

Why Harcourts?

	You	Harcourts
Franchisee Benefits		
Global Network		✓
National Network		✓
Local Network		✓
Marketing		
International Media Kit by Country		✓
Exclusive International Luxury Marketing brand		✓
Local Property Magazine (print/eBook)		✓
12 month contemporary template campaigns for office/agents		✓
Over 100 template campaigns		✓
Office Marketing – print/online		✓
Agent Marketing – print/online		✓
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+ Email Banner Templates		✓
Automatic Subscription Newsletters from user		✓
Online Chatroom with Network		✓
SMS System		✓
QR Codes		✓
Harcourts TV & Mobile		✓
Access & Market all Local Listings online – Right to sell network		✓
Appraisals & CMA Section		✓
Auto-upload to Major portals		✓
Online Advertising System		✓

	You	Harcourts
Technology (Continued)		
Mobile Agent property app – agent & consumer		✓
eCampaign – Listing Presentation app		✓
eInspect – Routine, Entry & Exit Inspection Report creation app		✓
eOne – Contact, Task and Open Home Management App		✓
Online Tutorials		✓
Electronic Magazines in all viewing formats		✓
Websites		✓
International Website		✓
National Website		✓
State Website		✓
Individual Office Websites		✓
Individual Sales Consultant Websites		✓
Individual Property Manager Websites		✓
Individual Property Websites		✓
Helpdesk to all staff		✓
Property Management		
Office & Recruitment Marketing		✓
Listing system & resources		✓
Full Library resources online		✓
Forms, Checklists & Procedures		✓
12mth Training Calendar		✓
Dedicated National Property Management website		✓
BDM Club		✓
Financials		✓
Office 12 month Business Plan		✓
Sales Consultant 12 month Business Plan		✓
Property Manager 12 month Business Plan		✓
Online self-paced business planning		✓
KPI Office Management		✓
KPI Sales Consultant Management		✓
Online Finance/Reporting tools		✓

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Online Client Surveys		✓

Communications

PR Releases		✓
Quarterly Internal Staff Magazine		✓

National Online Referral Wizard

		✓
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Academy

Status as a Registered Training Organisation		✓
Online Self-paced Training		✓
Webinars		✓
Classroom Learning		✓
Resources for all departments		✓
Online Academy		✓
Accredited by Consumer Affairs – Agents Representative Course		✓
Online Video Library		✓
Letters, Scripts & Forms online		✓
2 year Future Leaders Course		✓
Administration Courses		✓
Sales Consultant Courses		✓
Auctioneer Courses		✓
Property Management Courses		✓
Leadership Courses		✓
Extensive Technology Training		✓
Social Media Training		✓
Management Courses		✓
In-Office Training online		✓
Specialist Workshops		✓

International Recognition

Office Performance		✓
Sales Consultant Performance		✓

National Recognition

Office Performance		✓
Sales Consultant Performance		✓
Property Manager Performance		✓
Administrator Performance		✓
Rising Star		✓

	You	Harcourts
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State Recognition

Office Performance		✓
Sales Consultant Performance		✓
Property Manager Performance		✓
Administrator Performance		✓
Rising Star		✓

Events

Quarterly Awards		✓
State Annual Awards		✓
National Annual Awards		✓
National Conference		✓
International Conference & Annual Awards		✓
Business Owners Meetings		✓
Business Owner Zone Meetings		✓
Top 10 Lunch quarterly		✓
Think Tank Groups		✓
Performance Groups		✓
National Auctioneer Competition		✓
Business Owner Christmas Function		✓

Full Service Brand

Harcourts Foundation – Company owned not for profit foundation		✓
Harcourts Complete Connection Service		✓
Landmark Harcourts – rural brand		✓
Australasian Mortgage Brokering Business		✓
NAI Harcourts – Commercial brand		✓
Gallaghers' Insurance		✓

State Corporate Team

Corporate Visits (approx. 10 per annum)		✓
CEO		✓
Franchise Development Manager		✓
Business Development Manager		✓
Business Operations Manager		✓
Property Management Operations Manager		✓
Events Manager		✓
Marketing Manager		✓
Academy Trainer		✓
Corporate Support Person		✓