



Here is a real
estate franchise
opportunity
to make you feel
at home!

Huizemark Franchising Group (Pty) Ltd
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Huizemark established 1962

Huizemark mission

Why franchising?

Brilliantly orange!

Who are we?

Huizemark is a South African real estate company established in 1962. Our success lies in our ability to be different; at Huizemark we *personalise* real estate. Our people are professional, down to earth and ethical; making it a pleasure for our buyers and sellers to do business with us. The relationships that we build are our core. We believe that our franchise opportunity will be exactly what you are looking for and invite you to read on and explore the possibilities of a mutually beneficial business relationship. The real estate industry has enjoyed unprecedented growth in recent years and continues to offer excellent returns for those willing to seize the opportunity.

What do we stand for?

Our mission, based on our practical down-to-earth approach, is to build relationships with our Franchisees for mutual profit in a relaxed business environment. Our brand philosophy, whether dealing with franchisees, clients, employees or suppliers, focuses on the phrase “*It’s a pleasure*” – this is the Huizemark way!

Our brand platform represents the Huizemark Way and encompasses our franchisee interaction with Home Office, our franchise network and more importantly, our customers’ property buying and selling experience.

We pride ourselves in being:

- professional
- uncomplicated
- partnering
- vibrant

Why Franchising?

Converting your business to a Huizemark Franchise, or starting up for the first time, can be a daunting process. With our unique and personalised conversion/start-up mentoring program, you will receive:

- assistance with the implementation of your business plan
- project management of your office set up strategy
- unlimited access to the Huizemark Brains Trust
- on-going support and specialised training
- business orientation training
- on-line access to documentation, training and marketing materials

Brilliantly Orange!

Known for its distinctive orange colour, De Huizemark changed its name to Huizemark in July 2005 whilst adopting a dynamic corporate identity and innovative approach to real estate. Our brilliant orange colour is immediately visible and makes us stand out from the crowd! Our identity, design and inviting reception, together with our service orientated approach, spells success for you, the Franchisee.



Huizemark and you,
the Franchisee

The Huizemark Way!

Where are we?

We have numerous offices around the country with the greatest concentration being in Gauteng. Our brand footprint is growing rapidly as prime areas are taken up by new members to the team. Converting to Huizemark would not mean extra work on your part in terms of getting your new name out into the market.... This has already been done for you!

Huizemark and you – the Franchisee

We realize that you have worked hard to set up your real estate company and the option to convert to a Huizemark Franchise is one that requires much deliberation. Taking the giant step to be in business for yourself and creating your own future is exciting, challenging and for most, daunting. For this reason, our Franchise Team is available at any time to answer any of your queries to make the decision easier for you. At Huizemark, we will show you the steps to ensure that your real estate business offers you exceptional reward today and into the future.

Whether you are an existing estate agency, an estate agent or entrepreneur, a Huizemark franchise offers you the following benefits:

A solid foundation

- national brand
- office design and setup
- estate agent recruitment
- leading technology
- comprehensive training
- a front and back office system
- free conversion/hand-holding mentoring program

A Continuing partnership

- marketing expertise
- workshops/seminars
- operational support
- internal communications
- estate agent training
- principal and management training
- national convention custom website
- national referral system

Existing real estate agencies convert to Huizemark to acquire a competitive edge in this highly fragmented real estate market. Existing estate agents choose Huizemark knowing that the comprehensive business systems available to Huizemark will enhance their success. New Franchisees, who have little experience in the real estate business, benefit from the business format franchise system which has been developed by Huizemark.

In seeking potential franchisees, we are looking for entrepreneurs who have the will to succeed. We seek out those who are like-minded individuals who share our passion for selling property and for being of service to people.

The Huizemark Way

The Huizemark Way allows you to be in business for yourself without large capital outlays on developmental and infrastructural requirements. You can convert your existing offices and be operating as a Huizemark Franchise within 4 – 6 weeks. Our team of dedicated professionals at the Home Office provides you with tried and tested solutions. Our staff spend quality time with your management, agents and administrative staff getting to know them and identifying areas for future growth and assistance.

A black and white photograph of a modern interior space. A large, dark, modular fireplace is the central focus, with a fire burning inside. To the right, a staircase with wooden steps and a dark metal railing leads upwards. The room has a minimalist design with white walls and a light-colored floor. A small potted plant is visible in the foreground.

Training

Rewards and Recognition

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Marketing

What's in it for you?

