



RESORT HOMES

Franchise Prospectus





The Company

Established in the late 1980's, *Resort Management* was created to serve overseas property owners at the famous La Manga Club Resort in Southern Spain.

The company serviced properties during their owners' absence and professionally managed properties generating rental income.

From these humble beginnings, the business has grown to become the most highly regarded provider of property management services, property sales, and holiday rental services in Spain's Costa Calida region.

Now called *Resort Group*, the company comprises of four separate businesses:

Resort Homes (Spain) - handles the sale of new and re-sale properties.

Resort Management (Spain) - manages and maintains the owner's properties.

Resort Holidays (Spain) - manages the owners rental commitments through key travel partners throughout Europe.

Resort Homes (UK) - The UK's property sales division, offering both new and re-sale properties, on and off resorts.

The Group's Unique Package

Over time the Group has developed not only strong client relationships, but the enviable reputation as the company of choice for property owners and potential purchasers, through their unique management and rental package that's backed by major travel companies in the UK, giving the buyer not only peace of mind, but a healthy return on their investment.

The Resort Group, through Resort Homes Ltd, now continues to expand its sales operations within the UK to capitalise on the success and popularity of its reputation and brand. To do this, Resort Homes Ltd is recruiting a select number of Franchisees.

Being an agent for all the major developers within the Costa Calida region, Resort Homes is in an ideal position to offer the widest range of first class properties, spanning all three sectors of the market:

- Off plan opportunities
- New Developments
- Re-sales both on and off resorts

A Resort Homes franchise, offers a low franchise package fee, a rapid return on investment, comprehensive training in Spain, the unrivalled expertise of their talented teams based in the UK and Spain, and the use of an established and respected brand.



The Resort Homes Franchise

It is the Franchisee's role to establish the business and delivery the Resort Homes concept and service to clients within their territory. It is anticipated that the Franchisee will operate his or her business from their home, an office or high street location, using the Resort Homes quality liveried saloon car to visit potential clients and venues.

The Franchisee's day-to-day responsibilities centre on bringing awareness of the Resort Homes ownership package to his/her region. This will be achieved by the following methods:

- Generating quality leads.
- Organising exhibitions at various venues to attract large groups of potential clients, brought in by a selection of marketing methods. These include local advertising, leaflet drops and poster campaigns. The Franchisor can provide sales support to assist with these exhibitions in the initial stages of your business development due to the potential for significant attendance figures.
- Hosting presentations in sports, social and leisure clubs within the region. Presentations are typically followed by a Q & A session after which the Franchisee arranges private consultation with attendees interested in further discussions.
- Visit relevant local groups to deliver short talks and presentations.
- Advertising in the local and regional media.
- Building partnerships with other professionals.
- Following up leads from National Resort Homes advertising campaigns.
- Attending national events held within the Franchisee's region and those sponsored by the Franchisor.
- Following up leads generated by the Resort Homes web site or National Accounts.
- Following up on the referrals gained from existing overseas property owners within the Franchisee's territory (if applicable).

At Resort Homes, we pride ourselves on our ability to match client and property. To this end we pre-qualify all potential buyers. The Franchisee is a fundamental part of this process, as it is the Franchisee who gains an understanding of his or her clients' personal requirements and potential restrictions. The next step is to offer the client a customised inspection visit to the region, with free accommodation in a property similar to that which they are scheduled to view. The visit follows a personalised agenda by the sales team in Spain and includes airport transfers.

The Resort Homes Spanish sales teams are salaried professionals fully conversant with all properties and developments in the region.

They apply **no pressure** on the clients but, due to the professional pre-assessments, enjoy a high rate of success by finding their clients the house of their dreams.



The Franchise Package

The Start-Up Costs

Prospective Franchisees will be required to invest £24,950 plus VAT for a Resort Homes franchise territory. A complete breakdown of this investment will be supplied to applicants in our exploratory meeting. In return, Resort Homes will provide Franchisees with full training in Spain, equipment including a laptop computer and presentation equipment and the comprehensive support needed to operate their own Resort Homes business. Qualified applicants will receive full details of the complete Franchise Package.

Training

The Franchisee and their partner will receive a ten-day training programme in all aspects of the Resort Homes Franchise operations at our Head Office in Murcia, Spain. The training package includes full accommodation, flights and transfers.

Franchisees will be taught our proven methods, including the promotional strategies needed to market Resort Homes Franchise services to potential customers in your area. A comprehensive Resort Homes Operations Manual outlining our business practices, on loan to you for the duration of your trading licence will be provided during this training.

Our processes and procedures, together with your communication skills and Determination, will be a key factor in the success of your Resort Homes business. The best Franchisees are those who are prepared to grow their business in their location and provide consistently excellent service levels.

Once the initial training is complete, we offer all franchisees as much on-going support as they require.

Location

We are seeking Franchisees throughout the United Kingdom. Not all geographical locations are suitable. Therefore it is essential the chosen area be fully assessed. We retain the right of final decision on territory.

