



really easy property

THE **PUBLIC'S** ESTATE AGENT



LICENSEE INFORMATION

“ At last! A NEW kind of Estate Agent has arrived in the UK, like a breath of fresh air.

They're saving sellers a fortune, giving buyers more info and choice, and changing the face of Estate Agency in the UK for everyone, forever.

This is the power of the internet meets the best of the High Street. It's Estate Agency for the 21st Century. ”





Introduction

Dear Potential Investor,

Thank you for your interest in ReallyEasyProperty, the new opportunity which will change the way property is bought and sold forever.

The following information provides only a brief overview of your ReallyEasyProperty business licence. There are some very important proprietary trade secrets in our several USPs that you can only learn at an interview stage, after you sign a binding Non-Disclosure Agreement.

If the following information excites and stimulates you towards making a fulfilling and highly successful career move then don't delay. Contact us now for an interview, as territories are strictly limited, and interest has been phenomenal.

If we agree that you have the right stuff, and if your chosen area is still available, then you will be in the forefront of the most exciting change in the property industry for many years... providing you have the foresight to take your chance to be part of this property revolution now.



... a REAL partnership

The Really Easy Team





What Makes Really Easy Property SO Special?



We are the first opportunity in the property market to completely break the mould with the old-fashioned "franchise" model.

If you have looked into these, you'll know that they need a very substantial investment, and a really sizeable on-going overhead, all working within very strict, set rules.

Our extensive research proved that agents wanted to work for themselves, and by themselves, not in an expensive straight-jacket. That is why the ReallyEasyProperty business is NOT a franchise.

ReallyEasyProperty is a much simpler and more profitable system. We will give you a licence to run a really profitable property business, and you will be in business for yourself; but not by yourself. Our cutting edge technology allows you to do what you do best to grow your enterprise. In other words, you work on your business, not "in it" to the greatest possible degree, using clever electronic systems to leverage performance and profits.

ReallyEasyProperty also gives you freedom from the over-bearing fees and royalties, and from domineering rules of a traditional franchise. Our revolutionary systems give you all the support you need and the autonomy to keep the lion's share of the income you generate.

ReallyEasyProperty is also unique in allowing you to run a business that can operate very profitably in all areas of the property market.

You can have access to a total solution for any client which includes an EIGHT tiered income Opportunity running all the way through the A-Z of the property marketplace, and providing additional valuable and lucrative ancillary services. Your core businesses will be:



Really Easy Agent

This is your core ReallyEasyProperty business; playing to your strengths, but giving you the tools to really stand out from all the competition, while undercutting them handsomely. You will provide a much better service to clients (using all the cutting edge technology available) while charging much less. You'll also be able to target this exceptional service towards the higher end clients in your area with some amazing service add-ons.



Really Easy FSBO

Learn the secret of how to use FSBO to your advantage and really make additional money from it! Instead of seeing it as a threat, ReallyEasyProperty will teach you how to use FSBO as another profitable income stream AND a builder of the core EA business too! You can't afford to miss out on this USP, and the opportunity to **blow your competition away**. Remember, we're the ONLY EA network which welcomes and **exploits** FSBO - to boost your profits.



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More Reasons Why We Are SO Special..

Really Easy Lettings

Again, this is a familiar income stream, but not as you know it! In short, fully using our unique systems you will be able to square the circle between investors and their need for tenants, providing a completely joined-up service that will even include turn-key packages - from furnishing solutions, to finding tenants, to managing investors' portfolios.

Really Easy Commercial

When you become a ReallyEasyProperty licensee you'll also have the facilities to offer a fresh and vibrant alternative in a tired and jaded sector for deals in land, semi-commercial, and commercial property. You will be able to provide outstanding services and outstanding value for money.

Really Easy Mortgages

In keeping with our philosophy of letting you concentrate on your core skills, ReallyEasyMortgages will give you a very lucrative slice of income from all of your client's funding requirements, simply by making a referral to our crack team of independent professionals. Should you have existing arrangements with a local broker, it is a simple process to plug them into the ReallyEasy system so that you both benefit. Obviously the coverage is completely whole of market from the first time buyer, through buy to let investors and commercial property developers and everyone in between.

Really Easy Insurance

As with all of the ReallyEasy brands, ReallyEasy-Insurance maximises your earnings potential by freeing your time to do what you do best.

So, using a really simple referral process you will be able to provide the most cost effective, whole of market, insurance solutions. All your clients, and all your buyers, need this service to protect themselves and their property. Most exciting of all you'll be able to earn money on each single transaction many times over, in the years to come giving you a superb source of residual income that increases year-on-year.

Really Easy Overseas **Coming Soon!**

Hosted and operated via our partnership with Coldwell Banker and Reology Group, the world's largest real estate corporation, with your Really-EasyOverseas business you'll be able to sell in every corner of the globe with a dedicated and personalised website for overseas property. This provides you with primary commission overseas earning opportunities via a huge network of over 9,000 overseas offices and commissions for every conceivable ancillary service provider from finance to legals and furniture packages! There will also be amazing and exclusive off-plan deals, with excellent commissions to you, from groups like DAMAC that will offer your investor clients almost instant profit. Really-EasyOverseas also has a prestige Premier section with some of the most exclusive, desirable and expensive real estate for sale anywhere on planet earth. You'll be able to refer high net worth clients to all of it and get paid accordingly - imagine the earnings potential.

