

Franchise Checklist



Harcourts means more than simply being associated with a world renowned brand, it means gaining the marketing, cutting edge systems, world class training and support of the Harcourts network – locally, nationally and globally. We are proud of our brand as we are valued by our members for our complete proposition. How does your proposition compare?

	You	Harcourts
Franchisee Benefits		
Global Network		✓
National Network		✓
Victorian Network		✓
Marketing		
International Marketing Email to 7000 offices		✓
Exclusive International Luxury Marketing		✓
Quarterly Luxury International Property Magazine (print/ebook)		✓
Victorian Magazine (print/ebook)		✓
12 month contemporary templated campaigns		✓
Over 100 templated campaigns		✓
Office Marketing		✓
Agent Marketing		✓
Brand Standards website		✓
Corporate branded cars		✓
Technology		
Company Owned Software		✓
One System One Solution		✓
Contact Management		✓
Customised Contact Trail Campaigns		✓
Unlimited Customised Marketing Groups		✓
Email Marketing System		✓
150 Pre-written articles		✓
100+ Banner templates		✓
Automatic Subscription Newsletters		✓
Online Chatroom with Network		✓
SMS System		✓
QR Codes		✓
Harcourts TV & Mobile		✓
Access & Market all Victorian Listings online		✓
Appraisals & CMA Section		✓
Auto-upload to major portals		✓

	You	Harcourts
Technology (continued)		
Online Advertising System		✓
Mobile Agent – contacts, tasks & property app		✓
Listing Presentation iPad app		✓
Online Tutorials		✓
Electronic Magazines in all viewing formats		✓
Websites		
National website		✓
State website		✓
Individual Office website		✓
Individual Sales Consultant website		✓
Individual Property Website		✓
Individual Property Manager Website		✓
Helpdesk to all staff		
Property Management		
Office & Recruitment Marketing		✓
Listing system & resources		✓
Full Library resources online		✓
Forms, Checklists & Procedures		✓
Monthly Training		✓
Dedicated National Property Management website		✓
Financials		
Office 12 month Business Plan		✓
Sales Consultant 12 month Business Plan		✓
Property Management 12 month Business Plan		✓
Online self-paced business planning		✓
KPI Office Management		✓
KPI Sales Consultant Management		✓
Online finance/reporting tools		✓

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You Harcourts

Online Client Surveys	✓
Communications Department	✓
PR Releases	✓
Quarterly Staff Magazine	✓
National Online Referral Wizard	✓
Academy	
RTO Status	✓
Online Self-paced Training	✓
Webinars	✓
Classroom learning	✓
Resources for all department	✓
Online Academy	✓
Accredited by Consumer Affairs - Agents Representative Course	✓
Online Video Library	✓
Letters, script & forms online	✓
2 year Future Leaders Course	✓
Administration Courses	✓
Sales Consultant Courses	✓
Auctioneers Courses	✓
Property Management Courses	✓
Extensive Technology Training	✓
Social Media Training	✓
Management Courses	✓
In-Office Training online	✓
Specialist Workshops	✓
International Recognition	
Office Performance	✓
Sales Consultant	✓
National Recognition	
Office Performance	✓
Sales Consultant	✓
Property Manager	✓
Administration	✓
Rising Star	✓

You Harcourts

Victoria Recognition	
Office Performance	✓
Sales Consultant	✓
Property Manager	✓
Administration	✓
Rising Star	✓
Events	
Quarterly Awards	✓
Victorian End of Year Awards	✓
National Awards	✓
National Conference	✓
Business Leaders Conference	✓
Business Owners Meetings	✓
Business Owner Zone Meetings	✓
National Auctioneers Competition	✓
Additional Services	
Company owned not for profit foundation	✓
Utilities Connection Service	✓
Australasian Mortgage Brokering Business	✓
State Corporate Support Team	
Corporate visits	✓
CEO/Business Owner	✓
General Manager	✓
Franchise Development Manager	✓
Business Development Manager	✓
Business Operations Manager	✓
Property Management Operations Manager	✓
Events/Marketing Manager	✓
Financial Manager	✓
Corporate Auctioneer	✓
Academy State Trainer	✓
Academy Support Person	✓
Administration Support	✓
Database Support	✓

Please note that this information was current as at the date of publication. Our franchisee value proposition is continually being updated and amended as part of our commitment to providing market leading tools to our franchisees. Please ensure this is taken into consideration when evaluating the value of Harcourts franchise system to your business.