Put very simply, we can ensure that you get more money, more time and more sales. How? Through our tried and tested marketing strategies; our national training programs; well established management systems to free up your time and the relationships that we have built up over a period of over 50 years of operation in the real estate industry!

Training

Regular training is essential to the success of your business! Our National Training Program gives you access to:

- Business orientation period under mentorship of Home Office personnel
- On-staff Services SETA accredited assessors offering Real Estate NQF 4 & 5 qualifications
- Principal training on the management of your office and agents
- Recruitment assistance in the form of career evenings
- Preparatory workshops for the Professional Designation Examinations
- Structured and simplified completion of compulsory EAAB Intern Logbook and Portfolio
- On-going training on specific topics for training your agents
- Comprehensive online training programmes and webinars

Awards and recognition

All work and no play makes for a boring career! Our awards programme and incentive competitions ensure that there is never a dull moment. By getting together and sharing both your ideas and challenges with other Principals, you are assured that you are never alone. Principal conventions are held annually to keep you up to date with all matters relevant to your business.

Agents are invited to join forces once a year at the Huizemark National Conference where they are entertained and rewarded for their efforts and performance. They are able to meet with like-minded people and interact with all our top agents are always willing to impart their success stories.

Incentive competitions are held on a regular basis with the express intention of improving your turnover as well as creating a spirit of working together to achieve mutually beneficial goals.

Marketing

Formidable marketing builds the foundation on which your business will grow!

Through our National Marketing Department, you will:

- Be affiliated to a recognized national brand.
- Reap the benefits of established relationships with preferred suppliers through exclusive rates and discounts on bulk orders
- Participate in joint national brand building
- Benefit from on-going branded promotional products
- Gain recognition with corporate clothing and branded cars
- Become more visible with our unique outdoor signage and promotional material
- Be able to purchase branded marketing from the online Huizemark HomeStore

Our dedicated website not only provides a vital source of information to you, your buyers and sellers, but also allows you to advertise your properties on a national and international basis.



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Operating Manuals

National Advisory Council

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Relationship Building

Embracing the newest technology

Operating Manuals

Operating your business is so much easier when you have reference manuals. Our Franchising Team has prepared an invaluable set of operating manuals to help you with the day to day running of your business. These are available online through the Huizemark Intranet

You will have access to:

- Corporate Identity Manual to ensure that you don't waste precious selling time, trying to re-invent your company's identity
- Marketing Manual giving you ideas on how to market your business and services and providing you with templates for easy creation of printed marketing items
- Agents and Principals Training Modules covering all aspects of training required
- Documents Manual containing templates of every document that you would ever need from your administration documentation through to marketing and legal.

National Advisory Council

Through their elected Franchisee representatives, our Franchisees are able to participate in the formulation of operating requirements and marketing policies within the Huizemark franchise system.

Relationship building

One of the most important aspects of the Huizemark Way is the relationship between the Franchisee and Huizemark. We believe that maintaining a good relationship with our franchise owners is critical to their success, thus we place huge emphasis on our services, facilities and personnel in each franchise office. All of these elements combine present a professional image to our clients and employees.

Cloud - based efficiency

Our extensive experience expertise in the field of technology and innovation ensure soothing solutions for the smooth running of your business.

All training, marketing and documentation are integrated and easily accessible via cloud-based solutions. Everything has been designed with convenience and efficiency in mind and with the aim of minimising the use of paper.

Everything is available on the Huizemark Intranet:

- Training is available online and through webinars; therefore, agents can be trained anywhere in the country and don't have to travel great distances for classes or wait for trainers from Home Office to do localised training.
- Managing of listings and uploading to websites make use of the latest, and what we consider to be the best, software available.
- Our online shop, the Huizemark HomeStore, enables principals and agents to shop and pay for marketing items online. Quick and convenient!
- Monthly reporting has been simplified through the implementation of on-going uploading of transactions onto Dropbox as they happen throughout the month, thus completely eliminating traditional 'month-end pressures'.

We continue to focus on our aim to simplify the running of a real estate business and to transfer the knowledge and skills to our franchisees. We strive to implement the newest and most up-to-date technology for the benefit of principals and agents alike.



ooba

Referrals

Franchising at Huizemark

ooba

With the implementation of the National Credit Act in 2007, it has become vital to have a strong association with a reputable financial institution.

