

# **CHOICES**

## **FRANCHISE OPPORTUNITY**



**FRIDAY 28TH NOVEMBER 2008**  
**Presented by**  
**Choices Chairman Simon Shinerock**

# Agenda

- Why we are Franchising
- What we can offer our Franchisees
  1. Brand
  2. Know How
  3. Back up and Support
- What we are looking for in our Franchisees
- How much will it cost
- What happens next

# 1. Why are we Franchising?

# A Top 100 Estate agent

- 11 offices in Surrey Sussex and South London
- 120 Employees
- Dynamic growth even during the credit crunch

# Choices has become a National Brand

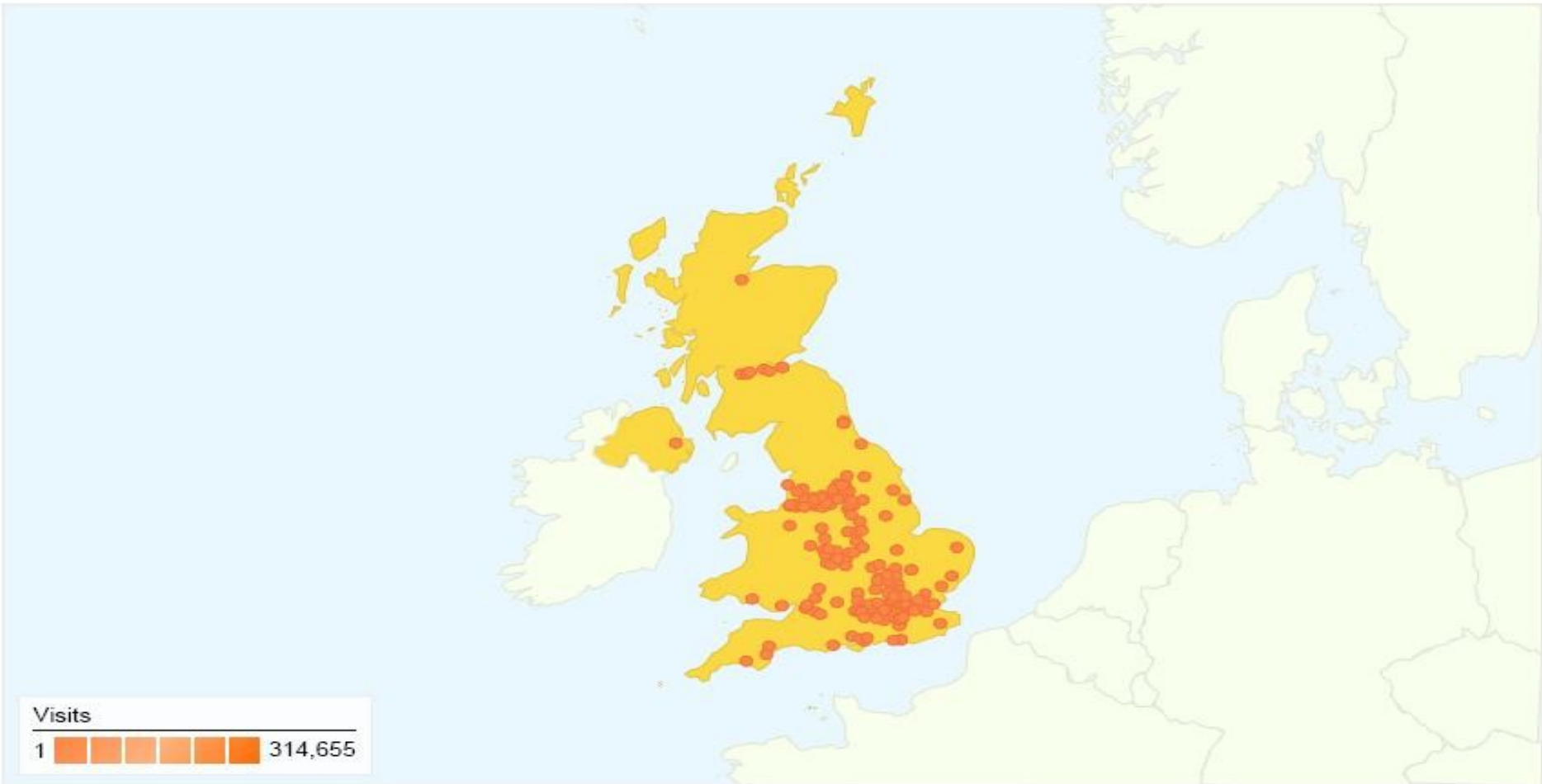
www.choices.co.uk

**Country/Territory Detail:**

United Kingdom

13 Nov 2006 - 12 Nov 2008

Comparing to: Site



**This country/territory sent 1,227,517 visits via 1,430 cities**

# How Have We Done it?

- Marketing
- Advertising
- Investing in ourselves
- Hard work
- perseverance

# Choices: A National Brand-homepage

**CHOICES**

Choose Innovation • Choose Freedom • Choose Choices

Home

For Sale

To Let

Free Valuations

Auction Service

Below Market Value Property

Discounted new property

UK Wide Investment Property for sale and wanted

Chain Breaking Service

Free Property Investment Tutorial

Free Property Investment Consultation

Overseas Property

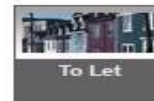
## Welcome to Choices



Chairmans Message



For Sale



To Let



Investment Property



Overseas Property



Property Seminars



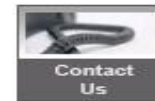
Mortgage Desk



Special Reports



A Career with Choices



Contact Us

**Properties located in :** [Caterham](#), [Coulsdon](#), [Crawley](#), [Croydon](#), [Horley](#), [Redhill](#), [Sutton](#), [Brighton](#), [East Grinstead](#), [Haywards Heath](#) and [Hove](#)

**Also view:** [Investment Acquisitions Properties](#) and [Overseas Properties](#)

### **STOP PRESS: FREE HOME INFORMATION PACKS**

#### **An Overview of Choices**

Choices was established in June 1989 with a mission to create a new kind of estate agency, one built on a relationship of trust where we could offer our clients all the services they needed under one roof together with the advantages of shorter lines of communication, economies of scale and of course cost effectiveness.

# Choices: A National Brand- Find a Property

FindaProperty.com

my FindaProperty  
0 saved properties

Buy Rent New Homes Overseas Estate Agents

Buy Home UK

Search 624,115 properties for sale and rent from 9,443 estate agents

Quick Search

Location  
