

Start building **your profitable future** today



Franchise opportunities built on results



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A Franchise with a Future

Benefit from our established reputation as North East Lincolnshire's **NUMBER ONE** selling agent

North East Lincolnshire's number one selling Estate Agency franchise - delivering total customer satisfaction with our emphasis on outstanding service.

Our dream is to use our years of meticulous preparation and hard work and build a network of Crofts Estate Agency branches across the region.

With two successful franchised branches in Immingham and Louth as well as our original flagship branch in Cleethorpes, we think its time to open a Crofts on more high streets.

We have created a very successful business concept aimed at ambitious individuals who want to start their own estate agency branch. Our trusted brand, proven methods and systems would stand firmly behind the freedom of the individual to run their own company with unlimited earning potential.

Our mission statement from day one was 'to supply our customers with a first class level of service, providing value for money far above their level of expectation, leading to total customer satisfaction throughout the whole of the home selling or renting process.' This high level attention to detail, coupled with a constant advancement in technology, has kept us ahead of the game and provides the perfect platform to start your franchise experience.



Comprehensive support for our partners:

As standard, our Franchise packages include the following:

- **BRANCH / OFFICE SET-UP** *(with Franchise Branch)*
- **TRAINING and DEVELOPMENT**
- **RECRUITMENT**
- **ADVICE**
- **ONGOING SUPPORT**
- **MARKETING**

Our brand is widely recognised across Lincolnshire now and is synonymous with efficiency, professionalism and excellent customer service, which is why we want to expand that into new locations and areas. Whilst our success is widely recognised, we never rest on our laurels and are always striving for even more consistency and excellence. Our desire to constantly evolve and progress means that you - as an independent, owner operated franchisee - will be supported and driven to get results and constantly improve too.

Could this be YOU?

We are looking for highly motivated, professional individuals, who base their standards on the motto of 'only the best will do.' We want friendly, motivated leaders who care about their customer's journey, who can empathise with the way buyers, sellers, landlords and tenants feel. We want to take this journey with you on the forefront of technology coupled with the best customer service possible.



Gary Croft, CEO

If you are serious about owning your own successful estate agents and think you have what it takes, then we would love to hear from you. Our team can offer a no obligation discussion to establish what is the right path for you to become part of N.E.Lincs number one and most trusted estate agency network.

High Street presence, local knowledge, outstanding customer service

MORE SALES

across **NE Lincs**
than any other agent

Source: Rightmove, Jan - Dec 2021

Launch your new business with a trusted and progressive high street brand

ABOUT US:

Knowledge and experience

Being independently owned and having grown from a single branch with just 7 properties on the market when we opened our doors in 2005, means that we understand the journey you want to embark upon as Franchisee.

This experience and knowledge is vital to the future success of your franchise and our ability to guide you. We have been through the good times and also the very worst times and still managed to flourish and expand. Being independent has given us freedoms to move and flex with the market, which means that we care about every single thing that happens with our brand. Seeing and feeling the experience of our customers has allowed us to change and improve our offering to make sure we are giving our customers what they want and expect.

Our mission is to create a network of agents that offer a consistent level of excellent customer experience throughout. Established in 2005 and now renowned as the area's number one selling agent for 5 years, we know what it takes to sell houses. We've done this by listening to the needs of our customers and then tailoring our service to suit their needs.

Being independent gives us flexibility to move and adapt to the market - meaning that we care about every single thing that happens within the company.

We all know that cheapest isn't always best! We think that providing total customer satisfaction comes with the emphasis on getting value for money and more. If the experience matches the price then everyone is happy. We provide expert training and qualifications for all of our staff to deliver this experience. We can offer the complete journey for our customers with nothing ever being too much trouble, going above and beyond expectation.



“

Really proactive service on our purchase



'Hannah at the Cleethorpes office was really on it - she kept in touch, kept things moving and, if I'm honest, was way more effective than our solicitor... As a buyer, Crofts gave us a great experience.'

