

# Franchise Opportunities

**Urban & Rural**  
urbanandrural.com

**SOLD**

10 local branches  
Award Winning Service & Marketing



We really appreciated your teams professionalism and the regular feedback we received throughout the process. We would recommend Urban and Rural to anyone.

**M&D Hudson (Bedford)**

I can not recommend this company enough, they are truly head and shoulders above other agents in the area.

**Mrs L Wood (Milton Keynes)**

Thank you for your help and professionalism in selling our house. We appreciate your team keeping us up to date at all times, and your down to earth and impartial advice.

**K&J Silver (Amphill)**

Your journey to owning an Urban & Rural franchise starts here



**Where it began...** 'Urban & Rural Property Services - founded in 1997 with a clear ambition 'To become Bedfordshire's leading independent estate agent with a philosophy to combine the very latest technology with high levels of customer service'.

Today we are the largest Independent Estate Agency across Bedfordshire & Buckinghamshire and are extremely proud of what we have achieved. Our network has grown at an impressive pace to what is now a highly organised group covering Beds & Bucks.

The name Urban & Rural was selected to allow the brand to expand into City, Town and Rural areas, enabling it to become synonymous with connecting people moving from a wide variety of geographic locations. When the company was formed, it was quickly recognised as an energetic and refreshing brand which relentlessly fought for market share against established competition whilst offering a higher level of quality communication to its clients.

Urban and Rural successfully integrates Residential Property sales, Land & New Homes, Mortgages and Property Management within each branch to maximises additional income streams. The idea of franchising enables a network of highly motivated and entrepreneurial individuals to own their own businesses and collectively offer a full property solution whilst being innovative, bringing the very latest ideas to the marketplace.

### What and who are we looking for?

We'd like to speak to you if you are the owner of an existing estate agency, an experienced senior manager in the industry, an entrepreneur who has a genuine interest in property or an investor looking to be involved in owning an Urban and Rural franchise. If you are serious about owning a successful business and are passionate about what you do - we would love to hear from you.

As a business wholly focused on both residential sales and lettings, we offer the complete route to establishing an estate agency operation.

### Property Sales & Lettings

As an established brand we operate property management departments too, utilising the outsourced services of lettings professionals backed up with our residential sales teams. In short, we are the complete route to selling, managing and financing property transactions.



## **The benefits of the corporate competition**

They have a large network of branches allowing client referrals and the ability to build chains

They have strong brand and name awareness

They have good training and internal operating procedures

They are well managed companies with the ability to offer all services required

## **The disadvantages of the corporate competition**

Their branches rarely work in harmony, so the network often has little value as the teams all compete for business and promotions against each other making it virtually impossible to do so.

Their internal reporting procedures involve a lot of analysis that takes too much time to gather resulting in salespeople being unable to 'sell' all of the time thus becoming counterproductive.

They look at the statistics more than the current progress and make sweeping decisions that positively affect the bottom line but take little account of the latest moves forward

They move staff around far too often, after almost 2-3 years you can almost guarantee that entire teams will have been changed so repeat business is hard to achieve

They often pay less resulting in de-motivated staff that eventually leave and head for the established independents

## **The benefits of the independent competition**

They offer a more personal service

They constantly strive to improve as they know reputation is everything

They win more business by recommendation

Staff retention is greater due to salary and satisfying working environments as teams are built over longer periods. They will therefore understand each other's strengths, weaknesses and abilities

The owner(s) are usually directly involved so issues are identified and resolved far quicker. In many cases serious issues never actually occur in the first place

They spend more on local marketing and community sponsorships in order to build strength in their name

They have more local knowledge and understanding of local amenities



## So, what is the Urban & Rural formula?

**Quite simply, to offer the best ingredients from both.**

The Urban and Rural businesses are owned and managed by committed individuals who truly understand the value of high-quality marketing and customer service combined with knowledge and local market experience, placing them as the “local property experts of choice”.

Being members of nationwide networks and advertising on key major web portals enables us to generate business leads from across the Country. We believe regular training to develop our staff is paramount however, it needs to be carried out by experienced estate agents so as to establish belief in a consistent proven message.

