

Franchise Opportunity Guide

# The Future of Real Estate®



Everything you need to know about  
owning a PropertyGuys.com franchise





We believe the traditional real estate model is broken.

## Our Why

PropertyGuys.com's origin story is fueled by the firm belief that the traditional real estate model is deeply flawed. While various industries have experienced dramatic transformations to enhance consumer-friendliness, transparency, and efficiency, the process of buying and selling homes has remained largely stagnant for a century. Our mission is to revolutionize this outdated system.

We take pride in being anything but your typical real estate agents or brokers. We offer a unique and superior approach that equips both buyers and sellers with the essential tools to navigate property transactions confidently and successfully at a fixed rate. By minimizing or even eliminating the need for commission-based pricing, we ensure a fair and empowering experience for all parties involved.

While holding a real estate license is not mandatory, it's worth highlighting the immense benefits our franchisees gain from our exclusive partnership with PG Direct Realty® (PGDR). This collaboration opens doors to even greater opportunities for success within the PropertyGuys.com franchise network.

Joining the PropertyGuys.com family empowers you to reshape the real estate landscape in your community. There has never been a better time to invest in a PropertyGuys.com franchise.





## Our History



1998

### The Journey Begins

The idea behind PropertyGuys.com was born in 1998 by three university students who had a great idea and less than \$100 in their pocket.



2001

### Franchising Fuels Growth

By 2001, the service was creating raving fans among its many users. PropertyGuys.com began franchising its unique concept.



2008

### Iconic Round Sign

With 50 franchise units under its belt, the company invested further into franchise training and support, including a rebrand that unveiled their now famous sign.



2015

### Coast to Coast Coverage

The company matured into a national brand with franchise locations coast to coast. Their full-service approach has evolved to aid throughout the sale, for a fraction of the cost.



2018

### Expansion Without Borders

PropertyGuys.com is now moving into new markets with additional real estate services. They're focused on the enormous opportunity for International expansion.



2023

### Real Estate Marketplace

PropertyGuys.com expands its real estate marketplace to offer even more choice and control to home sellers, buyers, and real estate agents alike.



**PropertyGuys.com**



## An Attractive Marketplace for Agents

When the real estate market changes gears, which it always does, agents naturally watch to see what will happen next. Most wonder how long the current cycle will last and how the changing landscape will affect their future.

With that in mind, most agents agree that change often creates an enormous amount of unlocked opportunity for those who are best prepared to embrace it. If you are an agent ready for change, you should consider joining PropertyGuys.com. One of the things that makes PropertyGuys.com so different is that it's not a brokerage and it does not itself trade in real estate.

Instead, it focuses entirely on providing systems and programs that are designed to deliver a superior end-to-end user experience. Any licensed services delivered over the PropertyGuys.com marketplace is delivered through PG Direct Realty. This unique set up, which also comes with exclusive and protected territories, really helps agents put their arms around the PropertyGuys.com approach which helps them appeal to a much wider, broader, and more savvy audience.

Another part of PropertyGuys.com's allure lies in the unique way that sellers who advertise over their platform can choose as much or as little help as they need. Among the most popular marketplace programs delivered by agents is helping sellers with

pricing, showings, negotiating and assisting with all the required paperwork. And on the buy side of the equation, agents help buyers find their next dream home while allowing them to tap into their powerful commission rebate program which is designed to lower the overall cost of transacting.

Real estate is not only highly competitive, but it's also a very crowded space. That means that the one-size fits all approach propped up by most brokerages really doesn't help agents differentiate themselves as much as we do. By helping our customers win, everyone wins.

Another interesting part of the PropertyGuys.com approach is how we put the needs of their customers first. In fact, we credit much of our success on how we've come to understand the needs of customers so intimately.

Another key element of the PropertyGuys.com program is their centralized resource centre which helps our franchise locations acquire and retain more customers. Our integrated team approach allows agents who participate to do a much higher volume of business. Bottom line, if you are an agent who is willing to take the leap, you can gain a unique competitive advantage by joining PropertyGuys.com.