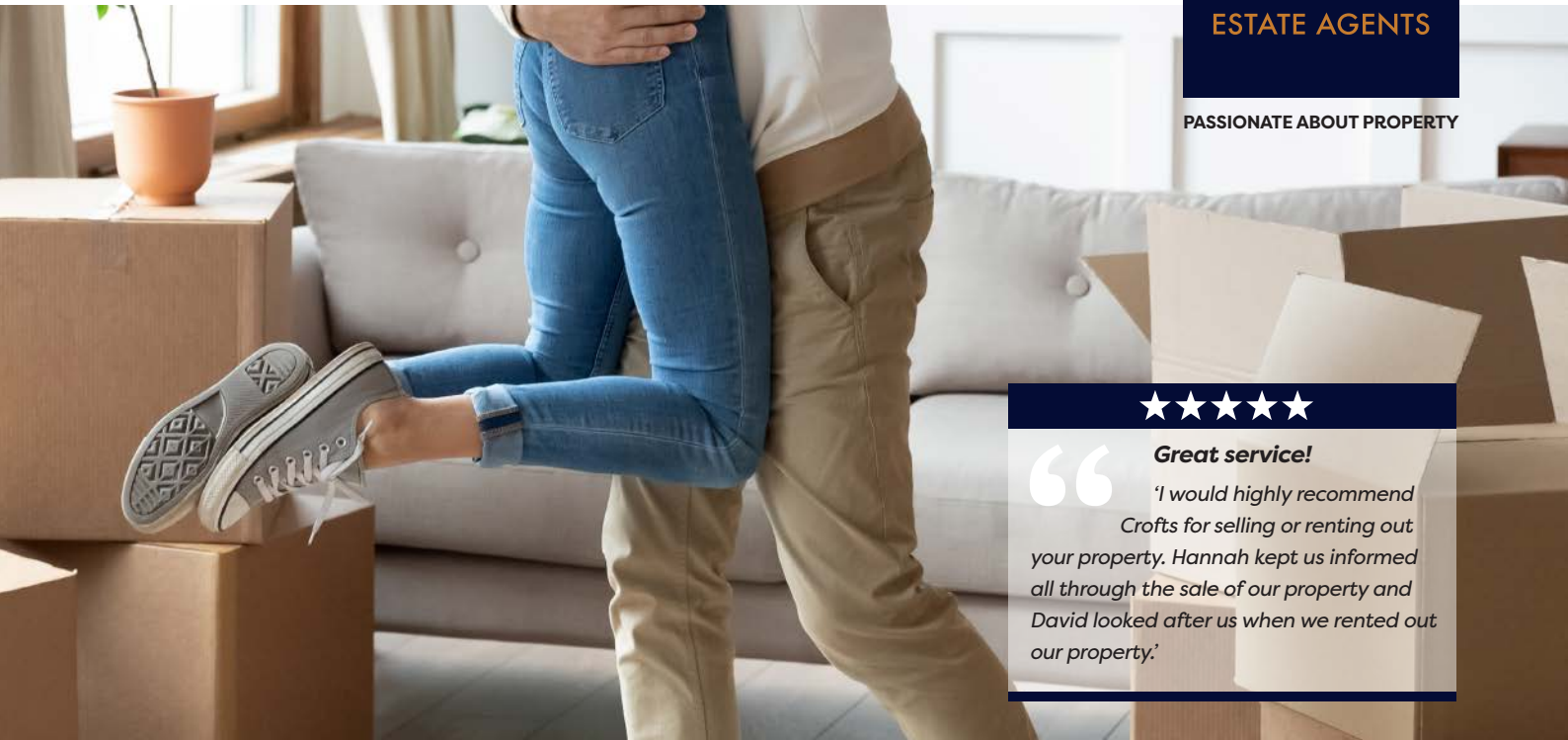
Crofts' provide the complete customer package:

Our network offers the complete package to all our customers including:

- Residential sales and auctions
- Lettings and property management
- Mortgage Services with each Crofts branch having a dedicated mortgage advisor
- Conveyancing Referral Scheme
- Energy performance certificates
- New Homes and land sales
- Professional marketing services including social media



What our customers expect:



Great service!

