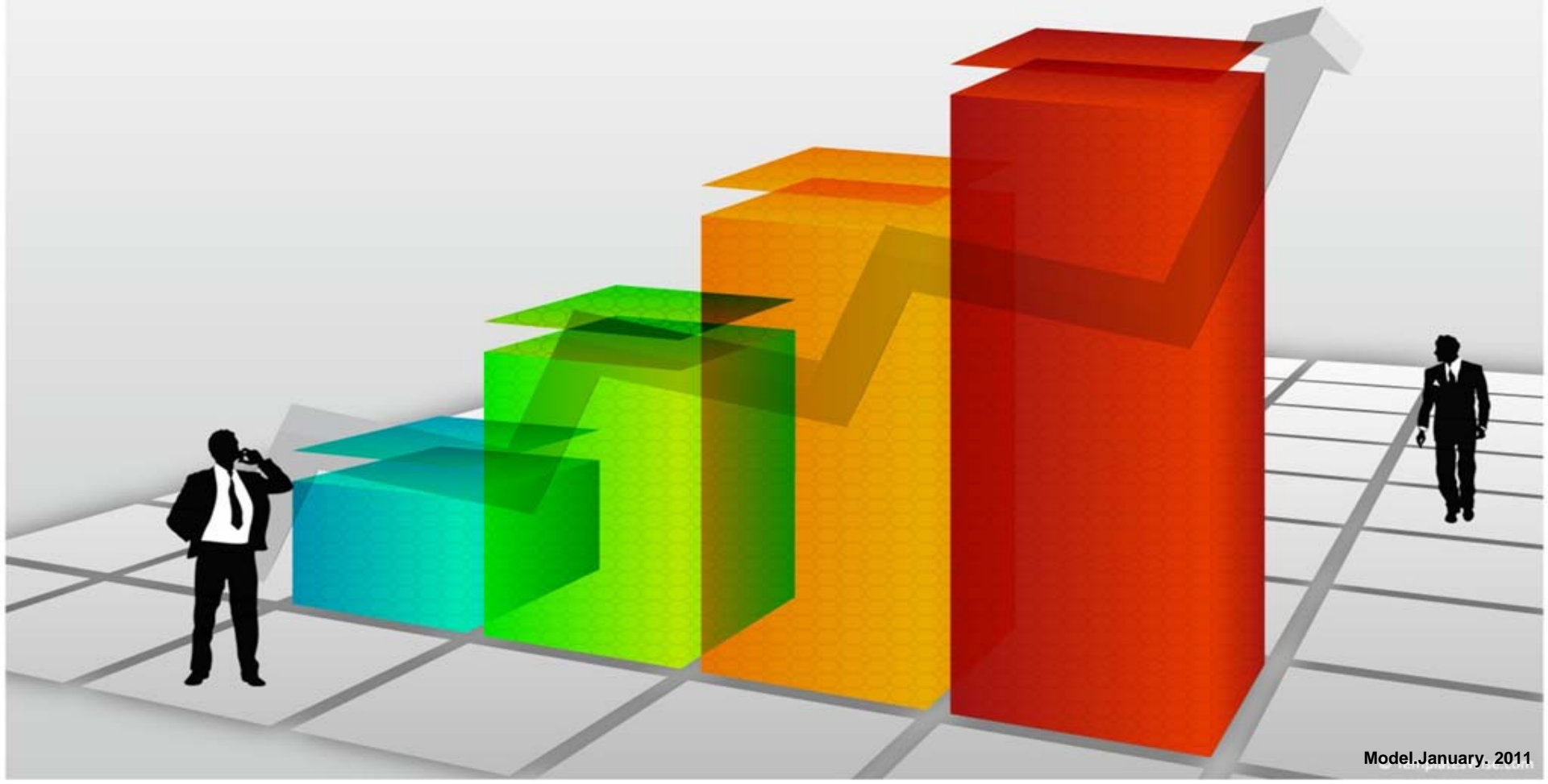


Grow your business with a

FRENCH ESTATE AGENTS

FRANCHISE TM



Why invest in a French Estate Agency Franchise TM?

- **A franchise** is the legal right to carry out a business in accordance with a particular operational method and under a specific brand. This includes the right to use trademarks, logos, a business system, operating procedures, IT and marketing techniques.
- Operating your own agency under the branding given is seen as working for yourself and running your own business. However you enter into the market place armed with the benefits of a solid brand name and a dedicated team supporting you with advice and guidance on how to operate effectively.
- A further benefit of **'THE FRENCH ESTATE AGENCYTM'** franchise is that it also allows you to use your own trading name alongside a solid brand name, instantly recognised and in a well established international market, with substantial market potential for an international product, widely recognised as one of the best Worldwide – France is the No. 1 destination (source International Living magazine) for people seeking to relocate for quality of life.
- Franchising links business ownership with operation of an established system. Franchisees can therefore focus their efforts and make key decisions in relation to local markets.