## An Award Winning Approach

We have experienced two decades of franchise success and along the way, have been honored with many awards and acclamations. Franchisees benefit from the knowledge and skill of our award-winning franchise system.

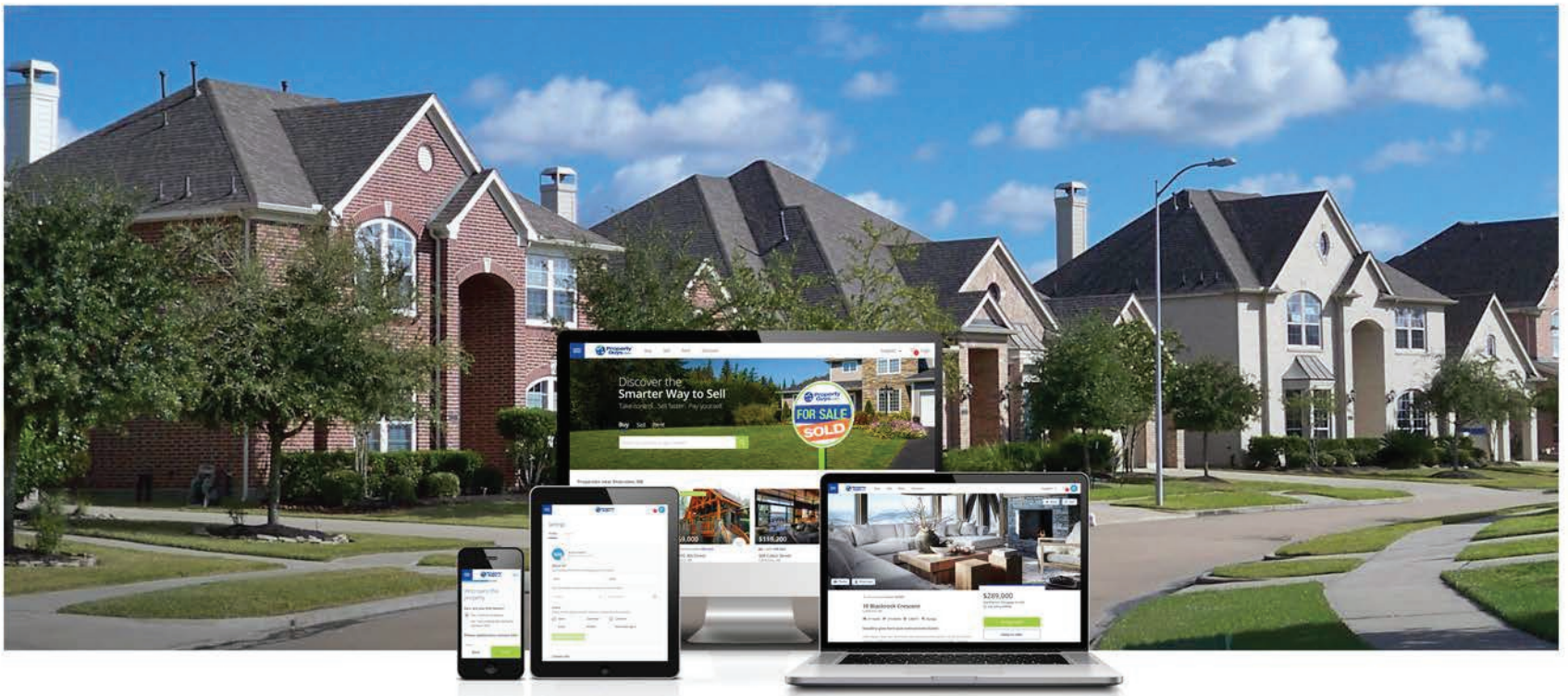


We've been featured In:



PropertyGuys.com has also been featured in numerous news articles and television shows including: Atlantic Business Magazine, National Post, National Financial Post, The Globe and Mail, Business Exchange Magazine and Canadian Franchise Magazine, Business News Network, CTV and CBC Television .