“
'I would highly recommend Crofts for selling or renting out your property. Hannah kept us informed all through the sale of our property and David looked after us when we rented out our property.'

When selling:

- Accurate and prompt valuations on their home
- Professional advice and tips, to achieve the sale and act on their behalf
- Informative brochures including floor Plans
- Exceptional professional photography to showcase the property at its best
- Unrivalled digital and press advertising showcasing their property
- Matching the database of existing registered buyers to their listing
- Kept informed at all times on marketing updates, prospective buyers and feedback
- Accompanied viewings by a team of dedicated sales professionals
- Expert negotiation to achieve the best possible price for their property
- Sales Negotiator and team to follow the sale through to completion and moving

When buying:

- Prompt response to their enquiry, with informative property description
- Dedicated personnel who will listen and match them to relevant properties
- A team of agents who will work on their behalf to find the perfect home
- Individual property knowledge, local market and area knowledge
- Professional and knowledgeable accompanied viewing assistants
- Kept up to date with new properties coming to the market
- Regular communication from the branch
- Financial advice from independent professional advisors

- with results that speak for themselves!



MEET THE TEAM:

Each member of our team has many years' experience - and success - in the local property market, going all-out to ensure our clients are supported and to deliver advice that you can trust.

Our staff thrive on success, striving to ensure all clients receive a proactive and professional service, exceeding their expectations and taking customer service to a new level.



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Gary Croft - CEO

Gary Croft is the owner and founder of the business and has overseen the growth, expansion and franchise of the Crofts Estate Agency brand from scratch.



Becky Howes - Business Development Manager

Becky is a time-served Estate Agent with 25 years' experience with Corporate, independent and franchised Estate Agents. A qualified business coach and experienced business development manager. Regional knowledge and a passion to exceed.



Alison Stafford - Marketing Manager

With over twenty years' experience in advertising and graphic design, Alison works to raise the profile of Crofts and to reinforce our strong message of first-class customer service and unrivalled knowledge of the local property market.



Kate Atkin - Performance Analyst

Kate is qualified with the NFOPP Technical award and brings with her comprehensive knowledge of property sales and lettings, keeping a close eye on Crofts' business and team performance as well as HR issues.



High Street presence, local knowledge, outstanding customer service

MORE SALES

across **DN31-41**
than any other agent

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OUR FRANCHISEES:

What our franchisees can expect:

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The network provides excellent referrals and ensures a consistent approach to delivering results for our customers.

We actively aim to cultivate an enjoyable environment at Crofts Estate Agents.

The senior management team and branch directors work hard to inject our passion for property, team motivation and customer services into the way we do things. Unlike any other estate agency, the Crofts Estate Agents team support one another like a family. We know that by training and qualifying our staff properly we give them the confidence and skills to become property experts. And we appreciate the direct correlation between property knowledge and a successful estate agency business.

Our franchisees can expect:

- Dedicated business development manager
- Set up support and business planning including territory market research
- Assistance with staff recruitment and training
- Training and on-going development to meet the constant and dynamic industry changes, including legislation and regulation.
- Commitment to your success
- Profit through referrals and expansion
- Group supplier discounts
- Professional marketing advice and support
- Group conferences for networking
- Training suite of workshops and courses

We are driven to making the Crofts Estate Agents Franchise brand synonymous with excellence and professionalism in residential property services.

Our strengths as a franchisor have four key areas in communication, marketing, training and technology. Our franchising opportunities are about forming partnerships that requires investment on both sides and a clear vision to achieve our goal. This is why we are offering four exciting opportunities for you to become part of our growth and join our network. Each opportunity commands the same level of commitment and dedication tailored to suit your individual dreams and goals.

