



**HomeXperts™**  
*your local letting & sales agent*

## **Questions & Answers**



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## **Do I need any experience in property sales or lettings?**

It does not matter if you have not worked in the estate agency industry before.

Whilst some sales experience is preferable, as long as you have a keen interest in property and enjoy meeting people and providing excellent customer service, then this opportunity will suit you.

## **Do I need any qualifications or a license?**

Currently there is no statutory requirement for licensing and specific qualifications are not required, although you will need to be familiar with the Property Misdescriptions Act 1991.

We will make sure that you are fully compliant with the law and with any changes in legislation.

All we ask is that you conduct yourself honestly and fairly in your business dealings to build a trustworthy reputation.

## **What training will I receive?**

You will attend our comprehensive training program which consists of a combination of classroom and self-study spread over a 4 week period. This initial training covers aspects of property sales, letting and management and you will receive a copy of our comprehensive training manual for future reference. You will also be trained on our bespoke software designed to help you run your business.

## **How long will it take me to get set up?**

Once you have decided to run a HomeXperts business you can be up and running very quickly.

Before you attend our training academy you will complete a market appraisal of your local market. Your initial training takes four weeks in total and you will also need to complete set pre-launch activities which we provide. As soon as your training has finished we will work with you to create a launch marketing action plan to follow to get you started.

## **How much could I earn?**

Depending on what effort you put into your business, our model shows that earnings of up to £75,000 per annum are achievable.

## **Do I need an accountant and a lawyer?**

So that you fully understand the implications, we would advise you to get a lawyer to look over the agreement you are required to sign. Since we manage all finances associated with the business centrally, you will only need an accountant on a personal level i.e. to do your end of year tax returns for your limited company accounts.

## **Do I need to set up a limited company?**

Yes you will set up and operate as a limited company. We will guide you through this process.

## **Can I work with a partner?**

Absolutely, husband and wife teams or two friends working together are ideal for our model.

## **How long is the agreement?**

The agreement is for five years renewal then on a five yearly basis.

## **What support will I get?**

Our model provides you with excellent support; we will handle the majority of your paperwork, including contracts, statements and letters. We will also handle the financial side of your business, allowing you to concentrate on winning new business and nurturing existing relationships. All marketing material will be designed for you and made available on our website. Our comprehensive operations manuals are available on-line via your HomeXperts member log-in. We also offer legal advice, help with organising contractors, marketing ideas and general guidance. You will have peace of mind knowing we are right behind you!

## **What equipment will I need?**

You will need some basic estate agents' tools – a good camera, electronic measure, laptop and, the use of a car.

## **Do I need to be computer literate?**

Yes, you do need to have basic computer knowledge as you will be managing your business via your computer. However, we can recommend relevant courses if you feel you need to hone your computer skills.

## **How do I win business without an office?**

As with everything, technology has changed the way people use estate agents and search for properties; the majority of the hard work is done from the comfort of your own home, in your own time and with the click of a button.

You will win business in the same way as office-based agents, by canvassing, board presence, websites and advertising in local media. We will also help you to get the most out of free local PR such as local radio and newspaper editorials to help you build your referral business.

## **How will people get to know about the service that I offer?**

With our unique approach to the housing market, we expect that each of our HomeXperts franchisees will become synonymous with reliability and an exceptional level of customer service. The ideal person will not only live within their territory but also network within the local community, associating themselves with local schools and social groups and thereby creating a considerable reputation based on word of mouth recommendations. You will work hard to become the agent of choice for your territory.

## **How big will my territory be?**

Your territory will be governed by postcode and will, on average will consist of approximately 10,000 privately owned properties. This size territory will allow you to concentrate on a specific area which you can consistently market in order to win a large market share. You tell us which area you would like and, if this is available, we will map out your territory.

## **How will I market properties for sale or to rent?**

You will have the same tools available to market properties that a traditional office based estate agent has; a company website, national property portals, boards, local and regional advertising where necessary, 360 degree photography, floor plans, brochures and accompanied viewings.

## **How do I receive my fees for the business?**

All funds are collected and handled centrally by us so there is no need for you to manage complicated accounts and spreadsheets. You will be paid the fees and commissions you earn directly into your bank account on a monthly basis.

## **Do I need to chase tenants for their rent?**

We handle the checking of rents and the initial chasing. You will encourage your landlords to take out our comprehensive rental guarantee insurance which will cover them for non payment of rent and legal costs.

## **What happens to tenants' deposits?**

We will collect deposits from tenants and register them with an authorised deposit scheme. You will agree to the return of their deposit at the end of the tenancy.

## How will I perform against the local competition?

The service HomeXperts Personal Agents offer to their clients is far more personal than that of the traditional office-based property agent. Each franchisee will have an excellent knowledge of every property on their books and a much better understanding of what every applicant is looking for. The reputation of HomeXperts means that clients will know that they will always receive an honest, straightforward personal service and at the same time have the comfort of knowing that there is a large organisation supporting you.

## What happens when I go on holiday?

Unlike other self-employed ventures, we can facilitate the continuity of your business if you go away or are unable to work due to illness. Holidays, for example, can be covered by arrangement with fellow neighbouring HomeXperts Personal Agents or diverted to our central office for a small fee; ensuring that your customers continue to receive excellent service.

## Can I buy more than one territory or expand my territory?

As an Personal Agent, once you have established yourself within your territory, you will have the opportunity to purchase further territories. If you are looking to build a business rather than operate as an individual, you could purchase further territories and recruit your own Personal Agents to work for you.

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