

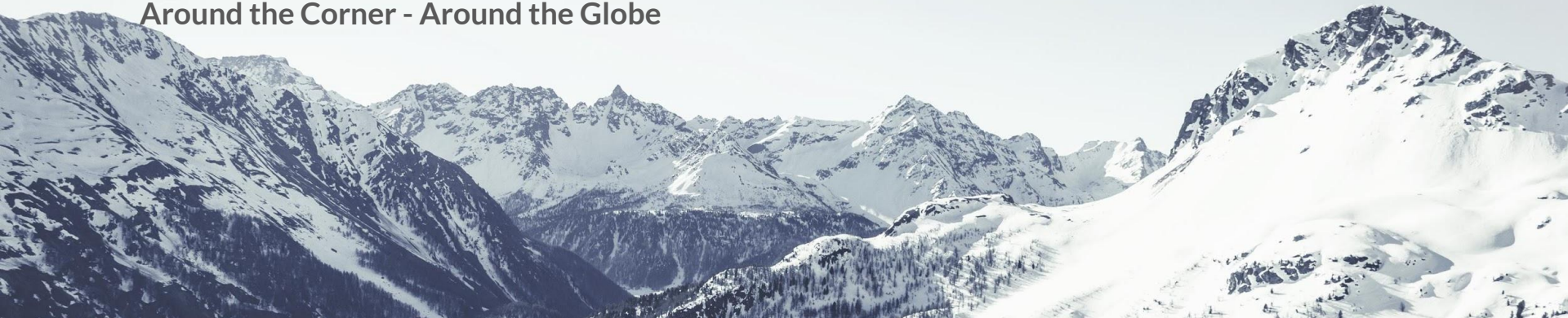


# CB Franchise Opportunity

Around the Corner - Around the Globe



**COLDWELL BANKER**  
REAL ESTATE IRELAND





Around the Corner - Around the Globe

Coldwell Banker, a Respected Global &  
National Property Brand Are Growing  
Our Success in Ireland - Explore Our  
New Innovative Opportunities...



# Local, National, Global, We're Trusted & Involved



Launch your new business with a trusted Global Brand.

Key name in the Industry since 1906 and in Ireland since 2006




Wholly Independently owned and operated

Be part of an ambitious, expanding & profitable network. Enjoy professional assistance & support in all aspects of your business.



Your website & IT provided - cutting edge ready to go technology, valuation tools, marketing, compliance assistance, administration & training, along with trade contacts and professional know how. And so much more...





## **Franchise Opportunities for exceptional individuals looking to own their own business. And for existing businesses looking to grow their profit**

We are keen to appoint professional and capable people to key and exciting locations where the Coldwell Banker brand will excel.

Whether you are an existing estate agent with the desire to grow and expand or an experienced individual with ambition to own and run a successful business, we're here to support you in making that dream come true







Partner with us & catapult  
your business to a running  
start



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# Franchise Services

Group Wide  
Support

Marketing

Website

CRM & IT

Business Pack

Digital Marketing  
inc. SEO & Social

Compliance

Branding

Consulting  
& Training

Global Connect

Global Luxury

Commercial

Structures &  
Next Steps

Team

FAQ's



# Group Wide Support

## 01

We are global, we are Irish. We are established and have everything you need to make your business a success. Our network, Global & Irish are incentivised to promote your success as will your business be incentivised to make the network a continued success

### **Coldwell Banker Support**

Ensures that you are not alone, together we find solutions to any problem - assisting with business operations and encouraging your participation to our network





# Marketing

**Extensive & positive media coverage for the brand are generated every year - Nationally & Globally**







# Technology

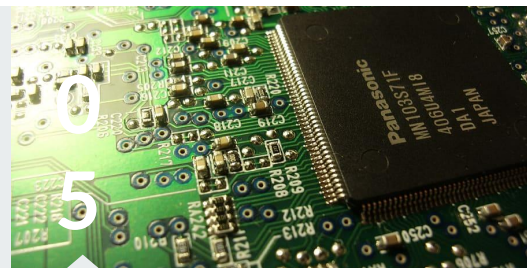


## Website

Cutting Edge, Inclusive, Bespoke to branch,  
User friendly website powering all your client  
facing requirements, endorsed & supported by  
our parent websites

## CRM

A leading CRM system to drive your business  
on every front. Efficiently linked to sales and  
marketing platforms allowing easy  
management of your operation.