Legal Agreement

Resort Homes Franchisees secure the right to offer, exclusively within their own UK Territory, our range of high quality new and re-sale villas and apartments situated on the Costa Calida in Murcia. These rights and responsibilities are drawn up in the Franchise Agreement which clearly sets out the roles of both Franchisor and Franchisee.

Branding

The Resort Homes brand, image and trading style have been developed by the Franchisor. As a Resort Homes Franchisee, you will trade under this brand name. As the network continues to develop, you will benefit from strong national and regional promotional activities and a coherent identity.



The Financial Summary

The following financial illustrations have been made assuming Franchisees will operate with a broadly similar level of turnover. Turnover will be dependent on the level of effort made by each Franchisee in their exclusive territory.

We have not included any overhead costs, as these costs are variable and depend on your individual circumstances. During the initial review we can give you our view on what these costs may include.

These figures are for the purposes of illustration only and are not intended as a guarantee. A full description of the assumptions upon which they are based is available from Resort Homes Ltd. and will be provided during our initial meeting.

Projected Gross Profit

	Example 1	Example 2	Example 3	Example 4
1. Properties sold in year	10	15	20	25
2. Commission Received	£61,250	£91,875	£122,500	£153,125
3. GROSS PROFIT (This figure excludes any overheads relative to your business)	£61,250	£91,875	£122,500	£153,125

Notes:

1. **Properties sold in year:** is based on *average performance* at a selling price of £175,000 per property. *This price is at the lower end of the market on the resorts.*
2. **Commission received:** Commission paid to the Franchisee.
3. **Gross Profit:** This figure excludes any Overheads and taxation relative to the running of your business.
4. **Examples 1-4:** Could represent years trading as the business develops.



The Market

In the not-too-distant past, the purchase of overseas property as a holiday home, investment or permanent residence was for the rich and famous, privileged, or the lucky few.

Mot any more! Over the past two decades, overseas property has fallen with the reach of a large segment of the UK population. Today, the UK has a growing number of people in their thirties, forties and fifties with substantial equity in their property.

Overseas home ownership is now one of the hottest topics in the UK. Every year, tens of thousands of UK residents are buying their dream home abroad, aided as much by budget airline flights as they are by home equity.

The UK's No1 Overseas Property Market

The world's number one tourist and property sales destination, Spain is a long-time favourite for the UK purchaser, for many reasons:

- 320 days of sunshine
- Miles of golden sandy beaches
- The relaxed way of life
- The cuisine
- Quality infrastructure
- Welcoming attitude
- Secure economic and political environment
- Great value for money
- Quick, easy and inexpensive access with regular budget flights and car ferries
- Vast choice of well priced, high quality properties
- Secure property ownership
- English is the unofficial second language throughout the country

It's no wonder the number one choice for UK residents purchasing property abroad, and the Costa Calida region is widely recognised as the property hot spot of Spain; with excellent returns on investment the Costa Calida is the one to be on.

This popular region of Spain still offers excellent value for money, in an area of outstanding natural and unspoilt beauty.





How to Proceed

Naturally, neither party can make a decision at this early stage. You need further details and professional advice, and we need to know more about you. The Franchisee plays a fundamental role in the expansion of our Resort Homes network and therefore, we need to adhere to a careful selection process.

Aptitudes

Please also consider your own aptitudes: a franchise business is a two-way relationship. Resort Homes Ltd will provide help and training in all aspects of the Resort Homes operation. However, we are trusting our good name to our Franchisees and investing our time and energy in the businesses, so we want to get it right.

We have a clear idea of the sort of person who is best suited to our franchise opportunity, and we are prepared to take the time to find him or her.

Successful Franchisees will have a sales or business background and will possess a certain level of business acumen, possibly acquired through management experience. They will also display determination and high energy levels, and will be comfortable making individual and group presentations.

This is an exciting, vibrant environment which requires strong management skills. An interest in international property is essential, coupled with a customer care mentality and excellent communication skills. You will also need a full UK driving licence. Does this sound like you?

The Enquiry Process

If you are interested in finding out more, here's how to proceed:

- Begin by calling Karolina Verbeeck on +34 968 175 117
- Applicants who meet our criteria will be invited to our Spanish office for an exploratory meeting. We will run through the figures with you, explain the franchise format, go through the Franchise Information Memorandum (FIM) and discuss possible locations.
- Following the meeting, you will need time to consider the opportunity, go over the figures with your professional advisors, talk to your family, and start to review the market potential in your preferred territory. You may also have further questions for us.
- If you are interested in proceeding further, you will then return to Spain to meet with our team and visit our offices. Resort Group will take the flights and accommodation in charge.

If, after all your consultations, you wish to apply for a Resort Homes Franchise Licence, you will be required to complete an Intent to Purchase agreement and pay a deposit to secure an available territory.



REFERENCES

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