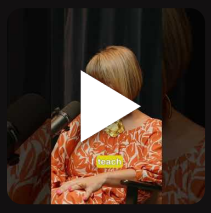
SPEAKER · PROPERTY DEVELOPER AND DESIGNER

Elina James

Founder, Flip to Freedom and Decodence · London and Scotland

Property talks from someone still doing the deals. Real buildings, real numbers where I can share them, and the mistakes as well as the wins.





WATCH ME IN 60 SECONDS

"Ripping out the bathroom was a total waste of money."

Why I kept the bath: the Sell It First method in one minute. From *OMZ Under the Hammer* with Omer Mehmet. youtube.com/shorts/k08nWFCQBPI

SCAN TO WATCH

Talks

Sell it first

Work out who buys it before you spend a penny.

The method I teach, walked through real flats: profile the buyer, spend only where they'll pay, sell through one agent and every other channel yourself.

FOR landlords, developers, investor networks · GIVEN AT Flip to Freedom masterclasses, UK Homes Network

Still money in London

Everyone's chasing the same discount. The money has moved.

Adding value only where it counts, and structuring how you buy. Honest about a live deal, including what went wrong.

FOR property networks and meet-ups · GIVEN AT Property & Poppadoms Kent, Nov 2026

Build your f*ck-off fund, together

It isn't about a yacht. It's about choice.

Why women need money that's theirs, how to build it with people you trust, and how to protect each other from the worst.

FOR women's networks and conferences · GIVEN AT The Wealthy Woman Property Conference, Nov 2026

Keep the job, do the flip

Your salary is your best asset in the deal.

I kept a corporate career for twenty years while I bought and converted property. Why quitting first is the wrong move, and how to run a first project around a job.

FOR career, corporate and women's networks, podcasts · FORMAT keynote, interview or fireside

Full interviews

OMZ Under the Hammer
with Omer Mehmet · November 2026

This Property Life
with Sarah Blaney · flipping London homes, design-led

> *"Refreshing to have an engaging speaker with new ways of doing deals. The audience loved her."*
>
> **Amanda Keppler** · Co-host, Property & Poppadoms Kent, November 2026

TELEVISION	BBC Scotland's Home of the Year: her derelict six-storey grain mill, bought at a silent auction while still employed
BOOK	Co-author, *The Wealthy Woman's Guide to Property*, a #1 Amazon Best Seller (November 2026)
EXPERIENCE	About ten years flipping and developing property. Twenty years running a design practice in parallel with a corporate IT career, Nokia then Royal Bank of Scotland
FORMATS	Keynotes, webinars, podcasts, panels and workshops, in person or online. Fees on enquiry

SHORT BIO, READY TO USE

Elina James is a property developer and designer. For twenty years she ran a design practice in parallel with a corporate IT career, and bought a derelict grain mill while still employed. It appeared on BBC Scotland's Home of the Year. She teaches women to flip property around a full-time job, and is a co-author of *The Wealthy Woman's Guide to Property*, a #1 Amazon Best Seller.

Book a chat about speaking

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