

Why Harcourts?

	You	Harcourts		You	Harcourts
Franchisee Benefits			Technology (Continued)		
Global Network		✓	Online Advertising System		✓
National Network		✓	Mobile Agent property app – agent & consumer		✓
Local Network		✓	eCampaign – Listing Presentation app		✓
Marketing			eInspect – Routine, Entry & Exit Inspection Report creation app		✓
International Media Kit by Country		✓	eOne – Contact, Task and Open Home Management App		✓
Exclusive International Luxury Marketing brand		✓	Online Tutorials		✓
Quarterly Luxury International Property Magazine (Print/eBook)		✓	Electronic Magazines in all viewing formats		✓
Local Property Magazine (print/eBook)		✓	Websites		✓
12 month contemporary template campaigns for office/agents		✓	International Website		✓
Over 100 template campaigns		✓	National Website		✓
Office Marketing – print/online		✓	State Website		✓
Agent Marketing – print/online		✓	Individual Office Websites		✓
Brand Standards website		✓	Individual Sales Consultant Websites		✓
Corporate branded cars		✓	Individual Property Manager Websites		✓
Technology			Individual Property Websites		✓
Company Owned Software		✓	Helpdesk to all staff ✓		
One System One Solution		✓	Property Management		
Contact Management		✓	Office & Recruitment Marketing		✓
Customised Contact Trail Campaigns		✓	Listing system & resources		✓
Unlimited Customised Marketing Groups		✓	Full Library resources online		✓
Email Marketing System		✓	Forms, Checklists & Procedures		✓
150 Pre-Written Articles		✓	12mth Training Calendar		✓
100+ Email Banner Templates		✓	Dedicated National Property Management website		✓
Automatic Subscription Newsletters from user		✓	BDM Club		✓
Online Chatroom with Network		✓	Financials		✓
SMS System		✓	Office 12 month Business Plan		✓
QR Codes		✓	Sales Consultant 12 month Business Plan		✓
Harcourts TV & Mobile		✓	Property Manager 12 month Business Plan		✓
Access & Market all Local Listings online – Right to sell network		✓	Online self-paced business planning		✓
Appraisals & CMA Section		✓	KPI Office Management		✓
Auto-upload to Major portals		✓	KPI Sales Consultant Management		✓
			Online Finance/Reporting tools		✓

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Online Client Surveys		✓	State Recognition		
Communications			Office Performance		✓
PR Releases		✓	Sales Consultant Performance		✓
Quarterly Internal Staff Magazine		✓	Property Manager Performance		✓
National Online Referral Wizard		✓	Administrator Performance		✓
Academy			Rising Star		✓
Status as a Registered Training Organisation		✓	Events		
Online Self-paced Training		✓	Quarterly Awards		✓
Webinars		✓	State Annual Awards		✓
Classroom Learning		✓	National Annual Awards		✓
Resources for all departments		✓	National Conference		✓
Online Academy		✓	International Conference & Annual Awards		✓
Accredited by Consumer Affairs – Agents Representative Course		✓	Business Leaders Conference		✓
Online Video Library		✓	Business Owners Meetings		✓
Letters, Scripts & Forms online		✓	Business Owner Zone Meetings		✓
2 year Future Leaders Course		✓	National Auctioneer Competition		✓
Administration Courses		✓	Business Owner Christmas Function		✓
Sales Consultant Courses		✓	Additional Services		
Auctioneer Courses		✓	Company owned not for profit Foundation		✓
Property Management Courses		✓	Complete Connection Service (Harcourts Complete)		✓
Extensive Technology Training		✓	Australasian Mortgage Brokering Business		✓
Social Media Training		✓	State Corporate Team		
Management Courses		✓	Corporate Visits (approx. 10 per annum)		✓
In-Office Training online		✓	CEO		✓
Specialist Workshops		✓	Franchise Development Manager		✓
International Recognition			Business Development Manager		✓
Office Performance		✓	Business Operations Manager		✓
Sales Consultant Performance		✓	Property Management Operations Manager		✓
National Recognition			Events Manager		✓
Office Performance		✓	Marketing Manager		✓
Sales Consultant Performance		✓	Academy Trainer		✓
Property Manager Performance		✓	Corporate Support Person		✓
Administrator Performance		✓			
Rising Star		✓			