

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



mark
you're home

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Huizemark Celebrates **60** Years



Consider an exciting and profitable real estate franchise opportunity that will make you feel right **at home!**

As a Huizemark franchisee, you'll have the opportunity to build your own successful business while also benefiting from the support of a trusted, established brand.

One of the key benefits of owning a Huizemark franchise is the comprehensive training and ongoing support provided to all franchisees. From initial training on the Huizemark system and software to ongoing marketing and business development assistance, you'll have access to a wealth of resources designed to help you succeed.

In addition, Huizemark provides a national referral network that allows you to earn commission with just one click of a button, without any extra effort. This means that you can earn money from clients located anywhere in the country, making it easier to grow your business and expand your reach.

Overall, a Huizemark franchise offers an exciting opportunity to build a successful and rewarding career in real estate while also benefiting from the support and expertise of an established brand.

Who are we?

Huizemark, established in 1962, is a distinguished South African real estate company that takes pride in offering personalised services to its clients.

Our team is comprised of ethical, professional, and approachable individuals who strive to make every interaction a pleasant experience for buyers and sellers alike.

At Huizemark, we place great importance on building strong relationships, as they are at the heart of everything we do. We are confident that our franchise opportunity will meet your expectations and offer you the chance to establish a mutually beneficial business partnership.

With the real estate industry experiencing unprecedented growth in recent years, there is tremendous potential for those who are ready to seize the opportunity. So, we invite you to read on and discover the possibilities that await you.

What do we stand for?

At Huizemark, we have a simple yet practical approach to our mission - building strong relationships with our franchisees in a relaxed business environment for mutual profit.

Our brand philosophy is centered around the notion of "It's a pleasure," which we uphold in our interactions with franchisees, agents, clients, employees, and suppliers. This is what we call the Huizemark Way.

Our brand platform reflects our commitment to this philosophy, and it guides our interactions with our franchise network, Home Office, and most importantly, our clients' property buying and selling experiences.

We **pride** ourselves in being:



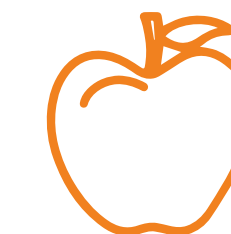
Professional



Uncomplicated



Partnering



Fresh

Why Franchising?

Starting a new business or converting to a Huizemark franchise can seem overwhelming. That's why we offer a tailored and individualised conversion/start-up mentoring program to guide you through the process.

