

Why Harcourts?



You Harcourts

Franchisee Benefits

Global Network	✓
National Network	✓
Tasmanian Network	✓

Marketing Benefits

International Media Kit by Country	✓
Exclusive International Luxury Marketing brand	✓
Quarterly Luxury International Property Mag (print/e-book)	✓
TAS Bluebook Magazine (print/e-book)	✓
12 mth Contemporary template Campaign for Office/Agent	✓
Monthly Marketing Material for office/Agent	✓
Office Marketing - print/online	✓
Agent Marketing – print/online	✓
Brand Standards Website	✓
Corporate Branded Car Signage	✓

Technology

Company Owned Software	✓
One System One Solution	✓
Contact Management	✓
Customised Contact Trail Campaigns	✓
Email Marketing System	✓
Subscription Newsletters from User	✓
Online Q&A Chatroom	✓
SMS System	✓
QR Codes	✓
Harcourts TV & Mobile	✓
Access & Market all TAS Listings Online	✓
Appraisals Section	✓
Auto upload to major portals	✓
Online Advertising System	✓
eOne – Contact Management App	✓
eCampaign – Listing Presentation App	✓
eInspect App – Property Management Inspection App	✓
Online Tutorials	✓
Electronic Magazines in all viewing formats	✓

You Harcourts

Websites

International Websites	✓
National Website	✓
Individual Office Websites	✓
Individual Sales Consultant Websites	✓
Individual Property Management Websites	✓
Individual Property Websites	✓

Property Management

Office & Recruitment Marketing	✓
Listing Systems & Resources	✓
Full Library Resources Online	✓
State Based Property Management Co-Ordinator	✓
I maintain Maintenance System	

Financials

Office 12 month Business Plan	✓
Property Management 12 month Business Plan	✓
Sales Consultant 12 Month Business Plan	✓
Online self paced business planning	✓
KPI Office Management	✓
KPI Sales Consultant Management	✓
Online finance/reporting tools	✓

Online Client Surveys

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Communications Department

PR Releases	✓
Quarterly Internal Staff Magazine	✓

National Online Referral Wizard

	✓
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Why Harcourts?



	You	Harcourts
Academy		
RTO Status		✓
Online Self-Paced Training		✓
Webinars		✓
Classroom Learning		✓
Resources for all departments		✓
Online Academy		✓
Online Video Library		✓
Letters, Scripts & forms Online		✓
Future Leaders Course		✓
Administration Course		✓
Sales Consultant Courses		✓
Auctioneers Courses		✓
Property Management Courses		✓
Extensive Technology Training		✓
Social Media Training		✓
Management Course		✓
In Office Training Online		✓
Specialist Workshops		✓
State Based Academy Training		✓
International Recognition		
Office Performance		✓
Sales Consultant Performance		✓
National Recognition		
Office Performance		✓
Sales Consultant Performance		✓
Property Management Performance		✓
Administration		✓
Rising Star		✓
Tasmanian Recognition		
Office Performance		✓
Sales Consultant Performance		✓
Property Management Performance		✓
Administration		✓
Rising Star		✓

	You	Harcourts
Events		
Quarterly Awards		✓
Tasmanian End of Year Awards		✓
National Awards		✓
National Conference		✓
Business Leaders Conference		✓
Business Owners Meetings		✓
Business Owner Christmas Function		✓
Group Christmas Function		✓
Additional Services		
Company owned not for profit Foundation		✓
Complete Connection Service (Harcourts Complete)		✓
Australasian Mortgage Brokering Business		✓
Harcourts Loyalty Program/Card		✓
Strand Insurance		✓
State Corporate Support Team		
Corporate Visits		✓
CEO & Franchise Development Manger		✓
Business Operations Manger		✓
Property Management Operations Manager		✓
Events Manager		✓
Academy State Trainer		✓
Corporate Support Person		✓