## IT

From hardware to software, installation to  
support ; numerous cutting edge tech tools at  
your disposal. Your IT, ready to go



# Business Pack

## 06

We are ready! We have all the templates created - whether you need letters, email templates, valuation packs, advertising & brochure templates, signage, branding - all written, tried and tested and ready to go. Leaving you to go out and create your revenue

### **Coldwell Banker International & Global Luxury**

Creates access to our global brand & support network. Enjoy promotion to our International & Global luxury websites and affiliated markets



# Digital Marketing 07

A portfolio of digital marketing tools are available for various digital requirements. SEO and social media campaigns are organised from a bespoke user platform and come with training & support

- 01 | Active Campaign Digital Platform
- 02 | Working Templates for all social media ready to go
- 03 | Lead Generation software
- 04 | Valuation Tool
- 05 | Support & Training

sales analytics  
landing page  
digital marketing  
search engine optimization  
social media commission  
referrals targeting

Digital  
Marketing

Strategies Focused on Increasing The  
Reach & Visibility of Your Business.





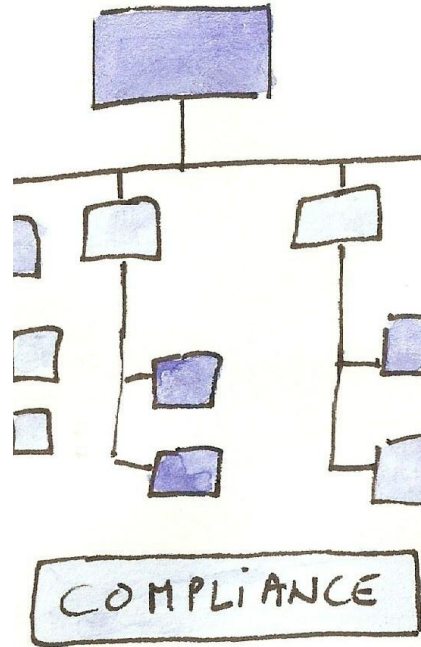
# Compliance

## 08

With more and more regulations and guidelines being introduced to the Irish property market, awareness and conforming to correct practise has recently become more & more complicated. Our network and dedicated compliance officers are on hand to assist.

### **Coldwell Banker Compliance**

Ensures that you are not alone, together we assist with your compliance decisions allowing for effective and competent action and procedures.







# Global

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## Consulting & Training

Being part of the Coldwell Banker network, opens doors by being able to draw on vast experience & know how. Avail of full training on business practices & procedures

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## Branding

Globally recognised, the Coldwell Banker brand is ready for use. Elegantly incorporated with the franchise identity, branding is strong and effective



## Global Connect

Ahead of competition, launch and market your sales offering through our International & Global Marketing platforms to an already established & captivated audience



# Global Luxury

## 12

Exclusive access to our Global Luxury Marketing Platform -  
Market premium properties to a global market

- Trademark platform exhibiting high-end property to a captive audience - [www.coldwellbankerluxury.com](http://www.coldwellbankerluxury.com)
- Unrivalled marketing ability
- 96,000 independent sales associates in approximately 2,800 offices in 41 countries and territories, culminates in extraordinary representation that crosses oceans, continents and language barriers





Coldwell Banker Commercial

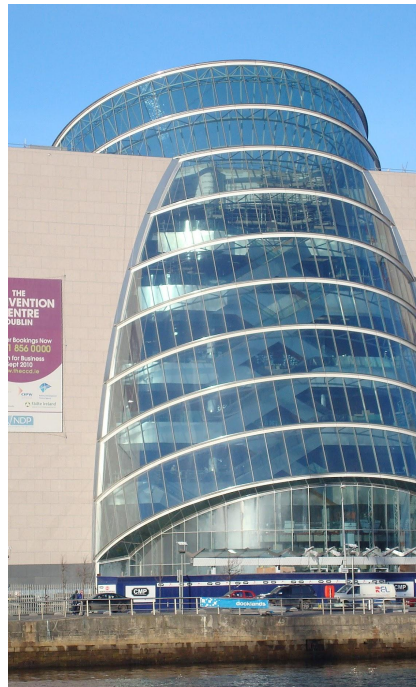
If your business is primarily residential why not add a commercial arm to your business - we are an experienced operator in Ireland backed up by our immense Global network.