Huizemark is a founding shareholder of ooba and based on this partnership you

- are able to provide buyers with quick turn-arounds for bond finance
- receive an additional income stream
- are able to guarantee your customers a trouble-free bond application process
- can offer your buyers additional services such as insurance, financial planning advice and pre-qualification

Referrals

The Huizemark National Referral network allows for countrywide referrals - the easiest way to make money for any agent! Through one click of the button, you could earn yourself commission, without any extra effort!

Then all you do is sit back and let the system take care of the rest!

Franchising at Huizemark

What is a franchise fee?

The franchise fee comprises two aspects, namely the once-off initial franchise fee and the monthly management service fee, commonly known as a royalty.

The initial franchise fee is a contribution to cover the costs incurred by Huizemark in the screening, selection, recruitment, induction and initial training of the Franchisee and to secure the right to operate in a specific area.

The monthly management service fee (royalty) is calculated as a percentage of the commission earned by the Franchisee in the business. The management service fee enables Huizemark to provide continued support to Franchisees as well as contribute to the overheads of Huizemark Franchising Group (Pty) Ltd.

What is a corporate marketing fee?

The corporate marketing fee is a monthly contribution calculated as a percentage of the commission earned by the Franchisee. The purpose being that of research, brand advancement and corporate advertising of the franchise network together with the necessary ancillary expenses.

How much is the management service fee and corporate marketing fee for a Huizemark franchise?

Management service fee: 6% of commission earned.

Corporate marketing fund: 2% of commission earned.

How much is Huizemark's initial franchise fee?

The Huizemark initial franchise fee for a Marco Franchise is R150 000 and a Micro Franchise is R75 000 (ex VAT). Be sure to discuss these options with your Huizemark representative.



Finance and Application

Financial Implications?

Each franchised Huizemark office has differing setup costs. This depends on location, size of office and number of agents in your team.

This will be determined during our feasibility and evaluation. If you are an existing estate agency in most instances your existing fixtures and fittings, office furniture and computers will significantly reduce your overall setup costs.

The financial aspects of converting to Huizemark are best explained by your Huizemark Representative.

What you need to consider:

- Initial Franchise Fee
- Management Fee
- Advertising Fund
- Cost of Converting

How much working capital is required?

If you are not an existing real estate agency, meaning that you would be starting at grassroots level, working capital for a period of six months is recommended. This is approximately R250 000 to R300 000. Working capital does not include personal drawings by the Franchisee. Our application process will enable you to quantify more accurately your level of investment and commitment.

If you are an existing established real estate agency. You would need to have funds available to cover the cost of your conversion to a Huizemark estate agency. This means that you would need between R50 000 and R85 000 to cover the costs of new signage, converting your reception area as well as stationery and agents marketing tools such as for sale boards, drops, etc.

Does Huizemark offer finance?

Huizemark does not offer finance to its Franchisees, however, reputable financial institutions can be recommended.