place or postcode  
(e.g Brighton, BN1)

Price Range  
£min

£max

Min Beds  
0

Find a Property

User Offers

**CHOICES**  
Property Acquisitions & Investments  
Cash in on the Credit Crunch  
Find Auction Property  
Find Repossessions  
Find Help and Advice

Search property for sale through UK estate agents

UK estate agents, flats and houses for sale with FindaProperty.com - Search properties for sale in the UK:

- London
- East of England
- East Midlands
- North East England
- North West England
- South East England
- South West England
- West Midlands
- Yorkshire and the Humber
- Wales
- Scotland
- Northern Ireland



# Choices: A National Brand-Primelocation

**location** e.g. London, SW3, Bath, Sussex

east grinstead

Would you like us to email you when new properties like this become available?  yes  no

**price range** **property type** **min bedrooms**

No minimum  No maximum  House & Flat  Studio

minimum maximum

**keywords** [what's this?](#)


match any  match all

**Marketing a property in England or Wales? Agents, why pay more for your HIP?**

Estate agents can order HIPs directly from Primelocation.com from only £275 + VAT\*.

Primelocation.com HIPs are comprehensive, compliant, competitively priced and from a name you can trust.

[Order yours now or find out more.](#)



**Home Information Packs from only £275 + VAT\***



results 1 - 10 of 249 properties | [prev](#) [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) ... [24](#) [25](#) [next](#) [view simple list of first 200 results](#)

sort by:  Price High to Low  added:  All  don't show properties  under offer  without photos [rss](#) [save search](#) [save as property alert](#) [close map](#)

[Guide Price of £8,000,000](#) [House](#) [8 bedrooms, 5 reception rooms, 8 bathrooms](#) [find a mortgage for £8,000,000](#)

[schools](#) [restaurants](#) [transport](#) [attractions](#)

[The Old House Estate, Ardingly, West Sussex](#)  
A slice of rural England  
[view details and images](#)



**CHOICES**  
Property Acquisitions & Investments

**Cash in on the Credit Crunch**  
[Find Auction Property](#)  
[Find Repossessions](#)  
[Find Help and Advice](#)

# Choices: A National Brand-Property Finder

## Choices Auction Advice Service

The UK auction market is still the best way to find bargain properties which can be bought for well below market value. Our information service closely monitors all of the 200 individual UK auction houses who list over 3000 lots per month!