## Driving Innovation

PropertyGuys.com is always asking, what's next? That's why constant change, model evolution and innovation is at the heart of everything we do. A part of our innovation strategy is to become "Everything Real Estate", and we leave no stone unturned to achieve that. This unwavering focus has us constantly pushing the limits to improve our services, platform and user experience.

Our mix of services range from do-it-yourself concepts to full-on "white glove" service that are designed to mimic most everything you'd expect from higher cost providers. While residential real estate remains the core of what we do, we're excited to be pioneering new partnerships and products in the luxury, rental, commercial, and vacation rental space .



**Sellers**



**Buyers**



**Renters**





# PropertyGuys.com University (PGU)

Welcome to PropertyGuys.com University, Where Marketing Excellence Meets Training Mastery

PropertyGuys.com University (PGU) is not just a mere educational experience; it's a journey that combines cutting-edge marketing strategies with transformative training methodologies. At PGU, we're committed to equipping each franchise owner with the knowledge, skills, and mindset to conquer the real estate marketing landscape like never before. PGU's Three-Part Mastery:

## Part 1 Online Orientation - Ignite Your Marketing mindset

Get ready to immerse yourself in our media-rich marketing orientation. We'll delve into the core competencies that underpin marketing success and prepare you for both your in-person training and the extraordinary 12-week experiential learning program known as the 7/12 Launch.

## Part 2 In-Person Training - Amplify Your Marketing Passion

Once you've conquered the online orientation, you'll be invited to join us at our Home Office in Moncton, NB for an

adrenaline-fueled three-day in-person training experience. Brace yourself for an exciting journey where our in-house experts will take your marketing and operations prowess to new heights. Dive deeper into the core marketing concepts encountered during the online orientation, sharpen your operations skills, and cultivate the confidence to become a local real estate powerhouse.

## Part 3 The 7/12 Launch - Unleash Your Marketing Launch

Prepare for the pinnacle of marketing enlightenment—the 7/12 Marketing Launch. This extraordinary experiential learning program is meticulously designed to supercharge your lead generation abilities and cultivate the habits necessary for long-term business success.

Drawing inspiration from the industry's top franchisees and visionary business leaders, we've distilled the Seven Habits of Highly Productive and Accountable Franchise Leaders.



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## We've Got Everything Covered

**Business Development** - Every business can benefit from structure and strategy, that's where our business development team comes in. They will help you create a plan for success that is based on tried and true tactics, with room for customization based on your local market.

**Franchise Growth** - This team is often your first point of contact in joining the PropertyGuys.com community. They'll be your best friend and ensure that we're a mutually perfect fit.

**Franchise Support** - You will be supported every step of the way. Our franchise support team will help you navigate the operational elements of your franchise as well as assist in solving any website or customer issues that may arise.

**Marketing & Communications** - There's no need to reinvent the wheel, the marketing and communications team have a variety of materials to help you drive brand awareness and understanding. From postcards to Facebook advertising, there is nothing this team can't do!

**Operations** - Our ops team is always making lists and checking them twice. They keep the mothership running by supporting all programs and departments. They make sure the bills are paid and we have the tools we need to grow.

**Strategic Partnerships** - Challenging the status quo means that we are always dreaming up new ideas to solve problems for our current and future customers. New programs allow us to reach even more prospects and verticals in the real estate industry. This team is always testing new concepts to see what sticks.

**Resource Centre** - Our in-house resource centre is the hub of your business. For a low monthly fee, you gain access to expert customer experience reps and an outbound sales team whose mission is to get you in the door and convert more leads.

**Technology** - Our engineering team is best-in-class. They are constantly innovating and building technology that makes things easier for our customers and franchisees alike.