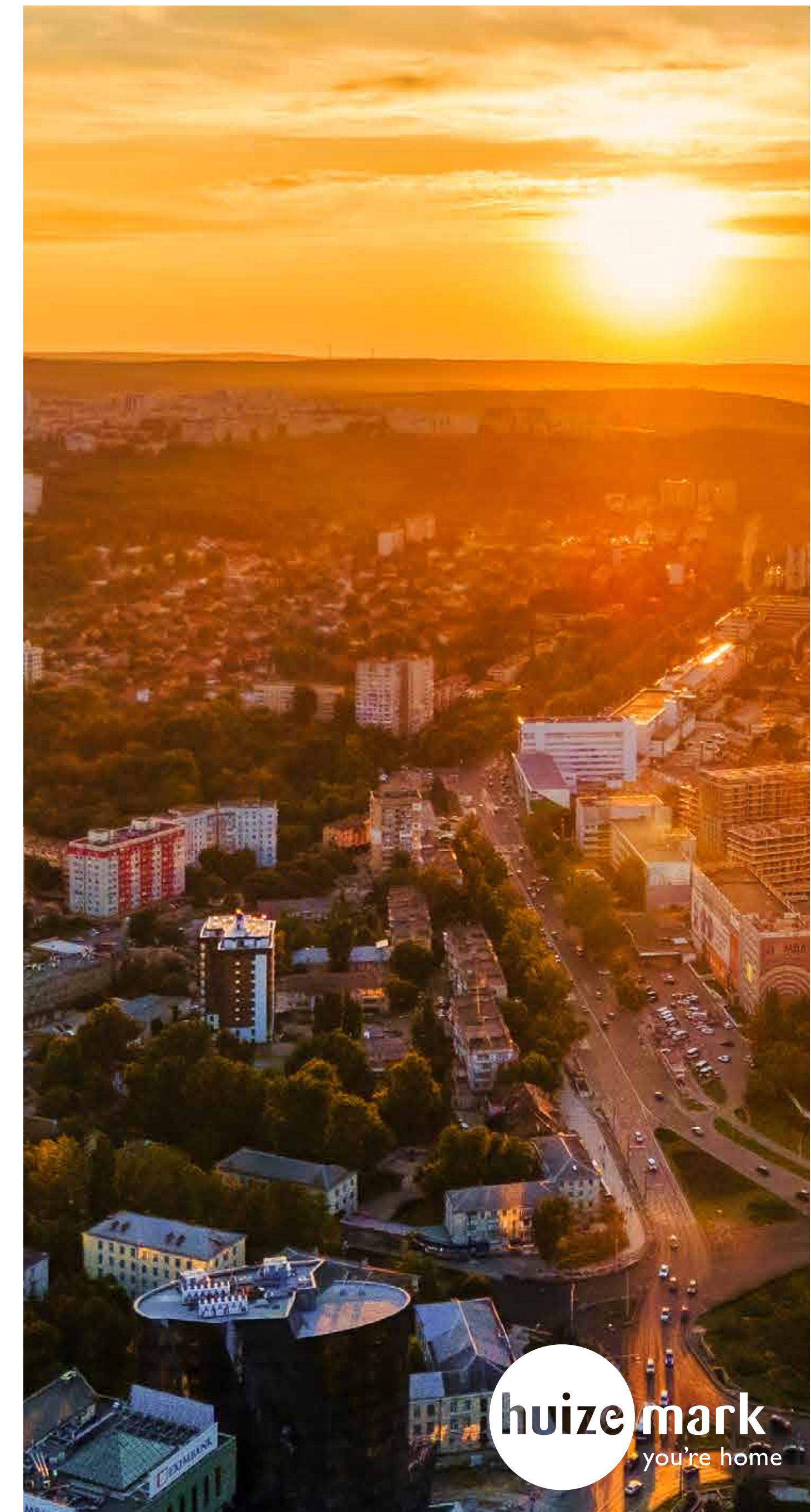
Our program provides you with the following benefits:

- Assistance with implementing your business plan.
- Project management to help you strategise your office set up (if required).
- Unlimited access to the Huizemark Brains Trust for expert advice and support.
- Ongoing support and specialised training.
- Business orientation training to get you up to speed with our brand philosophy and values.
- Online access to a comprehensive library of documentation, training materials, and marketing resources.

We believe in empowering our franchisees to succeed, and our mentoring program is designed to give you the support you need to achieve your business goals.

Brilliantly Orange

In July 2005, De Huizemark rebranded as **Huizemark**, adopting a fresh corporate identity and an innovative approach to real estate while retaining its signature orange colour. Our bright and distinctive orange hue is instantly recognisable and sets us apart from the competition. Our modern and inviting design, coupled with our customer-focused approach, promises success for our franchisees and agents alike.



Our Footprint

Huizemark boasts a broad national footprint with multiple offices spread across the country. By converting to a Huizemark franchise, you won't have to worry about promoting your new brand name in the market because we have already established a strong presence in the real estate industry. This means you can focus on running your business while leveraging our established brand reputation and combined marketing efforts.

