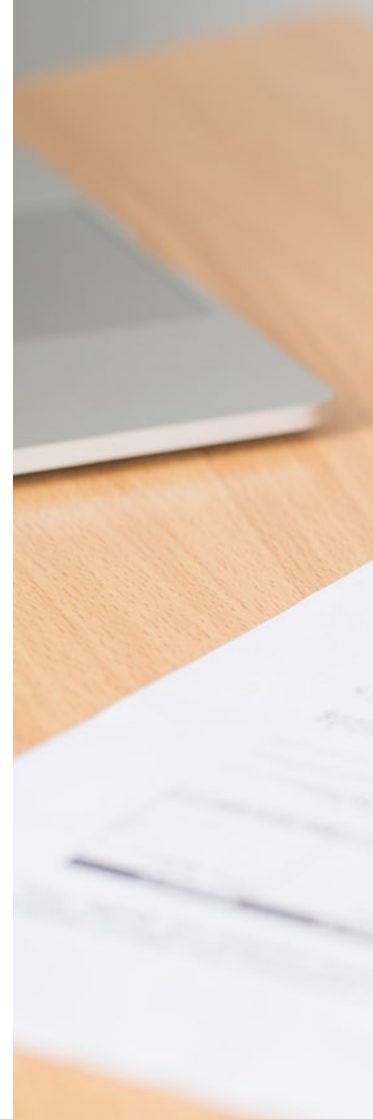
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- > Nothing will ever take me by surprise in business again. Experience is the best (but harshest) teacher.
- > I won the award for #1 office in New Zealand at the 2011 Ray White Awards and promised in my speech that I would donate to support earthquake relief.
- > The next morning, to my utter shock, receivers appointed by my bank arrived unannounced at my office and seized control of my business.
- > In a flash I went from having a net worth of \$60 million
  - including a \$2m thoroughbred racehorse
  - to receivership and eventually bankruptcy.
- > It's easier to find the door handle in the dark when you have planned for the lights to go out.

# 5. Get the Right Advice, and Have Humility.

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- Make sure you have proper oversight of all major paperwork, and if in doubt, check before you sign.
- Check for Debentures and GSAs.
- Now is the perfect time to go through paperwork you might not have looked at in years.
- You may be talking to your bank about medium-term arrangements right now, so look at the paperwork you have.
- See how you can re-structure to ring-fence.
- Ask your lawyer what the worst-case scenario is if you sign new agreements?
- Know how much you're giving away in exchange for what you're getting.









## 6. If Need Be, Check Your Attitude.

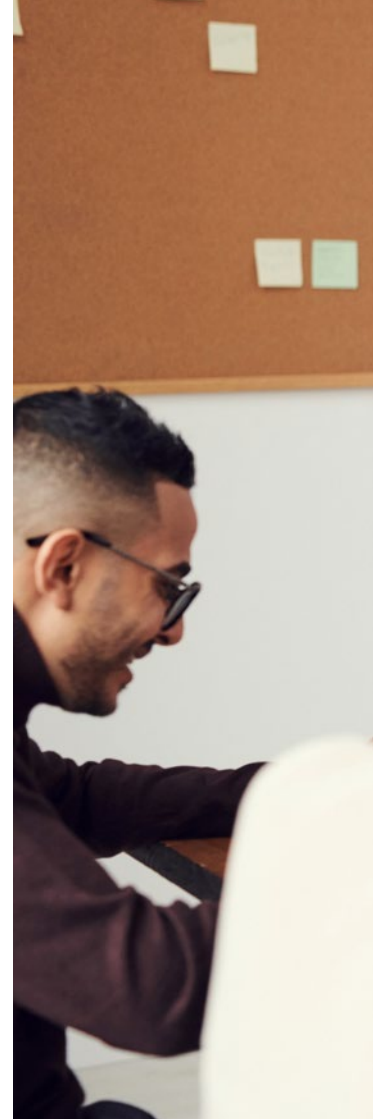
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- Looking back, I was young and thought myself invincible.
- I should have worked with the bank instead of trying to resist and having it all my own way.
- I read motivational books so I thought I had control.
- I didn't know then that the bank always wins.
- You will never succeed by trying to work against it.
- Have respect for the size and power of the entity you're dealing with, and act accordingly.


# 7. People are Your Core Strength.

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- In my business and most others, our core strength is the value of people.
- I invest heavily in the people I work with.
- Most people who try to get in front of CEOs have to wait weeks, if they get an appointment at all – but anyone who calls my office gets access to me by the next day and I give everyone equal opportunity.
- Speed of implementation makes all the difference with people.
- Rest assured I will be on the phone and Skype talking to people as much as ever, ready to come out the other side of this stronger, more connected and better resourced.
- You can continue to build a business in a lockdown.





A close-up photograph of a person's hand holding a smartphone. The phone's screen is a solid light blue color and displays the words "WORK FOR IT" in a bold, black, sans-serif font, arranged in three lines. The hand is positioned on the left side of the frame, with the thumb and index finger visible. The background is out of focus, showing a white surface, a green cup on a saucer, and a piece of tan fabric.

**WORK  
FOR  
IT**



## 8. Have a Thousand-day FOCUS.

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- When I was coming back from my own professional crisis, this is the approach I took.
- Every day, I focused on my cause.
- I used my wife and children as part of my motivation, and luckily I have always lived and breathed property.
- Eliminate bad habits and unhelpful distractions, and know that you have it in you.
- The best news is I now know that having done it once, I can do it again, which means I can face the current crisis with calmness and certainty.
- You too will find you can use this as a learning and strengthening experience which will serve you for the rest of your life.

# This Pandemic is like a War.

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- > We are going to war to:
  - > Create income for our families.
  - > Create a safe environment, enough medical supplies & food.
- > We need to sign up and join the war to win this fight!!
- > We cannot rest - this is not the time to rest.
- > We MUST be constantly thinking and re inventing.
- > **Communication and negotiation are our best weapons.**







# RE/MAX

## New Zealand

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