



The award winning  
van based franchise





## Sign up to an award winning van based business with unrivalled rates of success

### Providing you with

- Excellent business package
- Industry leading technology
- Superb earning potential
- Daily repeat business

### A few words from our franchisees

*"I was filled with confidence from the professional way my enquiries were dealt with by Agency Express. The strength of the franchise package, their impressive growth and over 100 franchisees proves that the model clearly works. I also received fantastic feedback when speaking to other franchisees about their experiences. That gave me the extra confidence to proceed."*

Agency Express, North Lake District



*"I was very impressed by the professional approach and care that Agency Express took in selecting the right people to join the franchise network. I found the training course extremely helpful, but the ongoing support once I'd started the business was even more valuable. The team at head office were on the end of the phone whenever I needed help with pricing queries or technical issues."*

Agency Express, Shropshire





Market  
Leaders

Agency Express is the UK's only nationwide estate agency 'For Sale' board company, currently providing service to over 47% of all estate agencies in the UK.

As a low cost/low overhead, van based business, our franchise operators service over 90% of the UK mainland & Ireland, covering areas from Scotland in the north to Kent & Cornwall in the south.

The Market

At any one time there are approximately 1.5 million 'For Sale' boards displayed on the streets of the UK & Ireland, each one of which will have to be erected, serviced, changed to display 'Sold' when a sale is agreed and finally, be removed. In short a multi million pound service industry, the results of which can be seen on virtually every street in the country.

Some of these 'For Sale' boards are currently erected by members of staff employed by the estate agencies themselves, whilst others are erected and maintained by local sign companies that offer very limited geographical coverage and generally offer a poor standard of image and service. Agency Express was formed specifically to offer nationwide coverage, via its network of franchise operators, to both corporate and independent estate agencies across the UK. Whilst offering a cost effective solution to all estate agency board requirements, our smart liveried vans are seen as complimenting the strong corporate image displayed by most estate agencies.

Recent updates to our SignMaster3 online board management system ensures that Agency Express operators offer an unrivalled service to estate agents, allowing them to manage their boards and accounts online as well as viewing valued statistics about their activities.

Our business is a growth industry and one that is virtually unaffected by the ups and downs of the property market itself. Each working day Agency Express operators conduct over 5000 individual board movements in the UK, making over 100,000 property visits every month.



100k

Agency Express conducts over 100,000 property visits per month .....

# Franchise Package



The unique Agency Express franchise package costs **£24,500 + VAT\*** and has been carefully designed to get your business up and running straight away.

We provide you with



## Territory Licence

A 10 year renewable franchise agreement to trade under the fully protected Agency Express identity (European Trademark protected) within your own exclusive territory.



## Comprehensive Training

An extensive eight day training programme covering all aspects of our business from marketing strategies, legalities and legislations to SignMaster3. The programme culminates in a business launch in your own territory.



## Corporate Clothing

An all-weather range of high quality banded corporate clothing and essential day to day safety wear.



## Operations Manual

The Agency Express comprehensive Franchise Procedure & Operations Manual. Covering all aspects of the business the manual provides detailed information about the working methods and practices of the franchise.



## Stationery & Marketing Literature

All the start-up corporate stationery supplies you will require to market your business, including business cards and a wide range of marketing literature.



## Access to SignMaster3

A 10 year licence to access SignMaster3, the Agency Express online board management system. SignMaster3 and the Signmaster3 Franchisee App enables you to seamlessly manage all work on a daily basis, plan and navigate shortest routes, and divide your work economically amongst your workforce.



## Specialist Tools & Equipment

All tools and equipment are provided for you to get your business up and running. Included in our comprehensive package is an Android smart phone, a specialist vinyl printer, together with supplies of vinyl, 4mm 'correx', compact ladders and a variety of other bespoke tools makes the completion of all work straightforward and efficient.



## Public Liability Insurance

The total premium paid on your first 12 months Public Liability, covering you for up to £5,000,000.



