

# Why Harcourts?

**Harcourts**  
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You Harcourts

## Franchisee Benefits

Global Network	✓
National Network	✓
Victorian Network	✓

## Marketing

International Media Kit by Country	✓
Exclusive International Luxury Marketing brand	✓
Quarterly Luxury International Property Magazine (print/ebook)	✓
Victorian Magazine (print/ebook)	✓
12 month contemporary templated campaigns for office/agent	✓
Over 100 templated 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 Victorian Listings online - Right to sell network	✓
Appraisals & CMA Section	✓
Auto-upload to major portals	✓

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## Technology (continued)

Online Advertising System	✓
Mobile Agent property app - agent & consumer	✓
Listing Presentation iPad app	✓
e-Inspect App – Routine, in/out Inspections Ppty Management	✓
e-One – Contact Management/task/OFI App	✓
Online Tutorials	✓
Electronic Magazines in all viewing formats	✓

## Websites

International website	✓
National website	✓
State website	✓
Individual Office website	✓
Individual Sales Consultant website	✓
Individual Property Manager website	✓
Individual Property Website	✓

## 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 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
<b>Online Client Surveys</b>		✓
<b>Communications Department</b>		✓
PR Releases		✓
Quarterly Internal Staff Magazine		✓
<b>National Online Referral Wizard</b>		✓
<b>Academy</b>		
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		✓
<b>International Recognition</b>		
Office Performance		✓
Sales Consultant		✓
<b>National Recognition</b>		
Office Performance		✓
Sales Consultant		✓
Property Manager		✓
Administration		✓
Rising Star		✓
<b>Victoria Recognition</b>		

	You	Harcourts
Office Performance		✓
Sales Consultant		✓
Property Manager		✓
Administration		✓
Rising Star		✓
<b>Events</b>		
Quarterly Awards		✓
Victorian End of Year Awards		✓
National Awards		✓
National Conference		✓
Business Leaders Conference		✓
Business Owners Meetings		✓
Business Owner Zone Meetings		✓
National Auctioneers Competition		✓
Business Owner Christmas Function		✓
<b>Additional Services</b>		
Company owned not for profit foundation		✓
Complete Connection Service (Harcourts Complete)		✓
Australasian Mortgage Brokering Business		✓
<b>State Corporate Support Team</b>		
Corporate visits (approx 10 per annum)		✓
CEO		✓
Franchise Development Manager		✓
Business Development Manager		✓
Business Operations Manager		✓
Property Management Operations Manager		✓
Events/Marketing Manager		✓
Academy State Trainer		✓
Corporate Support Person		✓

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