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**We Believe...**

IN UNDERDOGS. WE'RE MORE TEAM DAVID THAN GOLIATH

IN CHALLENGING THE STATUS QUO

IN CHANGE BECAUSE NOTHING CAN IMPROVE WITHOUT IT

IN CONNECTING BUYERS AND SELLERS

THAT REAL ESTATE IS BROKEN


THAT A TEAM OF EXPERTS IS BETTER THAN A JACK OF ALL TRADES

ANYONE CAN SELL THEIR HOUSE

IN STANDING OUT FROM THE CROWD

THAT A REAL ESTATE TRANSACTION DOESN'T REQUIRE AN AGENT

YOU WORK HARD FOR YOUR MONEY




## Our Culture

We know that culture starts from the top down, that's something that our executive team has always made a priority. Culture can accelerate and drive business objectives which is why it's so important to our organization.

Face-to-face interaction is a pillar of our cultural plan -as the impact on momentum can't be underestimated. That's why every year we make it a priority to meet with our people in person at our National conference. The event is as much about product launches and training as it is about sharing ideas.

It doesn't stop there - we ensure that cultural touchpoints are ingrained in everyday operations, too. From regularly scheduled Google Hangouts to Wednesday Weekly Jams where we order lunch in and connect as a team, face-to-face time is built into our workdays. We know that if we don't make this time a priority, our relationships will suffer when we get busy .

Our leadership team is continuously encouraging employees to reach their full potential. They always say "you can learn skills and you can learn our business, but you can't train personality and you can't fake hustle". That's something that is very obvious when you meet our team. They've been able to "mine for culture" by knowing exactly who the perfect fit is for the organization. They hire the right people, with the right skills, and then they get out of their way. That autonomy contributes to employee happiness and inspires them to dream bigger and do even better work knowing that their contributions directly affect new programs, projects, and improvements.

We believe  
there's no such thing as having  
too much fun!



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## Stand Out From the Crowd

From our award-winning marketing pieces and our famous round lollipop signs, to our eye-catching wrapped vehicles - PropertyGuys.com franchise owners get noticed. The best part about a franchise system is that everything is created for you. We've been there, done that and have measured exactly what works to accelerate your growth. We believe in challenging the status quo and never backing down from a challenge. Do you?



▲ Billboards



▲ Campaigns



▲ Vehicle Wraps



▲ Marketing Material



▲ Tradeshow Booths



▲ Signage





## Our Raving Fans

### James Shannon

Pictou, NS



"The PropertyGuys.com representative was with us every step of the way. They are an invaluable asset to your company. Also your legal team was there with answers to all our questions. It was seamless."

### Diane Huggins

Woodstock, ON



"My rep was more like a friend, they were there every step of the way and always got back to me ASAP. I would sell with PropertyGuys.com again in a minute and will definitely tell people what a positive experience I had."

### Mike Bennett

Castlegar, BC



"The whole package was very concise and it was easy to manage. The money we saved on top of all this made the whole experience awesome!"

### Bert Gibbs

Lloydminster, ON



"For the amount of money we saved in commission, it was well worth the little extra work we had to do."

### Gigi Sullivan

North Bay, ON



"Our representative was professional, pleasant, and very helpful."

### Tom Tripp

Kootenay, BC



"We had a remarkable local rep. A very good listener who provided valuable advice at the right time. Plus our video was just fantastic."



# How much does it cost to open?

Set up fee  
\$50K-\$100K

- Includes:
- Initial franchise fee
  - Launch Kit
  - Operating budget\*

\*Based on first year of operations historically.

## Get Started Today

1

### Inquire

Whether that's over the phone, or through our online form, it all starts with you.

2

### Connect

You will receive a call from our franchise team to get to know each other better.

3

### Fit

This is where we'll both determine if we're the Perfect Fit for each other.

4

### Agreement

If we're on the same page, we will officially award you a PropertyGuys.com franchise.

# 1-855-860-7812



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