Huizemark and you, the Franchise

At Huizemark, we understand that the decision to convert your real estate business to a franchise requires careful consideration. We acknowledge the hard work and effort you have put into establishing your company and value your commitment to your business. Starting a new business or converting to a franchise can be both exciting and daunting, and we are here to support you every step of the way. Our dedicated Franchise Team is available to answer any questions you may have and guide you through the process, making the setup easier for you. We are committed to showing you the steps to ensure that your real estate business is a success today and well 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

- Trusted national brand
- Estate agent recruitment
- Leading technology
- Comprehensive training
- A front and back-office system
- Free conversion/handholding
- Mentoring program
- Office design and setup (if desired)

A Continuing Partnership

- Marketing expertise
- Workshops/seminars
- Regular legal updates
- Operational support
- Estate agent training
- Principal and management training
- National conferences
- International travel incentives
- National referral system

In Conclusion

As a Huizemark franchisee, you'll have the opportunity to build your own successful business while also benefiting from the support of a trusted, established brand.

One of the key benefits of owning a Huizemark franchise is the comprehensive training and ongoing support provided to all franchisees. From initial training on the Huizemark system and software to ongoing marketing and business development assistance, you'll have access to a wealth of resources designed to help you succeed.

In addition, Huizemark provides a national referral network that allows you to earn commission with just one click of a button, without any extra effort. This means that you can earn money from clients located anywhere in the country, making it easier to grow your business and expand your reach.

Overall, a Huizemark franchise offers an exciting opportunity to build a successful and rewarding career in real estate while also benefiting from the support and expertise of an established brand.

The Huizemark Way

With the Huizemark Way, you can become a franchisee without incurring large capital outlays for developmental and infrastructural requirements. Converting your existing office to a Huizemark Franchise can be completed within 4-6 weeks, allowing you to be in business for yourself quickly. Our team of dedicated professionals at the Home Office provides you with proven solutions, so you can benefit from our expertise without having to develop everything from scratch.

While having a physical office is not a requirement, we will provide you with the knowledge to operate virtually if that's your preference. The choice is yours, and we will work with you to determine what makes the most sense for your business.

Our staff spends quality time with your management, agents, and administrative staff to get to know them and identify areas for future growth and assistance. We want to help you succeed in every way possible, and we believe that our personalised approach is a key factor in the success of our franchisees.

What's in it for **You**

Huizemark offers a **proven track record of success** that translates into more money, more time, and more sales for our franchisees.

This is achieved through our effective marketing strategies, national training programmes, and well-established management systems that allow you to focus on the core of your business. Additionally, our extensive network and relationships built over **60 years** in the industry can help you to reach your business goals and achieve success faster than on your own.



Awards

and recognition

We offer an awards program and incentive competitions to ensure that there is never a dull moment at the office! By getting together and sharing both your ideas and challenges with other Principals, you are assured that you are never alone. Principal Conferences 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. International travel incentive competitions are held on a regular basis with the express intention of agent retention, improving your turnover, as well as creating a spirit of working together to achieve mutually beneficial goals.