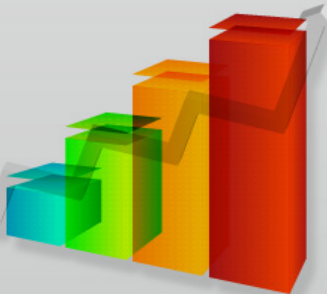
With 'THE FRENCH ESTATE AGENCYTM' franchise it is possible to derive significant benefits and build your own successful business.

- There is an established market place, France is the No. 1 destination for relocation.
- French property is seen as a good long term investment
- There are opportunities to differentiate as not all real estate providers are the same
- Previous experience or formal qualifications are not necessary, although we would encourage applications from those with a sales or customer services background
- With **'THE FRENCH ESTATE AGENCYTM'** franchise you benefit directly from the input that you put into your business, profits are dependent on the input you put into your business.

Why choose The French Estate Agency™ franchise?

THE FRENCH ESTATE AGENCY™ franchise is as simple as it sounds – A real estate agency (immobiliere) franchise using the heavily loaded title branding. A significant and immediately recognised product for English speaking international real estate product seekers in the target market place – France and the French territories.

- **The Name** - THE FRENCH ESTATE AGENCY™ is protected as a registered trademark.
- **The Product Branding** - In the English speaking world there is no better branding that is as distinctive ,appropriate or fit for purpose for international clients seeking to purchase a property in France.
- **The Business Model** –A franchise with **THE FRENCH ESTATE AGENCY™** offers an opportunity to run a business in the real estate sector in France -and an opportunity to deliver products and services profitably to a well defined, well established and identified captive market.
- **The Location** – We offer franchises throughout France and French territories - France consistently heads the list of countries that people wish to relocate to (source International Living magazine).
- **Low Investment** – initial investment capital is low allowing you to grow your business successfully without heavy franchise fees.
- **Regulated Zoning** – no oversell or overlap with competition from other franchisees in your location. The brand **THE FRENCH ESTATE AGENCY™** is carefully protected to ensure that your agency has the rights to the name and brand.
- **Professional training** – to ease you into your new role as an international real estate provider in France
- **Ongoing support** – both in technology and human resouces back up.



THE FRENCH ESTATE AGENCY™ franchise

This franchise will appeal to

- Existing auctioneers and real estate agents who want the opportunity to run and build their own business in the French market.
- Independent auctioneers and estate agents who want to enhance their service proposition and fee earning potential but yet retain the goodwill associated by their existing trading by branching out into the French market.
- Entrepreneurs and business professionals who want to build their own real estate agency business and benefit from a leading brand name.
- Francophiles – all those who previously have wanted to Live & Work™ in France but previously did not have the tools or opportunity, or the qualifications to obtain an independent licence to trade in the real estate sector.

The rewards and satisfaction of operating a franchise under the branding **THE FRENCH ESTATE AGENCY™** can be significant, both financially and in the job satisfaction that can lead to you building your new business into a valuable asset.

We expect franchisees to be closely involved and 'hands on' in the running of their business.

The franchise agreement

- Our real estate agency franchise agreement and operations manual is the contract between you and **THE FRENCH ESTATE AGENCY™**. It sets out both parties' rights and obligations without ambiguity so that both parties know what to expect.
- Importantly, our franchise agreement has been developed with reference to the Franchise Association's standards and European Code of Ethics. This ensures that our agreement is fair, ethical and viable.
- Territories are exclusive, they are allocated according to demographic density – so first come first served for your choice of territory.
- There is no restriction to the number of franchise outlets you may operate.
- ***How long does the franchise agreement last for?***
- Our franchise agreement is initially for five years. You then have the option to enter into a new agreement (without the payment of an additional fee) for a further five years, subject to the terms and conditions of our agreement.
- The maximum term for **THE FRENCH ESTATE AGENCY™** franchise agreement is 10 years after which a fresh agreement would need to be entered into and an additional fee paid.

How ***THE FRENCH ESTATE AGENCY™*** franchise functions.