Really Easy Auctions **Coming Soon!**

As one of our unique USPs this is something you'll learn more about at interview, However, briefly we'll show you how to gather a large, repeat client base from investors, sell trade-in, repo and distressed property as well as new-builds and off plan homes. You'll provide a truly advanced platform for clients to buy and sell at auction, in real-time, giving more information than ever before, complete bidding transparency and unbelievable value for money.



Success? **Yes.**

Why you will succeed with Really Easy Property?

ReallyEasyProperty is dedicated to achieving a "Gold Standard" of customer service. You will have all the training, systems and tools necessary to provide this standard to your clients. Together with our Agents, ReallyEasyProperty is committed to deliver completely on client expectations, and to surpass them where possible with our "Extra Mile" culture.

Your clients will benefit from your dedicated personal service, which is levered, enhanced and maximised by utilising the most up-to-date technology and integrated systems in the industry.

Each client will receive at least the Silver Package listing.* This "basic service" is far from ordinary though. In fact it sets a new standard in customer service at an entry fee level – just 0.5% - that is unbeatable.



"Gold Standard of Customer Service."

For your Vendors this includes:

-  Full 360° Virtual Tours of every room, including Thumbnail static pictures
-  A Full Legal Pack, which automatically keeps the process together “under one roof” together with ReallyEasyMortgages - this saves your time, and generates income
-  Detailed floorplans, and full local information listings for all amenities
-  Listing on major Portals for high internet exposure
-  A Unique “White Label” mortgage valuation, valid for a WOM panel via ReallyEasyMortgages to really attract buyers – and generate commission from them
-  The most eye-catching “Hi_Glo” sales boards in the business
-  Optional (patented) Una-Glo signs – SO effective! Just like neon signs at night
-  Marketing that includes the most striking and professional newspaper adverts, together with the most cutting-edge, automated and trackable internet strategies
-  The ability to track transaction progress online in real time – a true sense of ownership and control
-  Real time automated progress updates by SMS and email – which allows you always to be “on the ball” with each case automatically

*(A ReallyEasy FSBO listing is different, but allows you to promote add-on services and upsells. Full details will be given at interview for those who make it.)

You will also be able (and encouraged) to upsell services, but you will make a superb income even at the Silver Package entry level of just 0.5%, as you’ll see on the accompanying financial projections.

For vendor clients who wish to spend a little more you can promote Gold and Platinum Packages - enhanced listings, priority positions, accompanied viewings, further internet marketing and Portals, and even optional full video tours, which come complete with edited voiceover, music and broadcast quality. Literally “just like on TV”!





For Your Buyers This Includes:

For your Buyers with the ReallyEasyProperty automated systems you are always in touch. Buyers can receive property details in many ways, including:

-  E-mail, naturally, but with "extra value" – see below
-  SMS text messages sent automatically from our state-of-the-art CRM system to registered buyers
-  SMS details generated from a dedicated text number on the Hi-Glo sales boards
-  Snail-mail post (of course)
-  Via automated e-mailing lists – ReallyEasyProperty is designed to collect data lists for you with free information and E-Books for buyers and sellers
-  Downloadable brochures (which, naturally, the electronic back-office system helps you design and upload)
-  Via the cutting-edge, fully interactive web pages on ReallyEasyProperty.com
-  During accompanied viewings – ReallyEasyProperty even gives you the ability to access your portfolio via mobile phone on the move!

This is NOT a franchise. There are NO Franchise royalties - EVER ! 



How ReallyEasyProperty keeps you One Step Ahead

We have invested heavily in the development of a truly joined-up electronic system that we believe is the most advanced of its kind anywhere on planet earth.

The philosophy behind the Customer Relations Management (CRM) system (which dovetails seamlessly with the proprietary ReallyEasyProperty website, the user interface and all ancillary and sundry electronic sites and systems) is, dare we say it, to make your life really easy!

Obviously at code level this is an extremely complex, not to mention expensive, system. However, all of the user interfaces have been meticulously designed and tested to ensure they are as intuitive for the end user – both our agents, and the general public – your vendor clients and their buyers as is possible.

In simple English, the CRM system is the final piece in the jigsaw which allows you to use technology, extensively, to control all aspects of your business and automate many parts of them so that procedures – follow ups, marketing, transaction updates etc, are never missed and are always punctual.

Naturally, all of this is included in the low entry price for ReallyEasyAgents and comprehensive training is given together with BDM support as part of the “start up” package price. We are, justifiably, really proud of this system.

In short, it is proven to deliver you:

-  Improved Responsiveness – which means you can respond to each sales opportunity more quickly, and anticipate client needs
-  Enhanced Productivity – because automation of key processes not only means they are always followed to maximise revenue and efficiency, but also leaves you free to concentrate on your core skills
-  Immediate, Tangible and Ongoing Results. This is a new way of working. With increased leads generated, more deals struck, and more and more satisfied clients generating ever more referrals you'll realise the tangible benefits of CRM almost immediately.
-  What will really blow you away, however, is how repeat business will underline the wisdom of your investment in ReallyEasyProperty again and again and again.
-  Knowing your customers better, and responding to their desires almost before they are aware of them will prove that your ReallyEasy service is the best there is.