- ◇ **Learn how property auctions work** and some industry secrets by utilizing our extensive experience in this sector.
- ◇ **Targeted alerts:** As soon as a property that matches your criteria becomes available we contact you immediately.
- ◇ **Personal advice and information** from our team of expert advisors concerning:
  - Legal advice
  - Mortgage Advice
  - Bidding technique advice



# Choices: A national brand- Google Adwords

sell property fast - Google Search - Windows Internet Explorer

L:\sell property fast - Google Search2.htm

File Edit View Favorites Tools Help

sell property fast - Google Search

Web Images Maps News Shopping Mail more ▾

Google

sell property fast Search [Advanced Search](#) [Preferences](#)

Search:  the web  pages from the UK

Web Results 1 -

**Sell Your House Fast** Sponsor  
[www.a-quick-sale.co.uk](http://www.a-quick-sale.co.uk) Sell your house within 7 days. Cash in days, get started today!

**Sell NOW, CASH in 7 days**  
[www.TheSmarterChoice.co.uk](http://www.TheSmarterChoice.co.uk) We will try to match or BEAT any cash offer, Money in 7 Days

**We Pay up to £12,500 More**  
[RapidPropertyBuyers.biz](http://RapidPropertyBuyers.biz) Guaranteed Cash Sale in 2-28 Days. Rent Back Offer With Secure Tenancy

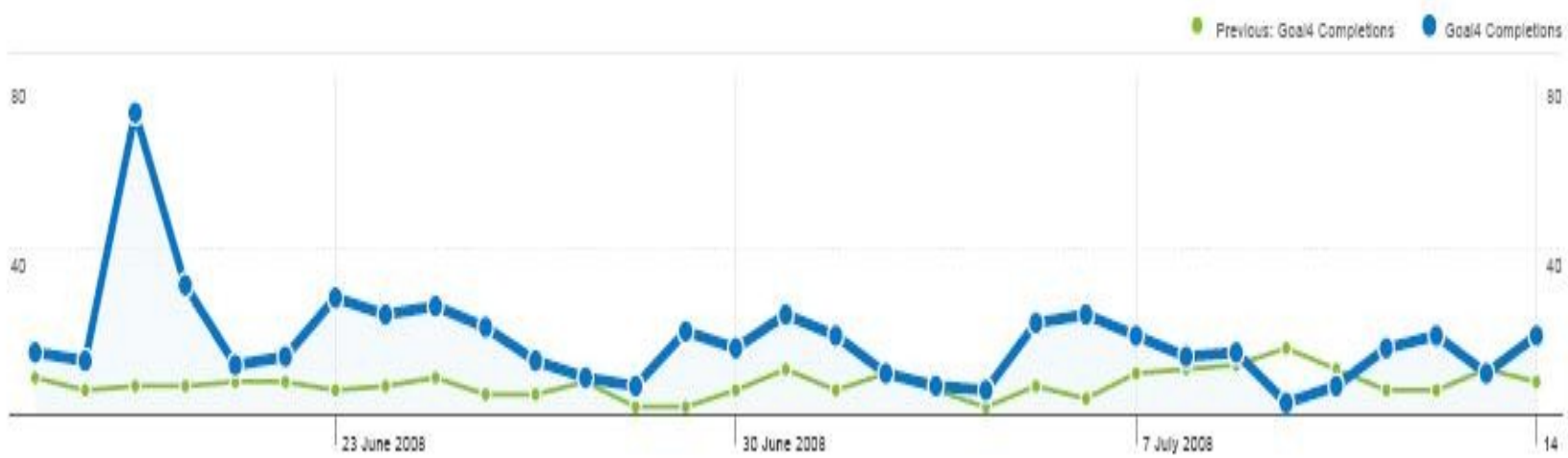
**Choices - Properties Wanted**  
If you want to **sell** your **property** now without paying estate agent fees you should know that at Choices Acquisitions we have thousands of investment buyers ...  
[www.choices.co.uk/pfiWanted.htm](http://www.choices.co.uk/pfiWanted.htm) - 16k - [Cached](#) - [Similar pages](#)