1. Franchised branch

2. Master Franchise

3. Personal Agent

4. Re-brand/merger existing estate agency

See overleaf for a brief outline of these fantastic opportunities.



You may be entitled to a Government Enterprise Loan or a Start-up grant when setting up your franchise. Ask us for more details or visit: www.gov.uk/apply-start-up-loan



1. FRANCHISE BRANCH:



Opening a sales/and or lettings franchised branch under the name of Crofts Estate Agents offers a new and exciting opportunity to be your own boss, with huge potential.

With a Crofts Estate Agents franchise we have already established the business and have created a successful formula. We believe that franchising has advantages to suit ambitious individuals with estate agency experience.

How much will it cost me?

Initial Investment: £20k (Finance assistance available) Franchise Fee: 10% turnover with minimum fee of £15,000. No monthly management charge Monthly contribution to Central Marketing Fund.

What will I get?

- Earning potential is unlimited
- Franchise agreement with no renewal fees
- Use of Crofts Estate Agents brand in defined exclusive territory
- Operational and branded branch fully furnished
- Operational equipment including computers, client management system and sophisticated telephone system with handsets.
- Professional design and marketing services including opening strategy, press releases and on-going access to marketing materials and ideas.
- Dedicated Business Development manager to oversee branch refurbishment and on-going support through regular meetings.
- Recruitment support, business and financial planning
- New business set up support and advice
- Territory research support and competitor analysis
- Bespoke training and development programme
- Set up support for compliance Franchise Branch



Yes, it works!

“
Joining Crofts Estate Agents has provided me with the opportunity to train as branch manager and take over the branch as my own business. The support, training and advice has been very valuable. Coming together with other branches enables us to work well as a network.”

- George Herd.



Associated services:

Access to drive additional revenue via:

- Mortgage services referrals
- EPC referrals
- Conveyancing referrals
- Valuation and Surveying referrals
- Property Management and lettings referrals
- Auction referrals

TERM: 5 year franchise agreement with right to renew

AFTER TERM: Free renewal fee – option to sell franchise



2. MASTER FRANCHISE:

If you are looking to enter into franchising at a higher level and build your own network of branches or personal agents then this would be the perfect model for you.



We have opportunities to secure areas allowing you to expand your business and develop greater returns. We offer a discounted model for multiple branches, **along with all the benefits that come with a franchised branch** (see previous page).

How much will it cost me?

2 Branches: 9% of turnover with minimum annual franchise fee of £12,500

3 Branches: 8% of turnover with minimum annual franchise fee of £10,000

BENEFITS:

- Exclusive trading area territory
- Market dominance
- Greater income potential
- Utilise multi branch resources
- Integrated telephone systems for instant customer advisor contact

Associated services:

Access to drive additional revenue via:

- Mortgage services referrals
- EPC referrals
- Conveyancing referrals
- Valuation and Surveying referrals
- Property Management and lettings referrals
- Auction referrals

TERM: 5 year franchise agreement with right to renew

AFTER TERM: Free renewal fee – option to sell franchise



3. PERSONAL AGENT:

Personal Agents are changing the world of estate agency and work well in areas that would not require a branch operation.

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Personal Agents are changing the world of estate agency and work well in areas that would not require a branch operation or for you towards opening a branch of your own. Our personal agents would have a close association with the operating branches to extend their reach. Personal agents have low overheads and more freedom. Working a defined territory and specialising in local knowledge, our personal agents carve success through networking, growing their contact and adopting a pro-active approach to promoting the Crofts Estate Agents name to drive valuations and instructions. With a variety of trading territories ideally suited to a personal agent we welcome enquiries from self-motivated and driven individuals looking to join our network.

What will my investment be?