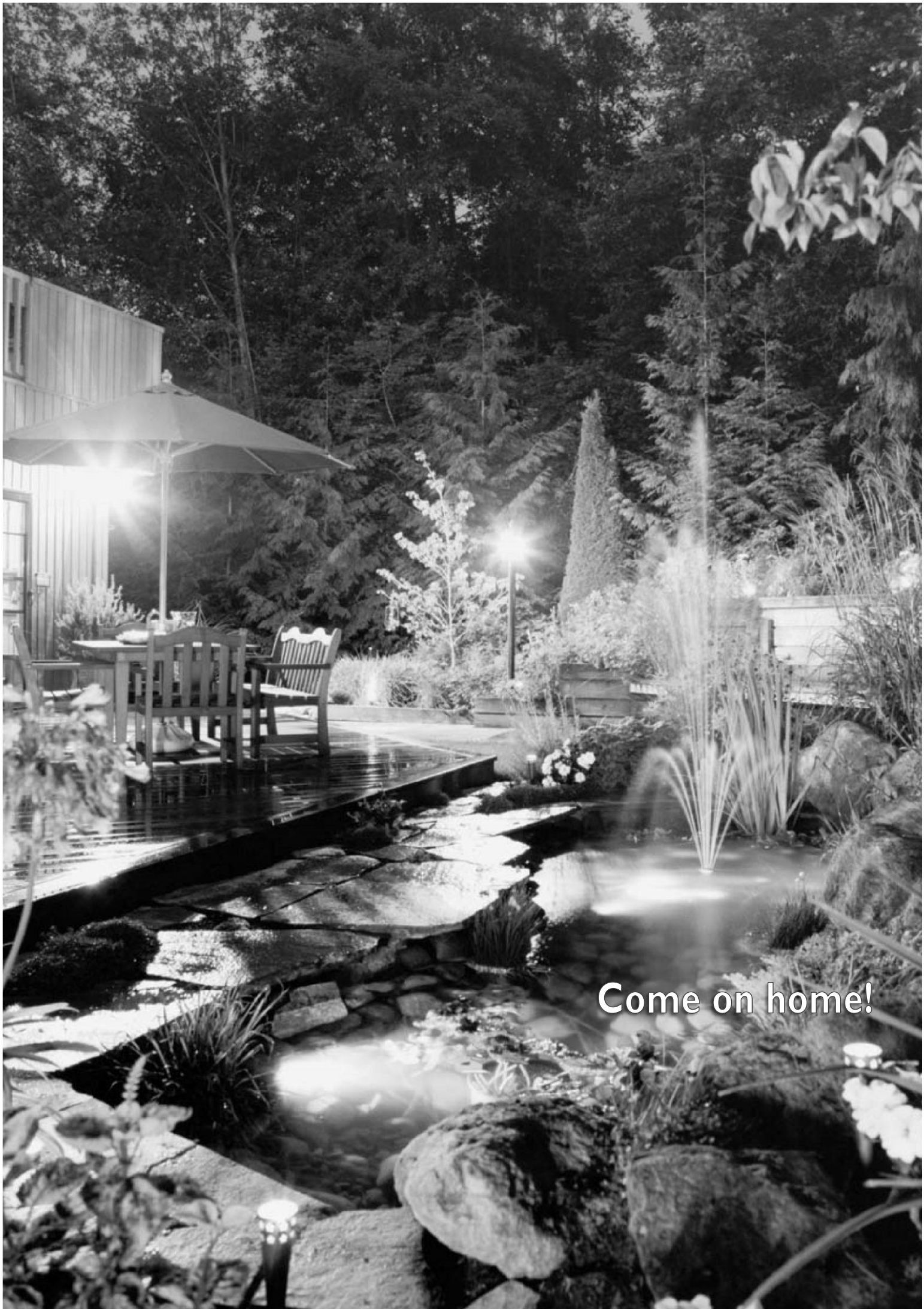
What is the appropriate size of a Huizemark Office?

The appropriate size for a small office is 75 m² whilst a larger office requires 120 m² and a mini franchise can be operated from the comfort of your home.

What type of initial training is offered?

Your level of real estate experience and business acumen will determine the type and duration of training offered. Initial training is provided to Franchisees and Management on a 5-day intensive management programme. Orientation and software training is also offered to administrative staff. The Essentials of Real Estate Training, consisting of 12 modules, is offered via webinars and agents can attend these in their homes or office.

The Franchisee is provided with detailed training material, documentation and marketing manuals via the Huizemark Intranet that can be accessed at any time. Specific tailored training is provided to Franchisee, Management, Administrative staff and Estate Agents as the business develops.



Come on home!

How would I apply for a Huizemark franchise?

Step 1: Complete the Franchise Information Form which can be downloaded from our website www.huizemark.com. Forward the completed form to Huizemark Home Office via email to franchising@huizemark.com

Step 2: On receipt of your fully completed Franchise Information Form, we will review it and call you to arrange a meeting.

Step 3: Once parties establish a mutual desire to explore the opportunity, our Development Team will assist you with a territorial evaluation, office selection, business projections and the legalities of the franchise agreement.

Come on Home

By owning a Huizemark Franchise, there is an immediate connection – a sense of belonging – because we are passionate about property and people.

More than that, we understand business and what challenges and inspires you to write your success story as a committed Huizemark Franchisee.

***Huizemark – you're home.
A unique name and image in the real estate industry.***



A black and white photograph of a family of three lying together. A woman is at the top, smiling broadly, with her hand resting on a child's head. The child is in the middle, looking up and smiling. A man is at the bottom right, also smiling. They are all wearing light-colored clothing. The background is softly blurred, suggesting an outdoor setting. The text "Contact Huizemark Home Office today!" is overlaid on the right side of the image.

Contact Huizemark
Home Office
today!

Contact Huizemark Home Office today

Please contact either Adrie Barnard or your Huizemark representative, at Huizemark Home Office to further explore this solid business opportunity.

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Franchise with Huizemark and you're home!



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