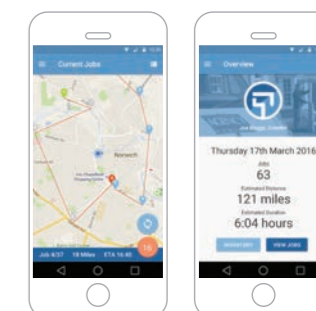
## Fully Signwritten Van

The deposit paid on a new Renault Master van, supplied complete with Agency Express graphics, bespoke removable racking and satellite navigation system.



## Launch Support

Pre-launch and post-launch business support. Comprising extensive territory research, customer database creation, pre-launch and post-launch mailshot campaigns.



bfa Franchisor of the Year Award Winner

114 franchisees nationwide



47% of all UK estate agents use Agency Express

\*Which is fully reclaimable

# Training & Support

No experience or business qualifications are necessary to become an Agency Express franchisee as we include full training within the franchise package.

You should however be able to get along with people, enjoy getting out & about and be able to motivate yourself - our training will thoroughly prepare you for running your own business.

## 8 days comprehensive training

### 2 days at our head office

Covering all the theory you will need to operate your own business, including such subjects as legislation, board fixing, board ordering, book keeping requirements, VAT, marketing, company systems and computer basics.

### 3 days in established territory

Located in our established Norwich territory, which is used for ongoing training, we give you the opportunity to work under the supervision of one of our experienced operators. Each operator used for this part of the training is fully experienced in our business and is always available to offer technical support and help as your business develops.

### 3 days in marketing & business launch

Following mailshots to all the estate agents within your territory, we will provide intensive in area marketing support to launch your business. It is important to note that we use dedicated support staff for all training, support and marketing duties and do not ask you to simply rely on advice from existing franchisees as many other franchise businesses tend to do. Your dedicated Business Development Manager will be available to guide you through each stage of your business' growth and will liaise with our corporate clients on your behalf.

## Ongoing assistance, advice & support

Our comprehensive training course ensures that your business should get off to a flying start - but it doesn't end there! We at Agency Express realise that on-going advice, assistance & support is an important factor in the success of your business. The Directors and senior staff of the company have unrivalled experience within both the franchising and estate agency industries. Assistance and the answers to any questions you may have in the day to day running of your business are only a telephone call away.

Our centralised accounts department takes care of your customer accounts and invoicing for you. This means that your paperwork is kept to an absolute minimum and we even chase payments for you so you don't have to worry about bad debts. We work hard to continue to research & develop new procedures that help to maintain our position as the country's largest estate agency board contractor.

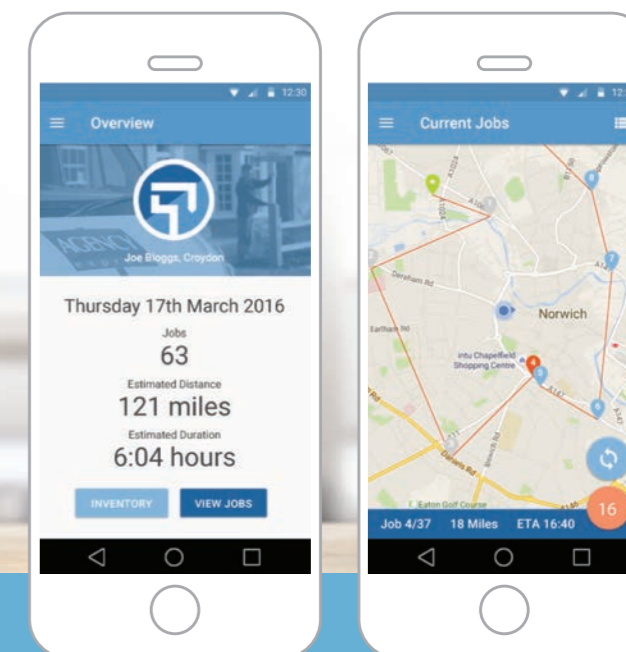
**SignMaster<sup>3</sup>** is the industry's leading estate agency board management tool and exclusivity to Agency Express ensures our services remain unparalleled.