# 2007 vs 2008

www.choices.co.uk

## Total Conversions

17 Jun 2008 - 17 Jul 2008  
Comparing to: 17 Jun 2007 - 17 Jul 2007



**555** conversions of "Property Wanted"  
Previous: 232 (139.22%)

# In Summary

- Over 1 million unique visitors to our website every year
- Over 200 million page impressions every month
- Acquisitions service has had over half a million investor enquiries in the last 7 years
- From all over the UK

# Nationwide Brand-Nationwide Network

- Everyone comes to us or deals on the phone
- Face to Face is best for us
- Best for our clients

# What our Brand means to you

- We will already be known in your territory
- Local Leads

# Know How

- **Property Investment**

# The Need for Property Investment

- Most people cannot achieve financial security by work alone
- Pensions are not a viable solution
- Buying property remains the only way that most people can avoid poverty in old age

# The Need for our service

- Economies of scale
- Collective bargaining power
- Expertise
- Experience
- Safety in numbers

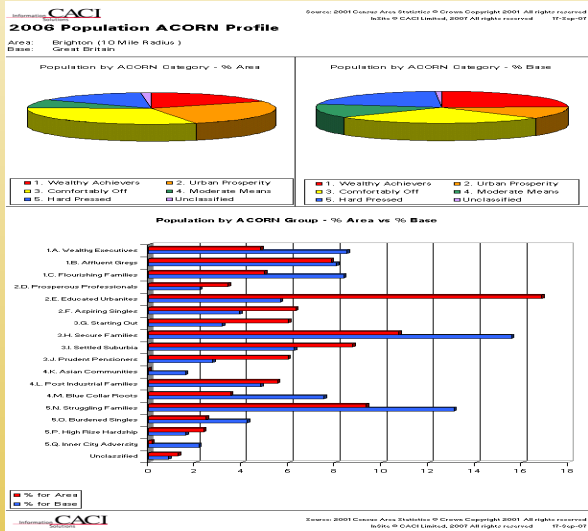
Our proposition is a simple one, 'our clients are better off with our help than going it alone'

# Service Summary

- Auction information
- General advice
- Below market value properties
- Discounted new properties
- Overseas Investments
- Research analysis evaluation
- Due Diligence

# The Right Tools

# Due Diligence



House prices for Bowness Crescent, Kingston Upon Thames (England & Wales) - Windows Internet Explorer

http://www.rightmove.co.uk/action/SoldPricesAction?eventssubmit\_dodetailedresults=1&outcode=SW15&incode=3QN&type=

File Edit View Favorites Tools Help

House prices for Bowness Crescent, Kingston Upon T...

rightmove.co.uk  
The UK's number one property website

Find out first! Sign up for email alert

For sale | To rent | New homes | Find agents | House prices

### House prices for Bowness Crescent, Kingston Upon Thames (England & Wales)

10 properties found

Results per page: 20 Go

Deed date	Address	Type	Tenure	Price
19 Feb 2007	57 Bowness Crescent, Kingston Upon Thames, London, Greater London SW15 3QN	Semi-Detached	Freehold	£365,000
16 Feb 2007	51 Bowness Crescent, Kingston Upon Thames, London, Greater London SW15 3QN	Semi-Detached	Freehold	£500,000
11 Dec 2006	59 Bowness Crescent, Kingston Upon Thames, London, Greater London SW15 3QN	Semi-Detached	Freehold	£345,000
22 Sep 2006	45 Bowness Crescent, Kingston Upon Thames, London, Greater London SW15 3QN	Semi-Detached	Freehold	£415,000

Best Price Guide - Windows Internet Explorer

http://www.rightmove.co.uk/mpk/mr/reports/mr/search.action

Best Price Guide

Choose Area - Choose criteria - Select property - Create report - Preview report - print, pdf or email report

Sort by: price, bedrooms

10 properties in SW15 3QN less than £500,000 marketed by all agents on Rightmove from 28-12-2000 until 29-03-2008

Include Sold Price History

**Offers in Region of £475,000** For sale  
 4 bedrooms Semi-Detached  
 Kingston Vale, London, SW15  
 Marketed from: 19-12-2007

An impressive four bedroom, two bathroom family home in the Kingston Vale area. With a spacious 21 x 17'8" open plan reception and dining area the property lends itself to entertaining and family life. The property further benefits from off street parking as well as a pretty rear garden. (cont...)