## Commercial 13

Whether it is an already established real estate business or a new franchise, adding Coldwell banker Commercial will add value, credibility and know how, that is trusted & respected locally, nationally and globally

Our support network facilitates starting and growing your commercial business. We consult, we train, we ensure your commercial success.

We have have an array of tools & platforms to assist you from start to finish allowing you to launch an enviable market presence that is part of a significant commercial network.







# Commercial 13

Coldwell Banker Ireland Commercial Services

- 01 | Technology Hub - bespoke website, CRM system, digital marketing, lead generation software, SEO, Social and more
- 02 | Branding, Working Templates & business structures ready to go
- 03 | You will be able to offer Acquisition & Disposition Services, Appraisal & Valuation services, Landlord / Tenant representation, Asset & Property management,
- 04 | Valuation Tools; Market research & Analysis
- 05 | Support , Training & Compliance





# Franchise Structures 14

Coldwell Banker Ireland offers four franchise structures

- Conversions
- New Starts
- Commercial Only
- Re-Sales

All franchise structures offer strong growth opportunities



Conversions



New Starts



Commercial Only



Re-Sale



# Conversions

This is where an independent estate agency business converts / merges their existing brand to Coldwell Banker. Usually these business owners are looking to boost revenue, boost their prime market offering, add further income streams, enjoy the economies of scale that Coldwell Banker provide and be part of a strong network of businesses without losing the independent ownership of the office

Fact A	Annual fee	6%
Fact B	Annual Marketing Contribution	2%
Skill C	Initial Royalty Fee	€7k
Skill D	Receive shared inter-sale commissions	20%





# New Starts

New Starts is when individuals are looking to take the next steps in their career and want to open their own estate agency but with the backing of Coldwell Bankers brand recognition, established database & network. Franchisees can find this route highly rewarding in the long run as new start opportunities give potential franchisees the autonomy to set up the business and grow it how they see fit, right from the beginning. Can be an office or virtual business

Annual Fee	Office	6%	Virtual	10%
Annual Marketing Contribution	Office	2%	Virtual	3%
Initial Royalty Fee	Office	€10k	Virtual	€12k
Receive shared inter-sale commissions	Office	20%	Virtual	20%







# Commercial Only

This is where a residential estate agency business merges their existing brand with Coldwell Banker Commercial. Usually these business owners are looking to boost revenue, add further income streams with a recognised commercial arm, enjoy the economies of scale that Coldwell Banker provide and be part of a strong network of businesses without losing the independent ownership of the office

Fact A	Annual fee	Office	8%	Virtual	12%
Fact B	Annual Marketing Contribution	Office	2%	Virtual	3%
Fact C	Initial Royalty Fee	Office	€3k	Virtual	€5k
Fact D	Receive shared inter-sale commissions	Office	20%	Virtual	15%





## Re-Sale Purchases

Coldwell banker Ireland look to sell established offices from time to time. This could be down to the retirement or relocation of the existing franchisee. Normally 50% of resales are bought by new franchisees looking for the opportunity to enter the network and own an established business that has a history of trading income from an established lettings and management portfolio and sales pipeline.

Annual fee	Office	6%	Virtual	10%
Annual Marketing Contribution	Office	2%	Virtual	3%
Initial Royalty Fee	Office	€10k	Virtual	€12k
Receive shared inter-sale commissions	Office	20%	Virtual	20%





## Next Steps...

If you're interested in finding out more about becoming a Coldwell Banker Franchisee and owning your own Coldwell Banker Business - then we'd love to hear from you.

The first step is an initial, confidential, call / virtual meeting with one of our team to answer any questions you may have and to talk through some of the following:

- Your experience & current position
- Locations you are interested in
- Locating premises or virtual route options
- Funding & Finance
- How our services can benefit your plans
- Arranging a potential meeting at our Dublin office.



