



bonners & babingtons



Bonners and Babingtons

Build your own business, working flexible hours to suit you, with low risk and a projected income of over £50,000 p.a.





Why a Property Franchise?

The sales market is once again picking up with the demise of Home Information Packs and the lettings market in the UK remains incredibly buoyant.

Why Franchise?

You might be looking at other franchise opportunities but we believe that estate agency is perfectly suited to franchising for several reasons:

- There is an established market place as people will always want to move house
- More and more homes are being built
- Property is seen as a good long term investment
- There are opportunities to differentiate as not all estate agents are the same
- You do not need any previous experience or formal qualifications, although we would encourage applications from those with a sales or customer services background
- With **Bonners & Babingtons** you can benefit from a wide variety of different income streams

What about the future?

The housing market has been transformed with technology and legislation in recent years. Electronic links with lenders and solicitors will continue to speed up the process whilst websites and multimedia approaches offer sellers a wider choice of how to have their home marketed.

Customers expect value for money, a professional service and a choice in the way in which they interact with their estate agent.

Why are Bonners & Babingtons franchising?

We see this as a 'win-win' situation for us:

- Network expansion
- Greater brand awareness
- Wider product distribution
- Greater economies of scale



For the franchisee:

- An exciting business opportunity
- A new challenge in life
- The opportunity to be your own boss
- The opportunity to build a valuable asset
- 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.
- It can be seen as working for yourself and running your own business. However you go to market with the benefits of an established brand and a dedicated team supporting you with advice and guidance on how to operate effectively.
- 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.
- On that basis it's possible to derive significant benefits and build your own successful business.

The Bonners & Babingtons franchise model will appeal to:

- Existing estate agents who want the opportunity to run and build their own business
- Independent estate agents who want to enhance their service proposition and fee earning potential.
- Entrepreneurs and business professionals who want to build their own estate agency business

The rewards of operating a **Bonners & Babingtons** franchise can be significant, not only the financial rewards, but also the satisfaction of building a new business into a valuable asset. We expect franchisees to be closely involved and 'hands on' in the running of their business.



What qualifications do I need?

You do not need any formal qualifications to become an estate agent however we will provide you with all of the training and support you need to get your business up and running.

We believe that generic skills learnt and developed in other industries are transferable into estate agency. You will need to be highly self-motivated, financially astute, energetic and above all confident in both your own abilities and our proposition.

How Big Will Your Estate Agency Franchise Territory Be?

Unlike some of Bonners & Babingtons estate agency franchise competitors, all of our territories are exclusive.

This means that you will be the only **Bonners & Babingtons** estate agency in your postcoded area and that no other franchisee will be allowed to take properties on the market in your territory.

Each territory is carefully planned and mapped around the geography and dynamics of the local market place and 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 and that also allows for future expansion.

We also operate a simple commission sharing system between our growing network allowing you the opportunity to earn money by referring business to other members.

“If you feel inspired by the Bonners & Babingtons business opportunity please contact us now”.

Call Simon Bonner on 01844 354554 or email sales@bb-estateagents.co.uk

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bonners & babingtons

'the agent of choice'