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By now, you should have a good idea of whether ReallyEasyProperty might be the opportunity you're looking for.

There is much that is novel in our approaches and in what we are about to offer to our ReallyEasyAgents and to the public. We want our company and everyone involved with it to be seen as being on the side of their client – that's why we're called The Public's Estate Agent™.

If you believe that you can embody the desire to always be the best, and that you truly have the skills and the ambition to make a success of this amazing opportunity then we want to hear from you.

If you are chosen to operate a ReallyEasyProperty territory, then for **only £9,997** you will buy a truly innovative, "ready-to-go" business. This comprehensive, exciting new package includes:

-  An exclusive territory, with population footprint in excess of 100,000 – more than double the size of many traditional "franchises"
-  Comprehensive training, including detailed and easy to follow Operations Manuals
-  Laptop computer, fully loaded with all necessary software
-  A top-of-the-range professional digital camera, 360° professional lens, and professional tripod system, together with software and training
-  Hi-Glo Sales Boards (with the option of additional Una-Glo signage for package upsells)
-  Personalised letterheads, compliment slips and business cards
-  Large supply of cutting edge marketing materials, including high quality canvassing resources and supplies
-  A fully "wrapped" vehicle (at additional, but negotiated, cost)

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There are NO Franchise Royalties!



We're NOT a franchise, so there are none of the usual weighty franchise fees and on-going costs. All you pay us is a Licence Fee of just £249 pm which includes all the intellectual property rights to use the ReallyEasyProperty brand in your territory.

Amazingly this also includes several thousands of pounds of running costs and benefits each month. Amongst these are:

-  All Major Property Sales Portals, from Rightmove to Fish4 – that's right Really EasyProperty covers the cost of internet advertising for you! This is worth £1000s per month in itself!
-  Comprehensive support, including on-going training and updates, and a helping hand with a dedicated Business Development Manager
-  A syndicated "column", for use in your local property paper, personalised for you, and including news items each week and a Best Mortgage Deals section
-  Personalised adverts and marketing designed by prestigious agencies for you to really stand out from the local crowd – all free and on-going
-  FREE software upgrades to keep you in control and at the cutting edge. The market doesn't stand still and neither will you
-  Access to a true virtual back office system including intelligent call handling
-  Access to all of the ReallyEasy referral income stream opportunities, including those that provide increasing residual income

Each of your sales is subject to a fixed Transaction Administration Fee of just £99*(subject to very basic OTE sales figures), which covers our costs of administration of the various parts of the ReallyEasy systems for you. (Well, we do have to eat as well!)

If you are on target you will get to keep around 97.5% of the income you generate from the sales commission on each sale. Just compare that to any other opportunity out there! Now, you can see what that looks like in hard figures!

This is an EXCEPTIONAL opportunity. ReallyEasyProperty and YOU equals success!





How Much Could I Earn With Really Easy Property?



You can earn a really substantial SIX-FIGURE income with ReallyEasyProperty. Taking the depressed market into account this is no mean boast. When you come to an interview, we'll demonstrate how this will work for you in practice. We base our figures on just 10 sales per month.* As you appreciate, these figures are very low, and a typical office might expect to achieve 20 sales per month in a normal market in a footprint of 100,000. Obviously this "normal" sales figure is based on a traditional office using old fashioned methods and high fees.

*(Approximate figures at the time of writing suggest the worst ever recorded approximate average sales figures of 4-5 sales per month for an agency operating in a 50,000 footprint. The ReallyEasyProperty licence operates in a territory over well over 100,000; hence we have picked a figure of 10 sales for conservative illustration purposes. It should also be borne in mind that the figures are based simply on estate agency sales.

The illustrative figures do NOT include estimates of the significant income available from sales in ReallyEasyAuctions; ReallyEasyLettings; ReallyEasyCommercial; ReallyEasyOverseas; ReallyEasyMortgages or ReallyEasyInsurance or indeed any of the other referral income streams we have mentioned, and as such we believe they represent only a proportion of potential total earnings for a ReallyEasyAgent.)

We can't guarantee the performance figures for any particular office,* and "output is proportional to input" in terms of skill and commitment. However, based on these illustrative figures you can do the maths yourself. If you are worth your salt, with ReallyEasyProperty you can make a very significant income indeed.

*(We would conservatively expect each Licensee to have the opportunity to generate an income of around £200,000 - with minimal overheads - in a normal market.)

If you want to become a part of ReallyEasyProperty the time to act is NOW. Please get in touch as soon as possible on **0845 055 8992** or **recruitment@reallyeasyproperty.com** to arrange an interview.

Demand for territories has been exceptional, and each Licence is taken on a "first come" basis, so if you think you have what it takes, call or email now.

Demand has been phenomenal. Be quick, and don't lose YOUR opportunity!