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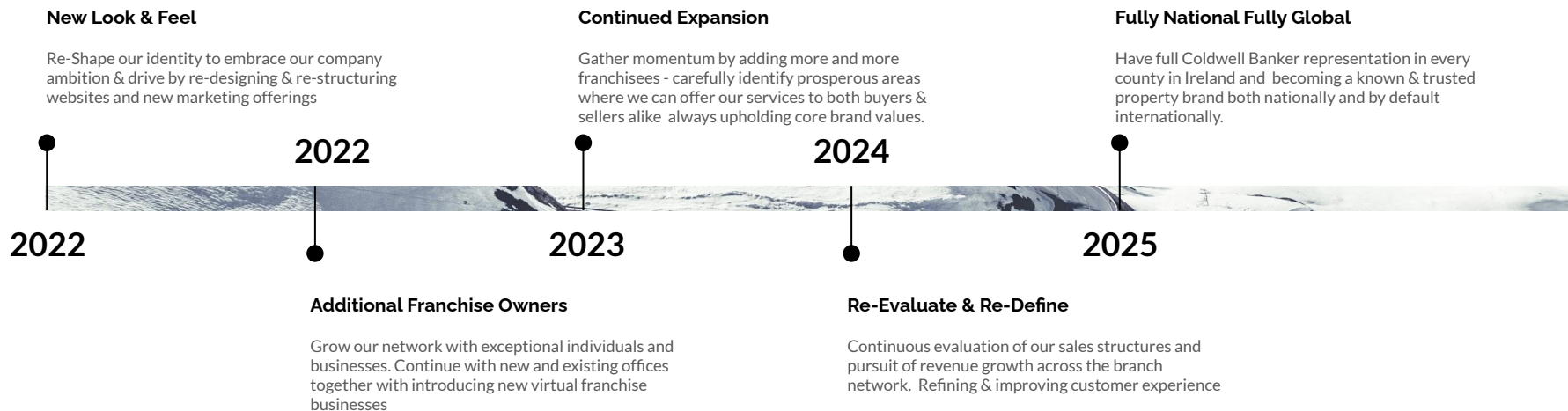
### Get in touch....

James Cleary  
Franchise & Sales Director

[James@coldwellbanker.ie](mailto:James@coldwellbanker.ie) Ph. 01 411 0012 or 086 440 3008



# Vision







# Team

A wealth of experience our team are motivated to promote your dreams and ambitions through the Coldwell Banker brand.





CEO

# Nick Hughes

A successful solicitor and entrepreneur, Nick acquired the Coldwell Banker master franchise for Ireland in 2006. A specialist in commercial property, Nick is encyclopedic in his knowledge and is a safe hand in guiding the business to a new era





Franchise & Sales Director

# James Cleary

Recently returned from London having gained a huge experience in the property market as an estate agent and property finder, James brings with him a wealth of knowledge and experience in property and in franchise management





CTO

# John Kennedy

Johns involvement in technology spans far & wide - he has owned and been involved in software businesses for most of his professional career. His IT contribution to every aspect of the Coldwell Banker network is ground breaking.





# Frequently Asked Questions



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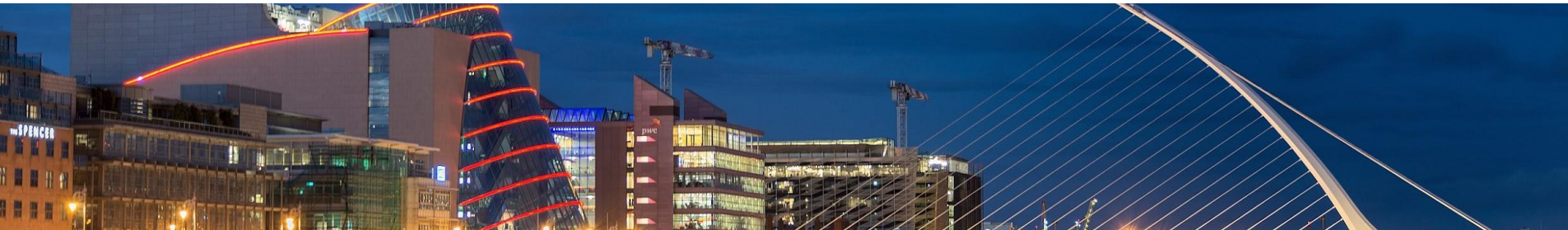




## Franchising Frequently Asked Questions (FAQ's)

Starting your own business is an exciting venture, however it can also be daunting. There can be many obstacles to factor in to your decision to joining the Coldwell Banker network. Here at Franchising we get asked many questions by potential franchisees. We have listed our most frequently asked questions below.

This list is not exhaustive, so if you have any more queries please do not hesitate to call and speak to a member of the team who will be happy to talk you through anything further.





