

TOGETHER WE WILL SUCCEED AND PROFIT

Stark REAL ESTATE

FRANCHISING
OPPORTUNITY



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Introduction

- ❑ Stark Real Estate franchising is about securing your future, we want you to know where you will be in the next 5, 10 or even 20 years.
 - ❑ Looking forward and being progressive is why we are so successful and that's one of the things that make us different from other real estate companies.
 - ❑ It's this, along with our attitude and determination that makes us different from the others and this will help put more business and profits your way as one of our franchisees.
 - ❑ Stark Real Estate was established in 2003. Since then in this short period of time Stark Real Estate has won "FINALIST" in the local small business awards ahead of other bigger named real estates agencies that have been operating in the local area for many years.
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Introduction

- During this short time Stark Real Estate has been so dynamic and responsive in its management and first class customer service that we won the Australian Better Business Insurance National Award for “BEST NEW BUSINESS 2004” beating hundreds of other businesses from all different industry groups across Australia.
 - This is the first time this National award had been won by any Real Estate in Australia.
 - Stark Real Estate currently holds one of the largest sales market shares in its area, this has been achieved through creating our own style.
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Introduction

- ❑ We know what works and that is the training that will be passed on to each franchise. Unlike some companies it doesn't stop there, ongoing support and training will continue as required during the life of the franchise.
- ❑ Your success is our success, we take pride in everything we do and that includes our franchises.
- ❑ Simply put, we open the door for you to step through and join us in securing your own future and achieving the lifestyle you desire.



Why Franchising ?

- Tired of working for someone else and helping them achieve their retirement goals?
 - Frustrated with trading your time for money and feeling
 - Underappreciated and underpaid?
 - Do you have a burning desire to be your own boss, write your own pay check, provide for your family, move into your dream house and take the type of vacations you really would like to experience?
 - If the answer is yes, then congratulations!! Owning your own business may be the answer to fulfilling your dreams providing you have the personality, skills and desire to succeed.
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Who and what is stark?

- ❑ Stark Real Estate is the new force in real estate and as a franchise owner you will be part of this new force. Together we will grow and profit.
 - ❑ My name is Philip Beers and for the past 20 years I have been working in the financial industry helping other people get rich. I am an Accountant by trade and hold a Diploma in Business, majoring in Real Estate Management at the distinction level.
 - ❑ As with Stark Real Estate my goal is to lead the industry, not just run with the pack but be in front of the pack. With this in mind Stark Real Estate was created.
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Who and what is stark?

- ❑ The Logo, its name and the colour scheme were no accident, they were chosen to stop people and make them look. The name STARK is simple but strong and easily remembered by those who see it. The bright combination of colours makes it stand out from the crowd and gives it high visibility from long distances.
 - ❑ Clients tell us they picked our sign out of a group of signs because of its clean lines and bright colours, even when our sign is being used in an area outside our normal target area.
 - ❑ We will be the Leaders in Real Estate and this is your chance to become part of a National winning team and own your own franchise.
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What does *Stark* offer?

- ❑ We have already spent many grueling hours honing Stark Real Estate into a successful business, we know it works and is a good profit making organization. When you purchase your franchise from Stark Real Estate you know it has been tested and it has succeeded.
 - ❑ You are purchasing a duplicate of a proven business method which has been designed to succeed and even win a National business award in today's economy
 - ❑ Real Estate is a highly specialized industry that requires a good sound business plan that is open to continuous development, an understanding of your market and the flexibility to move with that market and no business can perform without fully trained staff.
 - ❑ As a Franchisee of Stark Real Estate we have already laid down the foundations and set the wheels in motion for your success.
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What does *Stark* offer?

- ❑ From day one you start with properties to sell. Your computer systems are up and ready to go, your own stationary.
 - ❑ Everything is carefully organized to ensure from day one that you can operate as a fully functioning and organized real estate agency. We have everything covered even down to the kettle to boil the water for your tea and coffee.
 - ❑ Your training will have been completed and you and your staff will be ready to get your franchise up and going when the doors open for business. But it all doesn't stop here. We will monitor your progress to ensure that you are moving in the right direction.
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What does *Stark* offer?

- ❑ As new systems and or technology arise we will evaluate them and if successful, we will pass these upgrades on to our franchisees.
 - ❑ From day one we will be at your side assisting you in picking your location and fighting for you to ensure the best rental deal possible on your new premises.
 - ❑ We know what is required to be successful in this industry and are already a proven force, winning a National Award for Best New Business 2004. But we don't stop there. We are a progressive and growing organization that intends to be the leading name in Real Estate across Australia.
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What does *Stark* offer?