Joining Fee: £2000 plus VAT per territory. You will be provided with:

- Tool kit – everything required to value and place a property on the market
- Laptop and software
- iPad for on the move
- Mobile phone (costs of calls recharged)
- Branding for your own car
- Start up pack

TERM: 2 Years BREAK CLAUSE: 12 Weeks

AFTER TERM: Review to a full master/office franchise

TRAINING: 4-8 weeks depending on experience

BACK OFFICE: Includes: Support and training • IT license/software fee • Desk space in nearest office • Back office administration • Compliance

ESTIMATED EARNINGS: £50,000 OTE per annum – plus your business costs:

- | | |
|---|---|
| ■ Your salary (your time) | ■ Cost of erecting and servicing the For Sale/Sold boards |
| ■ Your car and its running costs | ■ Cost of any Property Tours/Videos |
| ■ Cost of telephone calls and internet connection | ■ Cost of leaflets and leaflet drops |
| ■ Monthly subscription fees to Rightmove | ■ Any additional stationery needed |
| ■ Press advertising | ■ PL Insurance |

Associated services:

Access to drive additional revenue via:

- Mortgage services referrals
- EPC referrals
- Conveyancing referrals
- Valuation and Surveying referrals
- Property Management and lettings referrals
- Commercial agency referrals ONGOING FEES: Fixed fee of £199 per month, then after 6 months 25% plus VAT of gross turnover



PLUS

Starter Package:

- 10,000 Leaflets
- Stationery pack inc business cards
- Initial public relations inc. press releases/profile

4. REBRAND / MERGER:

As an independent agent you have guided your business to the stage it is at today and by working in partnership we believe we can achieve much more together in the future...

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Rebrand/ Merger with existing Franchise:

You already have an excellent working knowledge of your locality, a customer base that trusts you and a successful business model. The question is, where do you go from here? What else could you achieve if the brand above your door was that much stronger, signalling that your business was part of a larger network and that your customers' properties were being promoted across a much wider area? Crofts Estate Agents proposition is a simple one – rebrand your business and experience an immediate increase in all key departments, brand recognition, business development, marketing, an expanded customer base and all the economies of scale you would expect from a franchise model. Independent estate agents have chosen to rebrand their business to Crofts Estate Agents for many

reasons and we have seen single offices flourish into multi-site operations and dramatically increase their market share.

The Crofts Estate Agents franchise package is a turnkey franchise solution; full implementation programme, set up, launch and training. Task driven, you do your bit, we'll do ours. You'll hit the ground running. We give you a framework solution with guidance and flexibility to source premises and equipment.

Here's some of the Estate agency businesses previously merged:

- PAD Lettings
- Compass Estate Agents
- OSA Lettings



TERRITORY AREAS:

As a progressive company we're always interested in expanding into new areas, can you help?



Existing Crofts Branches

■ Areas we're interested in opening a branch or project service soon

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Your next steps...

If you see yourself as a good communicator as well as empathetic, friendly, warm and welcoming - with a passion for property, get in touch and start building your profitable future with Crofts today. Contact us now and take your first steps into a new, brighter, future!
- or visit our website: www.croftsestateagents.co.uk

Gary Croft

01472 200666

gary@croftsestateagents.co.uk

Map not to scale - for illustration purposes only

Launch your new business with a trusted and progressive high street brand





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CLEETHORPES

62 St Peters Avenue, Cleethorpes, N. E. Lincolnshire DN35 8HP
Telephone: 01472 200666 | Email: info@croftsestateagents.co.uk

LOUTH

3 Market Place, Louth, Lincolnshire, LN11 9NR
Telephone: 01507 601550 | Email: louth@croftsestateagents.co.uk

IMMINGHAM

21 Kennedy Way, Immingham, N. E. Lincolnshire, DN40 2AB
Telephone: 01469 564294 | Email: immingham@croftsestateagents.co.uk

www.croftsestateagents.co.uk

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 [croftsestateagentsltd](https://www.instagram.com/croftsestateagentsltd)