

## **LJ HOOKER IS LOOKING TO PARTNER WITH REAL ESTATE PROFESSIONALS IN INDIA**



We want to talk to like minded realtors who wish to take their business to the next level and reap the rewards that come with being a recognised market leader.



Partner with LJ Hooker and provide  
Total Real Estate Solutions<sup>®</sup> to the Indian market.

**BECOME AN LJ HOOKER FRANCHISEE**

and supercharge your business profitability

**Total Real Estate Solutions**

## WHO IS LJ HOOKER?

LJ Hooker is an international real estate company with a network that today spans 12 countries with more than 700 franchise offices and over 10,000 staff.



The company was founded by Sir Leslie Hooker in 1928 in Sydney Australia, and has grown to become one of the worlds leading property marketing agencies.

Today, our mission is to provide a 'one stop shop' experience for the public that satisfies all their real estate needs. This creates many opportunities to our franchise owners, both in terms of increased income and increased profitability.

LJ Hooker is currently capturing all parts of the transaction cycle in order to provide the customer with greater value and an exceptional experience, whilst at the same time providing our franchise owners increased income and greater customer loyalty.

LJ Hooker offices provide services to assist customers in buying, selling, renting and property management, both for residential and commercial property.



## WHAT EXACTLY IS A FRANCHISE?

A franchise is a business arrangement where the developer of a business concept grants others the licensed right to own and operate a business based on the franchisor's business concept, using its trademarks, systems and logo's.

What are the benefits of joining a franchised network?

Less risk and higher profits - if you are set on working for yourself in business, but you want the benefits of an international brand and fine tuned operating systems; you should consider buying into a franchised business.

### The LJ Hooker Offer

The primary pillars of the LJ Hooker offer;

- Business Systems and Support
- Technology
- Comprehensive product strategy
- Brand
- Network
- Project Marketing

	How LJ Hooker can assist your business
Business Systems and Support	Tried and tested methods in the areas of profit optimization, database management, marketing, staff recruitment & retention, and general business operating systems are readily available. Access to ready to use marketing materials, contracts and accurate reports allow the business owner to maximize every opportunity.
Technology	You get proprietary use of Evolution 2 software allowing the efficient and effective management of your office. Keep track of every listing, every buyer and all income. E2 also includes a complete Property Management module allowing you to run a large management portfolio. Every LJ Hooker office also has access to a world class international website to project their properties to the world, all with auto loading through the E2.
Comprehensive Product Strategy	A comprehensive product mix that allows you to maximize your income from all streams. You get assistance with residential sales, leasing and property management plus commercial sales, leasing and management.
Brand	A brand that is recognized internationally with over 10,000 staff in the field worldwide. A brand built over 80 years with a reputation for trust and integrity.
Network	Network of offices & a powerful website would expand your reach across the country and around the world. This gives franchise owners easy access to properties & customers globally.
Project Marketing	LJ Hooker Project Marketing has exclusive marketing tie-ups with various developers across the country. This gives our franchise owners access to a large volume of developer stock across various cities in India.

## WHY JOIN THE GROWING LJ HOOKER NETWORK?

- LJ Hooker has **business systems** that will allow you to increase your transactions and **increase your profits**
- LJ Hooker has 'in house' state of the art **IT solutions** to assist you to **better manage** your real estate business
- LJ Hooker has an **international web site** that attracts almost **1 million visitors** every month
- LJ Hooker has **training solutions** and materials to allow you to get your people to **world best practice standards**.
- LJ Hooker has a **Project Marketing** vertical to give you **access to new product stock** pan India
- LJ Hooker is recognized as a leading **International** real estate company
- LJ Hooker provides both **Brokerage** and **Property Management** Solutions
- LJ Hooker has been in business **for over 80 years**
- At LJ Hooker we **sell a property every ten minutes** of every working day
- LJ Hooker has a global network of over **700 offices** with **multiple office locations existing across India**. (Bangalore, NCR, Mumbai, Hyderabad, Ahmadabad, etc.) And offices set to open in Pune, Goa, Cochin, Mysore and Chennai.
- LJ Hooker bring the **professionalism**, experience and the security of an **international Superbrand ®**
- LJ Hooker does it all and does it better, with **additional income opportunities** in a **one-stop-shop** through aligned services
- LJ Hooker has introduced **ethical practices** in real estate businesses, such as, **transparency** in conduction business transactions, a **one-party commission** charge and use of **standardized** forms

### Who should join LJ Hooker?

- Seasoned real estate professionals who are looking at taking their business to the next level.
- IPC professionals with an excellent track record who are looking at venturing out on their own.



## THE BENEFITS OF AN LJ HOOKER FRANCHISE

	<b>Franchise with L.J Hooker</b>	<b>Independent Business</b>
<b>Trade Name</b>	You will have the right to use an established trade name, marks, logo and style. The franchise business will be indistinguishable from others in the network so you can capitalise on 80 years of trading by over 700 offices.	You will need to establish your own name, which requires time. The brand name will not be known nationally or internationally.
<b>Known Product and Service</b>	Your services will have public acceptance in the Indian and international market.	It takes a long time to establish a product/service and build up public acceptance for a sole trader.
<b>Training</b>	Training is essential if you are to improve your business and profitability. There is on-going direct training plus delivery on line in all aspects of the real estate business.	Your business will be based round your skills. The management will depend on your own capability.
<b>Proven Business</b>	An 80 year track record and over \$30 billion in annual sales says it all	Your business will be totally unproven.
<b>Package</b>	You're buying a complete business franchise format from image to operating systems and software.	As you will have little external support, your business will start small and will require time to develop
<b>Advertising</b>	Every time any office advertises you benefit from the branding. You are also given full templates and have a national buy rate.	This is entirely down to you. You have to devise and produce your own material and select the best media.
<b>Sourcing of materials and supplies</b>	LJ Hooker specify material type/quality for most products and will assist to source certain supplies. In most cases you can also take advantage of bulk discounts.	You need to shop around to get the best deals. Initially you will be buying in small quantities and therefore the costs will be higher.
<b>On-going Help &amp; Support</b>	You will have the benefit of a trouble shooting service from the franchisor as and when required. Field staff will also visit franchisees and help prevent the build-up of problems	You're on your own and there are no preventative visits
<b>Selling the business</b>	You get value for the brand and systems plus the franchisor will help source a buyer.	You have to find your own buyer.

Enquire now and find out if you qualify to join the team at  
LJ Hooker - and supercharge your business profits!

Business Development

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**[www.ljhproperty.com](http://www.ljhproperty.com)**

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