SignMaster3 system is the most advanced board management system in existence. As well as being an essential board management tool for estate agents, SignMaster3 is also a complete business management tool for our franchisees.

As an Agency Express franchisee, SignMaster3 streamlines the day to day management of your business, allowing you to seamlessly manage daily jobs, plan routes, invoice and communicate with customers. It is a complete business management system which minimises the need for daily administration and paperwork.

SignMaster3 also enables the organisation of pending jobs across multiple territories and vehicles, including the optimisation of routes using the online route optimiser. Removing all manual planning the route optimiser can incorporate traffic data and saves mileage and fuel costs by up to 20% over manually planned routes. At the forefront of cutting edge technology is the SignMaster3 App. Its takes online estate agency board management to the next level, allowing franchisees to manage work on the move and navigate from job to job.

For estate agents, Signmaster3 is the most advanced online estate agency board management system in the industry. Its impressive array of functions enables estate agents to manage their boards via a desktop computer or mobile app; including requests for new boards, changes and retrieval of existing boards and the ability to view the history and current status of all boards and movements. Agents can also view invoices, including a full breakdown of costs down to individual board movements.



One of SignMaster's greatest assets however, is that it is the best marketing tool available,

offering estate agents something that no other contractor can offer – and allowing Agency Express franchisees to build their businesses with ease.

# Earning Potential



We work hard to ensure that every franchise territory has maximum earning possibilities and the correct mix of clients to ensure your success.

## The earning potential for a single van operation

Each franchise territory is carefully designed to give you the maximum reward for your efforts and to enable you to put other vehicles and employees on the road as your business expands. We work hard to ensure that every franchise territory has maximum earning possibilities and the correct mix of clients to ensure your success.

	YR 1	YR 2	YR 3
Income	£32,500	£62,500	£81,100
Expenditure*	£13,500	£22,400	£28,000
Profit	£19,000	£40,100	£53,100

Unlike many franchise companies that quote seemingly unobtainable earning potential forecasts, we believe that it is important to report actual average earning figures based on our many years experience in the estate agency signage business.

The figures shown reflect a typical projected build-up of the business and it is important that these are read as a guide to the achievements that can be expected from a committed and able franchise owner and should not be considered as the limit of possible earnings, nor necessarily as the minimum achievement.

The above expenditure figures include van finance costs and the ongoing management service charge. Detailed cashflow illustrations, notes and further information are provided following our initial meeting. The complete franchise package is £24,500 (plus VAT which is fully reclaimable) and you will need to be able to provide a minimum of 30% from your own funds - the balance can normally be financed by the high street banks and we have arrangements with the franchise departments of all high street lenders.

## Our pedigree

There are very few UK franchises that have been established as long or are as successful as Agency Express. The company was founded specifically as a franchise in 1998 by Stephen Watson, an experienced franchising and property professional, having been involved in both industry sectors since 1979. He saw a need for a reliable nationwide sign service dedicated solely to the needs of estate agencies, lettings agents and other property professionals.

Agency Express now has over 114 franchisees, many running multi van territories. The company and its franchisees are now responsible for erecting and maintaining over 47% of all estate agency boards displayed on the streets of the UK – a huge market share that is virtually unequalled in any industry sector by any other UK franchise.

Over the last 20 years Agency Express has built a strong & dedicated support team working out of the company's 2,200sq ft. head office based near Norwich. The Agency Express support team have over 52 years estate agency experience and 48 years franchising experience collectively. The company also boasts one of the highest support team to franchisee ratios within UK franchising.