Management by the owners and our encouragement of each outlet to have a dedicated branch manager effectively provides two tier supports for the benefit of both the client and franchise owner. Positive attitudes towards growth by carefully selecting suitable franchisees who share our ambitions to make their company number one in its location regardless of strong competition are what drive us all forward.

Our premises and brand investment are as important as the staff that promote them. We utilise “touch screen” technology at some outlets to enable our window displays to be interactive and set us apart from our competitors with remaining branches using the very latest led displays.

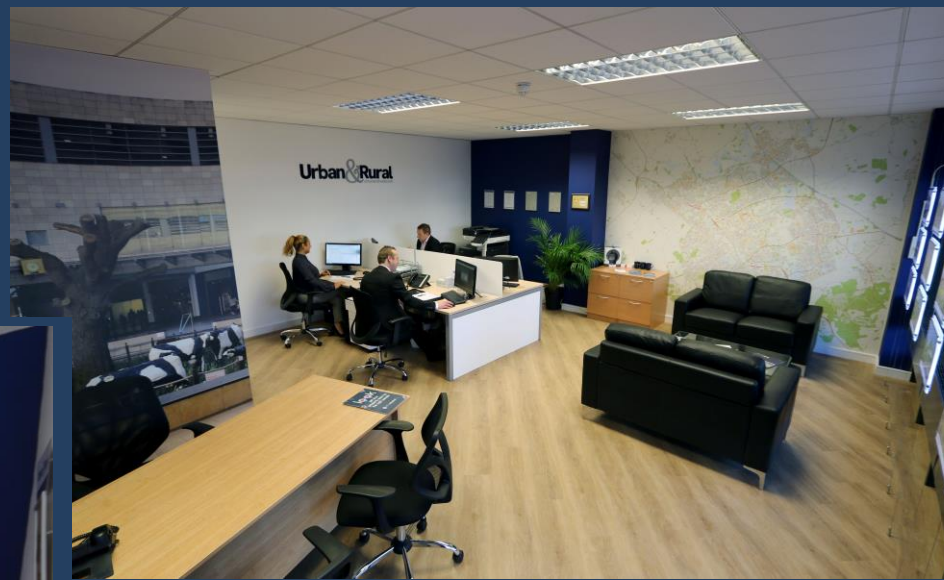
Continuous reviews of our service and marketing techniques, placing a high focus on being the first agency to bring the very latest technology and innovations to the market enables us to keep ahead of the game and stay up to date to attract business from clients across all price ranges.

A strong and focused attitude towards the valuer’s role results in winning business at a higher-than-average rate and at higher fees by offering the complete package backed up by high standards of service and marketing. We encourage good staff levels at each outlet to ensure no opportunities are missed. Structured staff assessments and appraisals are essential to enable our franchisees to identify that worth investing in and those who will not make the grade... it’s as simple as that.

Our branches have fixed territories and we reward staff for referring business, so we have overcome the problems of disharmony between branches. As the branches are operated as individual businesses with the owner’s close involvement it ensures all opportunities are maximised. We allow reasonable flexibility for each franchisee to make their mark on their business. Of course, there are defined guidelines however, if you have a good idea, we want you to share it with the group. Surrounding yourself with likeminded “achievers” with similar businesses sharing ideas is a recipe for success. We are a young and vibrant organisation always looking to improve still further.



# Typical interiors







Typical exteriors



Blue on White or White on Blue... brand rules to fit every location



## Purchase power

It goes without saying that if you want to buy something you will get better value if you buy in bulk. The group does just that where possible. If, however you want a single item, we can recommend the best supplier as we constantly review our prices from stationary to printers to ensure as much revenue as possible stays in the right pot. We enjoy the best advertising rates available for local press, national press through our association with the guild of professional estate agents and huge discounts on rightmove™ due to our key account status.

## Management of referrals

Our franchisees generate good levels of income by referring business to each other. We centrally manage the logging and distribution of cross-referred valuation commissions by collecting notices of all exchanges when they happen and checking the detail against the referral ledgers. A fee distribution note is then issued by email to the branches concerned. Payment guidelines are in the franchise agreements ensuring payments are made without delay.