- You are an independently owned business with your own operating style and personality
- You can apply your own trading name alongside ***THE FRENCH ESTATE AGENCY™*** brand
- You grow and develop your real estate agency franchise business with the marketing strengths of an international network with strong branding behind you
- You get the benefits of our tried and tested operating system
- You will be have access to our database of properties and the opportunity to earn extra commission from referring clients to other ***THE FRENCH ESTATE AGENCY™*** offices.
- You will have a system that manages workflow supported with an electronic diary to maximise efficiency in your business
- You have powerful Management Information enabling you to manage staff and the business
- All of your properties will be advertised on our websites **www.frenchestateagencyco.com** and **www.thefrenchestateagency.com** two of the most visited French property web sites with the opportunity to advertise on other top property portals
- You have access to our IT helpdesk throughout the day in relation to our IT systems
- You can produce high quality digitally printed sales particulars
- We will provide you with all the tools and artwork to produce top quality press advertisements
- You decide on press advertising and local marketing
- We will provide you with all the marketing artwork required for alongside ***THE FRENCH ESTATE AGENCY™*** brand
- You recruit and build your dedicated team
- You chose incentives and bonus arrangements to reward and motivate your staff
- You receive commissions by the introduction and take up of ***THE FRENCH ESTATE AGENCY™*** 's partner banking and insurance service to your customers
- You receive commissions on the take up of your customers for mortgages, re-mortgages and mortgage protection product sales with ***THE FRENCH ESTATE AGENCY™*** 's partner bank.
- You receive commissions on general insurance sales to your customers handled through our partner insurance provider.
- You have a comprehensive Operations Manual setting out our established business model and practices
- You have national PR and trade press exposure
- You are associated with a real estate agency that is accredited and recommended throughout Europe and a member of Realtor® USA.
- You will have a dedicated Account Manager to help you launch and develop your estate agency business, and support from the wider ***THE FRENCH ESTATE AGENCY™*** network

THE FRENCH ESTATE AGENCY™ franchise

The franchise territory

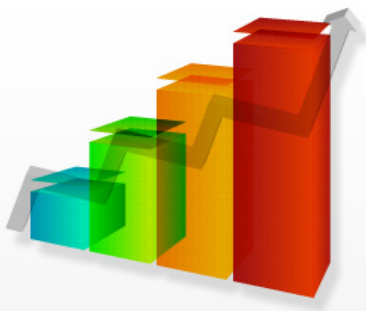
- Unlike some of **THE FRENCH ESTATE AGENCY™** - real estate agency franchise competitors, all of our territories are exclusive. This means that you will be the only **THE FRENCH ESTATE AGENCY™ – real** estate agency in your particular area and that no other office will be allowed to take properties on the market in your territory.
- Each territory is carefully planned and mapped around the geography, demography and dynamics of the local market place, our research includes looking closely at Land Registry data and competitor information. Our aim is to provide you with a territory that is big enough for you to build and develop a viable and successful business that also allows for future expansion.
- We operate a simple commission sharing system between our real estate agency franchise offices allowing you the opportunity to earn commissions by referring business to other **THE FRENCH ESTATE AGENCY™** offices

The franchise cost

- We can help you with all aspects of launching your new real estate agency franchise business, we would recommend you seek guidance from professionals experienced in franchising to assist you with your business planning and application for bank funding - if required.
- The total capital investment required to launch a **THE FRENCH ESTATE AGENCY™** franchise does vary - dependent on a wide variety of local and personal factors such as size/location of premises, staffing levels, marketing plan etc, but the average is €75000, which includes six to nine months' working capital.
- As part of **THE FRENCH ESTATE AGENCY™** real estate agency franchise recruitment process we will be happy to provide you with draft cash flows and P&L accounts for the territory that you are interested in. We should stress though that we recommend very strongly that you seek professional support and advice as part of your business planning process.

What fees and charges do I have to pay?

- **THE FRENCH ESTATE AGENCY™** franchise fee is €30,000 plus TAX per franchise payable upon signature of the franchise agreement
- The monthly management fee is 5% subject to a minimum of £300 per month based on gross turnover as defined in the Franchise Agreement and is payable monthly in advance.
- IT licences for access to our systems are charged at cost and are based on the individual requirements of each franchisee
- Bank of Ireland finance to 70% for franchisees from Ireland. Barclays Bank UK offer similar assistance to UK applicants. Terms and conditions will apply, in accordance with current banking regulations.



THE FRENCH ESTATE AGENCY™ ***and YOU.....***

- Finally, you can Live and Work™ in France operating your own business.
- Affordable from the outset to ensure you can grow your business. No hidden charges or costs.
- Complete freedom to operate your business within the guidelines of a branded and professionally recognised organisation.

Interested? What next?

If you think that The French Estate Agency™ franchise could feature in your future plans simply email your CV and preferred territory (list of 3 please in preferred order) to france@irl353.com

A bientôt.