In addition Agency Express has invested heavily in ground breaking industry specific technology in the form of the bespoke online board management system SignMaster3 and the SignMaster3 App. SignMaster3 has been exclusively developed for Agency Express and for the benefit of our franchisees and their customers.

## A few words from our franchisees

"When I spoke to Agency Express and met the team I knew that this was the franchise I wanted to join. The Agency Express training process was a very good experience, I had little knowledge of the business so it steered me the right direction."

Agency Express, Keighley



"I was attracted to Agency Express because of the potential that is out there to grow the business. So far my experience has been fantastic, I really do enjoy the day to day job. As soon as I see a new estate agent pop up I can't wait to go in and introduce myself!"

Agency Express, Chelmsford



\*Inclusive of overheads/running costs.

5

estate agency Supplier of the Year awards



100,000 property visits per month

98% of our clients rated  
our services as excellent  
and said they would recommend  
Agency Express to other companies\*



Award  
Winning

## Award winning services

We are passionate about the services we provide, the foundations of our successes and of our franchisees are built on excellent customer service and unrivalled solutions. This is why Agency Express are multiple Gold award winners in the The Negotiator, The ESTAS and The Sunday Times 'Supplier of the Year' awards.

Our award winning range of comprehensive estate agency board services and their unique benefits are highly regarded throughout the industry.

The most revered of these being SignMaster3 agents interface. SignMaster3's impressive array of functions enables agents to order and manage all of their agency board work online through one simple interface. It takes online board management to the next level, providing effortless control at the click of a mouse or on the move with the SignMaster3 mobile App.

As a result of our success all of the top 20 estate agency chains now use Agency Express franchisees on a regional or national basis, as well as an extensive and ever growing number of independent offices in local territories. Although we cannot guarantee that every company will use our services in any particular area, our knowledge and expertise

within the business gives us unparalleled access to the top decision makers within these organisations.



## Don't just take our word for it

*"Having dealt with other board companies over many years, Agency Express' service has been impeccable, a clear concise ordering system with straightforward user ability has led to promptness when erecting Reeds Rains boards. The erectors themselves are always polite, courteous and always pop into the branches to say hello when passing."*

John Wetherell,  
Regional Managing Director,  
Reeds Rains Estate and Letting Agents

*"Since opening our Auction Office in Essex, we have used Agency Express for our board movements and actions across the County. From the first contact to set up our account to dealing with the day to day board instructions the service has been faultless, whether that be by telephone, email or placing an order on the SignMaster3 system. Overall the service has been nothing short of professional, fast and reliable."*

Paul Bridgeman,  
NAVA President & Auctioneer,  
Clive Emson Auctioneers

Reeds  
Rains

Clive Emson  
LAND AND PROPERTY AUCTIONEERS



\*Conducted by the 2016 ESTAS  
estate and lettings agent awards.

# The Next Step



If you're looking for a proven franchise and like the sound of our business, we'd love to hear from you.

## Get in touch with us

1. Simply complete the brief enquiry form and return it to the address below. We will be pleased to arrange an initial meeting, to answer your questions and tell you more about the business.
2. Subject to your ongoing interest, we will then forward you more detailed information, and urge you to speak to some of our existing franchisees about their success at running an Agency Express franchise.

Our franchisees come from a very varied range of backgrounds, none were experienced in our business when they started their franchise and like them you could share in the success of Agency Express. Few businesses are as carefully designed or serve such a unique market as Agency Express.

As the only nationwide company of its type, with a proven successful formula and a valuable professional reputation, we are already the clear market leaders in the UK.

We are actively looking for franchisee operators to complete the coverage of our network and join in the increasing success of the company.



Rectory Road, East Carleton, Norwich, Norfolk NR14 8HT.



Contact us today

**01508 579800**

[enquiries@agencyexpress.co.uk](mailto:enquiries@agencyexpress.co.uk)  
[www.agencyexpress.co.uk](http://www.agencyexpress.co.uk)

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 Agency Express



Multi-award  
winners and...