## Quarterly meetings

It is crucial to communicate between the business owners in an environment away from the premises without disturbance. This is a structured meeting held by the franchise company to discuss a number of items, an agenda for which is distributed approximately one month prior. It gives opportunity for discussion about issues, market trends, staffing, recruitment, marketing, ideas & initiatives.



Regular planning for the period ahead has been a key element to our management structure since 1998

## Marketing the brand

When you join our group, you will benefit from in excess of £20,000,000 that has been invested in so many ways since we were established in 1998.

Our attention to marketing has extended from bus shelters, rear of buses, regional radio, festival sponsorships, local football teams, charity event sponsorships, branded supplies to local traders and many more. We collectively promote these items which keep costs spread across the group and we encourage franchisees to seize such opportunities wherever possible.



Visit **urbanandrural.com** and get an instant valuation



1. Choose your free valuation for Selling or Letting

2. Add a few quick details and submit for your instant valuation.

Your LOCAL award winning Independent agent.

We have 10 owner run branches achieving the best prices across the County.  
FREE VALUATIONS 7 DAYS A WEEK!



You may be surprised how much your property is worth today!

Property prices locally have continued to rise as demand outstrips supply

Arrange a free valuation and see how much more your home is worth since our last visit.

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Bedford	01234 272282	Leighton Buzzard	01525 217007
Dunstable	01582 705000	Stopsley Luton	01582 422244
Fitwick	01525 713111	Silsoe	01525 861222



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- Over 750 properties across the County
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## Award winning property professionals

We are immensely proud of our company, and it shows. We have won multiple awards in recent years scooping the "Sunday Times" Best Medium size Estate Agency.



## Members of the Ombudsman for Estate Agents

As a professional organisation you would rightly expect us to be voluntarily members of the professions governing body. Each franchisee must apply for membership of the Ombudsman for Estate Agents and have adequate professional indemnity insurance to protect their clients. This is a sign of our belief that we operate honestly, professionally and with the clients' best interests at heart at all times. You can also rest assured that your co franchisees are all operating to the required code.



## **So why our franchise over another?**

Owning a franchise is first and foremost a business relationship for the long term. At Urban & Rural we have a number of flexible routes to become a franchisee which can be tailored to your individual needs.

We do not expect to dictate every aspect of how your business should be run. Of course, there are fundamental requirements as with any established franchise organisation, but each branch thrives on its individual energy and the mark of its managers to create the proactive energy that our clients receive.

This leads to heightened business levels, more revenue and all parties' satisfaction of the complete arrangement. Even more important is that we are estate agents with a history spanning some 20 years, proven in all markets from the most difficult to the more vibrant and we are committed to the current hybrid model into which we have evolved.

## **Funding options**

We have a number of funding routes available for potential franchisees (subject to terms & status where required) which include:

- ❖ Self-funding
- ❖ Business development loans
- ❖ Turnkey
- ❖ Partnership funding
- ❖ Investor backed

## **Business development**

Urban & Rural Franchising continues in its role to support the franchisees, we urge them to accept our involvement as much as possible because we truly wish to see every branch prosper to the best of its ability.



## Summary of our proposal

Urban & Rural Franchising essentially allows you to own your own residential sales & lettings business whilst being part of a proven and highly successful brand which is ever evolving and constantly moving forward. We give our members the opportunity to generate other income from the internal referral system, sufficient enough to cover and exceed the monthly franchise fees. Manage your branch to its full potential and your company's franchise fees could quite easily be paid for by the internal referral commissions alone.

- ❖ **Revenue from residential sales & lettings/property management**
- ❖ **Revenue from internal Referral Business**
- ❖ **Revenue from external Referred Business**
- ❖ **Revenue from Financial Services**
- ❖ **Revenue from Home Conveyancing**
- ❖ **Revenue from New Homes, Repossessions & Part exchanges**
- ❖ **Part of an established company with a good track record for achieving consistent results**
- ❖ **Numerous companies operated by some of the best in the business**

## Want to know more?

If you would like to know more about Urban and Rural Franchise opportunities, visit [urbanandrural.com/franchising](http://urbanandrural.com/franchising) or contact:

**01908 794600**

email: [franchising@urbanandrural.com](mailto:franchising@urbanandrural.com)

- ✓ All conversations will be strictly private and confidential.
- ✓ A non-disclosure agreement is available.