- As a franchisee you will have the chance to grow and profit with us. We will provide the tools and training, you will provide the time and dedication and together we will create a team with a winning focus on results and profits.



Success with Stark

- ❑ We are a highly motivated and dedicated organization that is how we have achieved reaching such a large sales market in our area.
 - ❑ Our clients see this high level of motivation and dedication and want this attention put on their properties. These same factors are what have drawn you to look at Stark Real Estate franchising.
 - ❑ You want to motivate your own financial situation and are dedicated to ensuring your financial future. You don't want to take a chance, you want your investment to work well and to achieve the type of profit you need.
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Success with Stark

- ❑ You are about to join a National winning team, that has a National winning system.
 - ❑ We did not win Australian Better Business Insurance's National Award for "BEST NEW BUSINESS 2004" by accident.
 - ❑ Our whole process has been set up to achieve our goals. We look forward to creating a stronger and smarter approach to ensure our future and yours.
 - ❑ Stark Real Estate intends on becoming one of the largest real estate players not only in Australia but across Australasia.
 - ❑ You now have the opportunity to grow with us in both strength, financial reward and personal satisfaction. By choosing a Stark Real Estate Franchise you are choosing to succeed.
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The Benefits with *Stark* Franchising

- Your low initial set-up fee has been geared to get you started.
 - When compared to other franchises in this industry our set-up fees in some cases are only 20% of our competitors rates.
 - We are not here to get rich on collecting set-up fees, we want long time investors and we intend to support them and help them grow into strong and profitable franchises.
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The Benefits with *Stark* Franchising

- Low initial set-up cost
 - Full training and support
 - Stock to sell from day one
 - Opportunity to earn back your initial outlay plus within the first twelve months
 - Low royalty plan
 - A proven system in today's economy
 - You are joining a National winning team
 - Fully functional Real Estate Agency from day one
 - You are your own boss
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Stark Franchise Set-up

What you get for your initial outlay of \$50,000.00 ?

- ❑ Over *\$18 million dollars of available stock from day one for sale at a 70/30% split conjunction agency rate
- ❑ Guaranteed **opportunity** to earn gross commission of \$80,000 to \$100,000 from the day you open
- ❑ A low 2% royalty fee to assist for the first year then the standard 4% royalty fee will apply after the first year. These percentages are applied to all gross income of the franchise.
- ❑ Registered business name



Stark Franchise Set-up

What you get for your initial outlay of \$50,000.00 ?

- ❑ Staff training to ensure high quality standards
 - ❑ All signage – shop, window, billboards, A-frame, open house signs and stands
 - ❑ All window photo holder display system plus card inserts
 - ❑ All pre-printed stationary with Business name, address and phone numbers – letterheads, business cards, letterbox flyers
 - ❑ All pre-printed stationary from Real Estate Institute – Exclusive agency selling agreements,
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Stark Franchise Set-up

What you get for your initial outlay of \$50,000.00 ?

- ❑ Sole agency selling agreements, Open agency selling agreements, Exclusive leasing agency agreement, Leasing agency agreement, Exclusive management agency agreement,
 - ❑ Application for Tenancy, Tenancy guides, Residential Tenancy agreement Parts 1&2 and Residential premises condition reports
 - ❑ General stationary – Pens, pencils, high lighters, scissors, envelopes, manila folders, lever arch files, suspension files, small calculator, liquid paper, paper clips, sticky tape, glue stick, rulers and clip boards
 - ❑ Organised computer programs – eg Sherlock
 - ❑ Trust Software, realestate.com, RP data, Payroll Program
 - ❑ Computer, computer printer, photocopier, digital camera, photo printer docking station, fax machine, paper shredder, telephone system, cordless drill, star post driver, microwave, kettle and bar fridge
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 - Sole agency selling agreements, Open agency selling agreements, Exclusive leasing agency agreement, Leasing agency agreement,

 - Exclusive management agency agreement, Application for Tenancy, Tenancy guides, Residential Tenancy agreement Parts 1&2 and Residential premises condition reports

 - Furniture – Reception counter, 3 x office tables, 3 x office chairs,

 - 3 x guest chairs, free standing partitioning, 2 x 4 drawer filing cabinets, 1 x stationary cabinets and 1 x bookshelf
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 - Furniture – Reception counter, 3 x office tables, 3 x office chairs,
 - 3 x guest chairs, free

 - Standing partitioning, 2 x 4 drawer filing cabinets, 1 x stationary cabinets
 - and 1 x bookshelf

 - *Denotes value may differ depending on current stock for sale at time.**
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