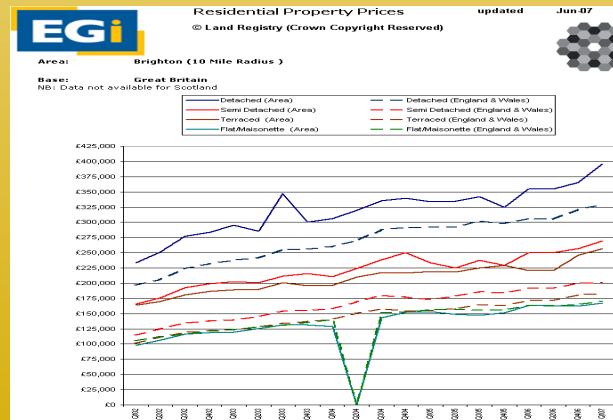
Extra pictures, floorplans and map available  
 Marketed by Gascoigne-Peers, Putney. Telephone 0845 402 4055 (BT 4p/min)

**£410,000** Archived  
 3 bedrooms Semi-Detached  
 Putney, London, SW15  
 Marketed from: 16-06-2006 to 18-08-2006 (64 days)

Sold STC An impressive 4 bedroom family home in this popular residential area, with a large open plan reception and dining area the property lends itself to entertaining and family life. (cont...)

Extra pictures and map available  
 Marketed by Gascoigne-Peers, Putney. Telephone 0845 402 4055 (BT 4p/min)

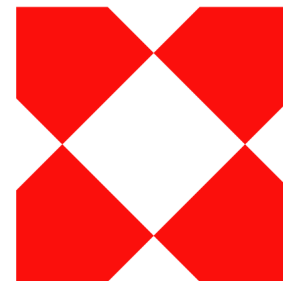
Sold Price History: 22 Sep 2006: £415,000



# The Right Tools



# Contacts



# What We Have Achieved

- Over 500000 enquiries
- A data base of over 120000 active investors
- Over 14000 paid subscribers
- Over 1000 retained clients

# The Future of Property Investment

- Becoming a main stream business
- Favourable tax structure
- The rise of the Property Investment Advisor

# Lettings

- Experience
- Achievements
- Know How

# Lettings: Total Income History



# Lettings: Brighton Office Income History



# Lettings Achievements

- Over 2300 Properties under management
- Income around £3M year on year
- Over 30% annualised growth

# Lettings a Regulated Business

- **NALS, Ombudsman**
- **TDS for Deposit Monies**
- **GSI, EPC, PAC Test**
- **Money Laundering & Taxation**
- **Reference Checks**
- **Inventories & Inspections**

# The Future Of Lettings

- A growth Market
- The Housing act 1988
- The European Model

# A Unique Proposition

- Property Investment
- Lettings

# A word about Home Sales

- Not the right time now
- Things will change
- Another string to your bow

# Back up and Support

- In House Training
- On the Job Training
- Access to experienced people to back you up

# The Franchise Territory

- Post code based
- 100-150000 population
- 200 Franchisees

# The Costs – Our Fees

- £15000 Franchise Fee
- 9% regular fee for lettings
- 50/50 Commission split on acquisitions

# The costs – Working Capital

- Work from home
- Serviced Office
- Shop
- Discussed one on one

# Earning Potential

- £250 Basic subscription
- £1500 Retained Client
- £3000 Average gross commission
- £1000 Plus Average annual Lettings fee
- Unlimited earning potential
- Set your own limits
- Discussed one on one

# What are we looking for

- A high level of energy
- A high level of integrity
- A belief in the service
- Commitment
- Team players
- Relationship builders
- Communicators

# What is the next step?

- **Sign NDA**
- **Take away franchise agreement**
- **Book an Interview**
- **Reserve territory**

# **CHOICES**

## **FRANCHISE OPPORTUNITY**



**Thanks for Listening**