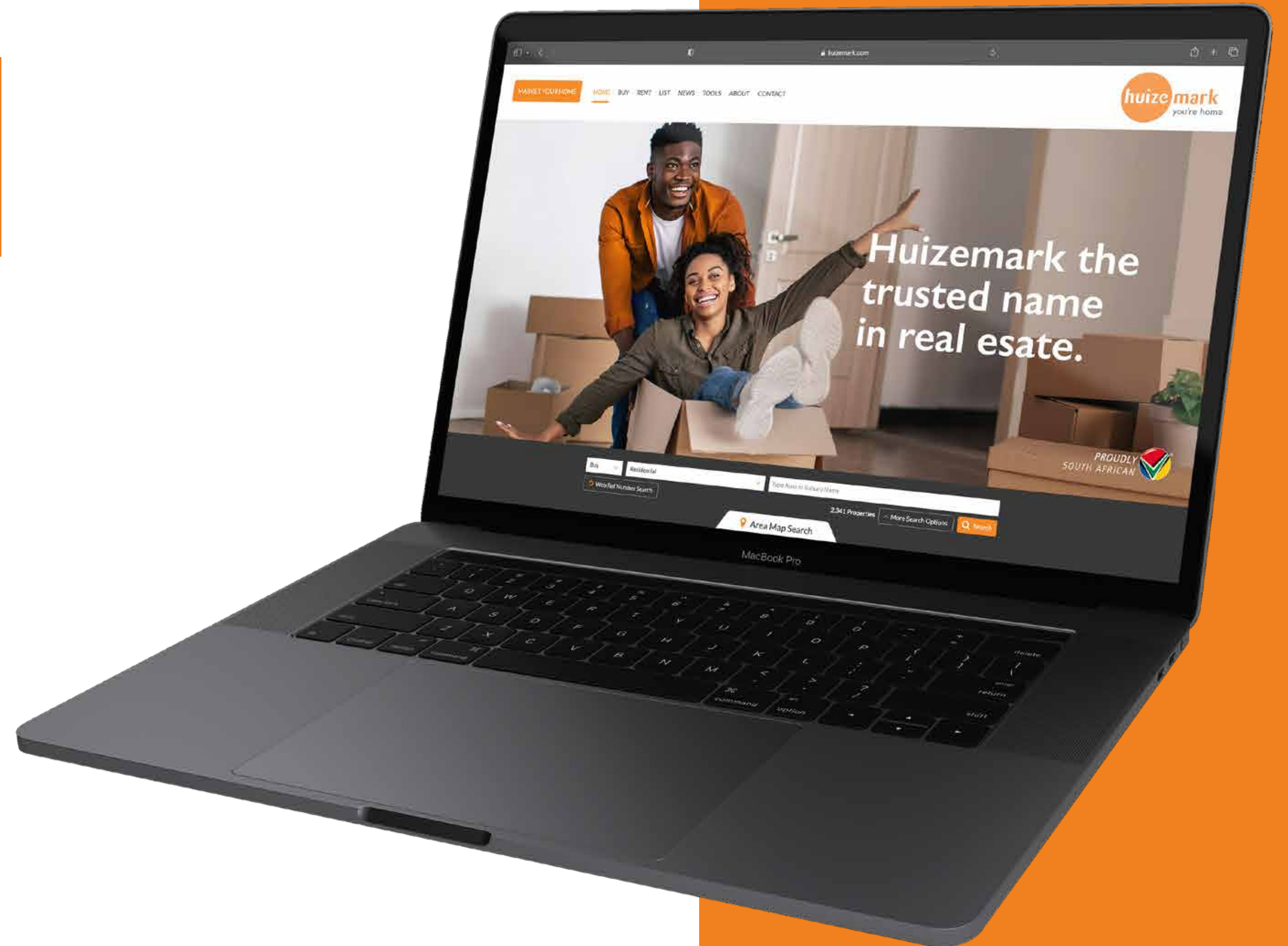
Marketing

Formidable marketing builds the foundation on which your business will grow!
Through our National Marketing Department, you will:

- Be affiliated to a recognised 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 at wholesale prices

Digital

We offer a dedicated website that serves as a valuable source of information for you, your buyers, and sellers. In addition, it provides a platform for you to advertise your properties at a national and international level at no extra cost.



Operating Manuals

Huizemark has made operating your business easier by providing a set of operating manuals prepared by our Franchising Team. These manuals are invaluable in helping you with the day-to-day running of your business and are available online through the Huizemark Intranet.

Corporate Identity Manual

This manual will ensure that you don't waste precious selling time, trying to re-invent your company's identity.

Marketing Manual

This manual will give you ideas on how to market your business and services and providing you with templates for easy creation of printed marketing items and Social Media posts.

Training Manual

Agents and Principals Training Modules covering all aspects of training required.

Documents Manual

This manual contains templates of every document that you would ever need from your administration documentation through to marketing and legal.

Relationship **Building**

One of the most important aspects of the Huizemark Way is the relationship between the Franchisee and Huizemark. Therefore, we prioritise our services, facilities, and personnel in each franchise office to maintain a good relationship with our franchise owners. We believe that these elements together present a professional image to both our clients and employees.