## How much will It cost me?

Depending on the type of franchise you take. Variable costs such as rental / purchase of premises , rates or service charges will have to be considered. A PSRA Business License, currently £1000 pa, is required for each franchise type. Outlined below are some cost indicators that should help when considering the setup of your new business

### For Conversion Franchises

As it is an established business converting to the Coldwell Banker Brand, the main set-up expenses will be branding such as signage, window display and Internal office display. We have the designs and logos etc. and will provide details once franchise terms are agreed. We are advised that a budget of €5k upwards could be required. The Coldwell Banker initial franchise fee is €7000 for a 5 - 10 year term for a conversion franchise. Franchise website is €2500 as well as €50 +Vat pcm for email & website hosting. Normal Estate agency running costs are the other considered costs after that.



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## How much will It cost me? (Continued)

### For New Start Franchises

New start offices will need to consider factors such as variations in size of site, refurbishment requirements and local competition which could affect their expenditure. Many commercial landlords require rent deposits that may eat into your capital. The Coldwell Banker fee is €10,000 for a 5 - 10 year term for an Office New Start franchise or €12,000 for a Virtual New Start franchise. Franchise website is €2500 as well as €50 +Vat pcm for email & website hosting.

### For Commercial Only Franchises

operating as an established residential business, adding the Coldwell Banker Commercial Brand to your agency will mean that the main set-up expenses will be branding such as signage, window display and Internal office display. We have the designs and logos etc. and will provide details once franchise terms are agreed.

Already



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Franchise & Sales Director

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## How much will It cost me? (Continued)

The Coldwell Banker initial franchise fee is €5000 for a 5 - 10 year term for a conversion franchise. Franchise website is €2500 as well as €50 +Vat pcm for email & website hosting.

### For Re-Sale Franchises

Although benefitting from a business that is already established, the new franchisee may have to appoint new premises etc. to continue business and all the same considerations as a new start franchisee would have to be taken into account. It is possible the the re-sale Franchise is an office or a virtual entity. The Coldwell Banker fee is €10,000 for a 5 - 10 year term for an Office Re-sale franchise or €12,000 for a Virtual Re-Sale franchise. Franchise website is €2500 as well as €50 +Vat pcm for email & website hosting.

Although



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## How long does the process usually take?

From initial phone call you will meet with one of our team to discuss possibilities in more detail. From there, and if both parties deem a partnership to be of satisfaction due diligence will commence on the individual. This process usually takes 2-4 weeks. Note The big variation in timelines comes from the ability to find and secure suitable premises. For virtual franchisees the process is shorter. Given that the virtual franchisee does not necessarily require premises, the process can happen more quickly - often 1 - 2 months

For Independent estate agents looking to convert to the Coldwell Banker network, the process can take approximately 3 months. For individuals looking to launch a Coldwell Banker office as a 'New Start'; the process takes a similar time. This can be dependent on a number of factors including hiring staff and finding the right shop - branding and office preparation



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## How is my territory / area decided?

Each Coldwell Banker business have individual territories to work within, based on research and typical market trends. We will work with you to agree a suitable territory which will enable you to run an attractive business, covering sufficient volumes of property

## How big is my territory?

Territories will reflect the natural reach of areas – typically rivalling other agencies coverage. Variations in territory size do exist- for example; in cities where the properties turnover on a quicker basis like Dublin, the territories may be less than a mile or two across, whereas market towns where homes may be lived in for an average of 10 years plus, the territory may reach for miles across.



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## What areas are available?

We have a number of areas that are available for Franchise opportunities. We are developing the Munster region currently as we have had a good sales record in the region and wish to enable further agents to enjoy the benefits of our success.

We would happily consider most areas and would welcome a private and confidential chat to discuss further

## Can I own more than one franchise?

Yes of course - we encourage it! We will support you in opening another office when the time is right.



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## What if there is a Coldwell Banker office in my area already?

We will not open two offices in the same area as the territories are exclusive to each franchise agreement. From time to time some overlapping may take place at the edges of territories. However It ma that a nearby area will be available as we are currently in the process of expanding nationwide. We do allow Joint Ventures, but that is a decision to be made with your neighbouring office and not to do with Coldwell Banker Affiliates Ltd.

## How long is the contract?

The agreements are on a 5 - 10 year term (renewable).



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## How much support is there?

Behind the scenes in our Dublin head office, we are dedicated to supporting each and every office / territory owner regardless of location or size.

Support in Marketing, PR, Business Affairs, IT, Accounting, International & Luxury, Compliance and Financial Services is always available. We also offer training where required and assist you from initial set-up to continued operation of your business.



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# Thank you.

