

Offers

Exciting Business Opportunity**For****Real Estate Professionals**

BRAND REALTY is a fast growing network of Real Estate Agents and Advisors. The company is dedicated to building an efficient business model for the Real Estate professionals wherein the professionals can focus on their core activity of providing transaction services to the satisfaction of the clients and BRAND REALTY shall provide Marketing, Wanted Leads, Infrastructure, Properties Data, Training and other supports to the professionals in its network.

Benefits of joining the network of BRAND REALTY:

- **Quality Wanted Leads** - BRAND REALTY generates verified Wanted Leads for all segments through various mediums like company Website, Advertising, Internet Listings, Telecalling, Referrals and various other mediums, which are passed on to the network members.
- **Quality Properties Data** – BRAND REALTY builds Properties Data of all segments from various sources like Company Surveyors, Newspapers, Internet Listings, company Website and various other mediums and the same is provided to the network members.
- **Business from Corporates / Brands** – Transaction Services team of the company is responsible for business development with Corporates / leading brands which in turn is shared with network members of BRAND REALTY.
- **Low Marketing Costs** – Major advertising and marketing being done by BRAND REALTY means lesser marketing costs and major time saving for its members.
- **National Exposure** – BRAND REALTY promotes each of its members as specialists in their areas and the details of the members, their requirements and property details are more widely circulated through various marketing mediums and the company website, etc.
- **Greater Recognition** – Being a part of established network, you get instant recognition as a serious player in your area with more exposure for you / your company. Greater Brand Recall, Greater Earnings, Greater Recognition.
- **Training and Knowledge Sharing** – Group learnings and interaction with more knowledgeable members in the group coupled with regular Training sessions go a long way in enhancing your skills as a Real Estate specialist.
- **Networking Benefits** – You get instant access to other network members in the group increasing your chances of doing more deals across many other segments and areas and in turn you also get more leads for your own segment.
- **Benefit of Exclusivity:** Having Exclusive access to the Wanted Leads and Properties Data for your territory brings you more business and better recognition as a specialist in your area.

BRAND REALTY invites likeminded and talented Real Estate Professionals to join its network as ::

- **Real Estate Advisors**
- **Franchisees**
- **Preferred Associates**

REAL ESTATE ADVISORS (REA)

The selected individual will work as a Licensee of the company with full time involvement and the company provides all the facilities and supports to the REA including full office infrastructure, staff, advertising and marketing support with almost no business expense on part of the REA. The REA gets Exclusivity over a territory with the flexibility of doing all types of deals across segments and areas. Each Licensee pays only a Monthly License Fee and a one time Refundable Security Deposit. Commissions in *All* the deals done by the REA get shared and the Licensee enjoys 70 % share in all deals.

Pre requisites: Matured and experienced individuals good communication skills and fluency in English, belonging to any of the following group are eligible to join our network:

- Minimum Education- Graduate.
- Individual Real Estate Agents with or without own office.
- Sales Professionals
- Self Employed People
- Retired Personnel
- Independent Sales Agents

FRANCHISEES

Selected Real Estate agents with established offices in Residential areas can become Exclusive Franchisees of BRAND REALTY in their area / segment wherein the Wanted Leads and Properties Data of that area / segment available with BRAND REALTY are made available to that Franchisee apart from other benefits which the Franchisee enjoys being a part of the network. This option is available only for Residential segments in specific territories. Each Franchisee pays only 25% of the Commissions generated only in Wanted Leads given by the company subject to a minimum fixed Monthly License fees. The Franchisee maintains his own office set up and continues to do all other deals in his own account. Franchisee also gets the opportunity to do many more deals with the company / its network members on 50 – 50 basis.

Pre requisites: Matured and experienced Real Estate agents having their own office set up (office infrastructure and staff), doing deals in specific residential areas of Delhi/NCR or Chandigarh..

PREFERRED ASSOCIATES (PA)

The company shall associate with select individuals as their Preferred Associates (PA), wherein the network members of BRAND REALTY will prefer to route their dealings for the select segment through the Preferred Associate. Cases where complete client details and requirements are passed on to the PA shall qualify for Referral fees equivalent to 25% of the total brokerage earned and the cases where the network members of BRAND REALTY remain fully involved in the dealings shall qualify for 50:50 sharing. This is a non exclusive arrangement on reciprocal basis.

BRAND REALTY shall appoint only few PA's in each segment where there is no REA or FRANCHISEE of the company.

Note: A Standard Selection procedure is followed for each of the above mentioned positions.

Differences in the “FRANCHISEE” Model, the “REA” Model and “PA (Preferred Associates)” Model

	Real Estate Advisor (REA)	Franchisee	Preferred Associates (PA)
Association type and Segments covered	Exclusive association covers mostly non – Residential segments.	Exclusive association covers Residential segments only.	Non-Exclusive association may cover Residential/Commercial segments. More than One PA per segment allowed.
Usage of Infrastructure	Can utilize Brand Realty's infrastructure.	Has to have his own office setup.	Has to have his own office setup
Brokerage sharing pattern	Sharing of brokerage would be done in all the deals done by the REA.	Sharing of brokerage is done only for the Wanted Leads given by BRAND REALTY.	Sharing of brokerage is done on only for the Wanted Leads given by BRAND REALTY.
Support provided	The entire office infrastructure, staff, marketing support provided by BRAND REALTY.	Franchisee runs his set up at his own costs of staff, facilities, advertising, etc.	PA runs his set up at his own costs of staff, facilities, advertising, etc.
Promotion of name/brand on company's website	BRAND REALTY promotes the REA in various mediums including company website.	BRAND REALTY promotes the Franchisee in various mediums including company website.	No specific promotion done for the PA.

	Real Estate Advisor (REA)	Franchisee	<i>Preferred Associates (PA)</i>
Access to company's database	Can access the property data available with the company	Can access the property data available with the company	Access to company data not allowed.
Usage of Brand Name	Can use the Brand name	Can use the Brand name	Brand name usage not allowed.
Passing on of Leads	All wanted leads for the particular area are passed on to the REA's.	All wanted leads for the particular area are passed on to the Franchisee's	Only select leads may be passed on.

Interested ? Please Call : Ms. Rachna at 9810482109 or Email :: business@brandrealty.in