Cloud

Based Efficiency

At Huizemark, we leverage our extensive experience and expertise in technology and innovation to provide seamless solutions for the smooth operation of your business.

Our cloud-based solutions integrate all training, marketing, and documentation, making them easily accessible and reducing the need for paper-based systems.

Our focus on convenience and efficiency ensures that everything is designed to work together seamlessly, allowing you to focus on growing your business.

Gain access to:

- Training 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 the online D&R system as they happen throughout the month, thus completely eliminating traditional 'month-end pressures'.

Optimisation

We continue to focus on simplifying the operation of real estate businesses and equipping our franchisees with the necessary knowledge and skills. We constantly strive to implement the latest and most advanced technology for the benefit of both principals and agents, ensuring that our franchisees have access to the most up-to-date tools and resources available.

Partnership

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 turnarounds 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

With the Huizemark National Referral Network, agents have the opportunity to earn commission through countrywide referrals with just one click of a button. It's the easiest way for agents to make money without any extra effort. Once the referral is made, the system takes care of the rest, allowing agents to sit back and relax while earning commission.



Franchising at

Huizemark

What is a franchise fee?

Huizemark's franchise fee includes two components: the one-time initial franchise fee and the monthly management service fee, also known as a royalty. The initial franchise fee covers the costs related to screening, selecting, recruiting, inducting, and training the franchisee, as well as securing the right to operate in and benefit from an open-area scenario.

On the other hand, the monthly management service fee (royalty) is a percentage of the commission earned by the franchisee in their business. This fee helps Huizemark provide ongoing support to franchisees and cover the overhead costs of the Huizemark Franchising Group (Pty) Ltd.

What is a corporate

Marketing fee?

The corporate marketing fee is a monthly contribution that is calculated based on a percentage of the commission earned by the Franchisee. This fee is used for research, brand advancement, and corporate advertising of the franchise network, as well as covering any 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, payable on registration of transfer of properties sold during a calendar month.

Corporate marketing fund: 2% of commission earned payable on registration of transfer of properties sold during a calendar month.

How much is Huizemark's initial

Franchise fee?

For an open area franchise with Huizemark, the initial franchise fee is **R50 000** excluding VAT. This one-time payment grants you the right to operate in multiple areas throughout the country, except for those territories where we have a closed agreement with an existing franchisee comprising rights to operate in a specific demarcated territory.

Financial

Implications?

Huizemark understands that each franchisee has unique requirements, and therefore, the setup costs for each franchised office can vary. The factors that influence these costs include location, the need for an office and its size, and the number of agents on the team. During the feasibility and evaluation process, these costs will be determined and discussed with the potential franchisee.

For existing estate agencies looking to convert to Huizemark, their existing fixtures and fittings, office furniture, and computers can significantly reduce overall setup costs. However, the financial aspects of converting to Huizemark are best explained by a Huizemark Representative, who can provide more detailed information on the costs involved in the conversion process.

What you need to consider:

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

What type of Initial Training is offered?

The type and duration of training provided will depend on your level of real estate experience and business knowledge. We offer initial training through our online system as well as in-person coaching. Administrative staff can receive orientation and software training. Our "Essentials of Real Estate Training," which includes 12 modules, is delivered through webinars that agents can attend from their homes or offices.

The Huizemark Intranet provides Franchisees with access to detailed training materials, documentation, and marketing manuals at any time. As your business grows, we offer tailored training for Franchisees, Management, Administrative staff, and Estate Agents.

How would I apply for a Huizemark Franchise?

Step 1

Complete the Franchise Information Form which can be requested from us at 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 office selection (if required), business projections and the legalities of the franchise agreement.

Come on Home

As a Huizemark Franchise owner, you will immediately feel a sense of connection and belonging to a community that shares your passion for property and people. Beyond that, we also have a deep understanding of business and the challenges that come with it. As a committed Huizemark Franchisee, we will work with you to inspire and support your success story.

Huizemark - you're home.



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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