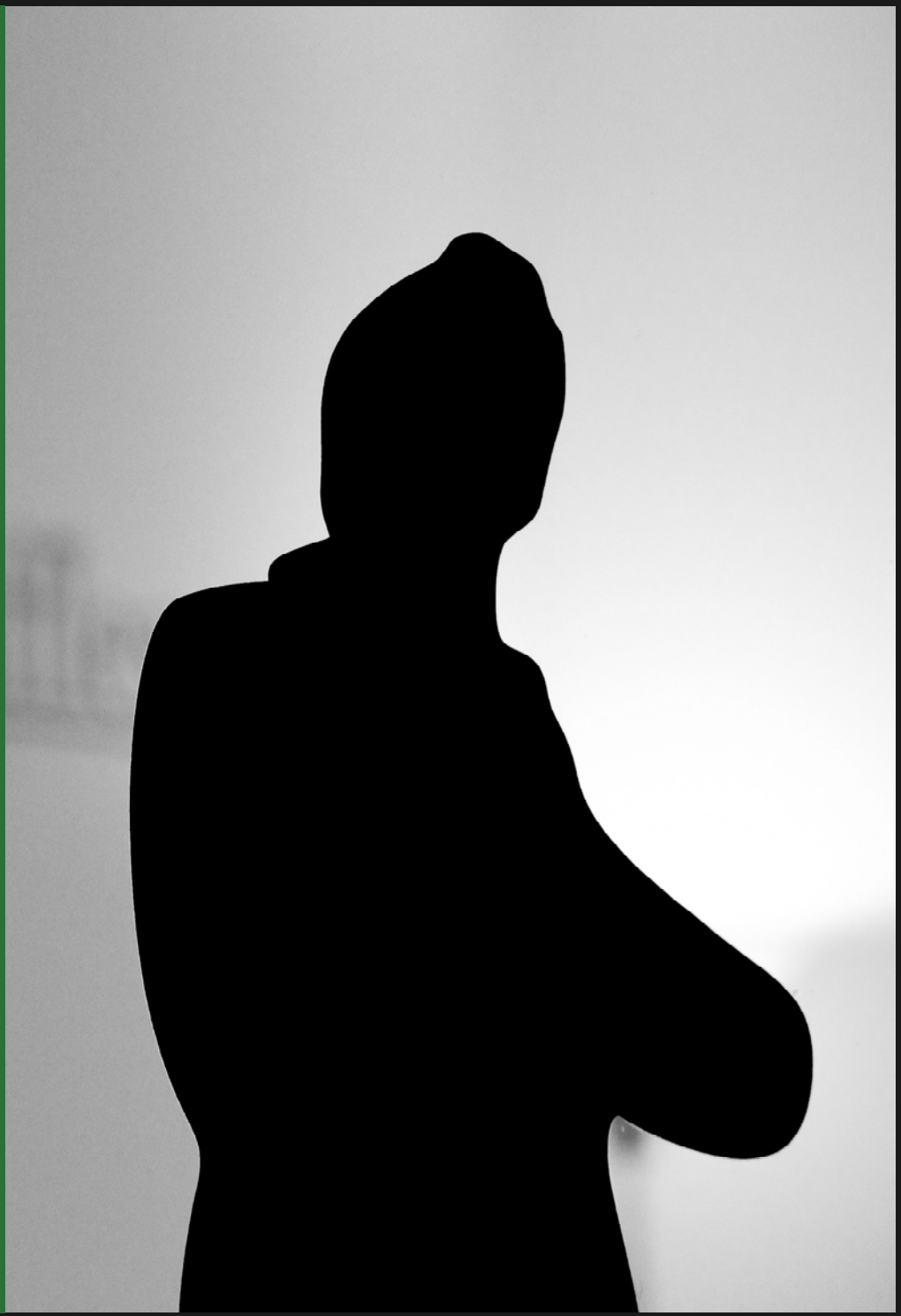
Stanford Raffles REALTY™

THINK REAL ESTATE... THINK PREMIUM... THINK SERVICE...



Stanford Raffles Realty Franchise, Inc
Promenade Towers
123 S Figueroa Street
Suite 108
Los Angeles CA 90012 USA

Contact:
1-888-863-2820 x 9
franchise@stanfordrafflesrealty.com
www.stanfordrafflesrealtyfranchise.com

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Introduction

The Real Estate industry is flooded with broker-centric brokerages where the broker provides the leads, support and infrastructure for the agents. We operate counter to that model and Stanford Raffles Realty, Inc (SRR) is positioned as an agent-centric model where the agent decides how much to work, how to foster the leads and what broker services to seek.

As such, SRR can be thought of as the equivalent of the budget airlines of the real estate industry, the peer ride sharing of the transportation industry or the peer hospitality sharing of the hospitality industry. The brokerage model was designed from the bottom up to fulfill the needs of the real estate sales professional. Commission is of upmost importance to a real estate sales professional.

This is in sharp contrast to the traditional approach of having an established brand name to attract home buyers and sellers. Instead we seek to attract highly motivated Real Estate Professionals. Hence we are proud to offer our core product …

Premium 100% Commission Broker Services

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Support

When you join the Stanford Raffles Realty team as a franchise owner, you will receive outstanding support in a number of different exciting areas:

Operational Support
Marketing Support
Purchasing Support
Ongoing Research and Development

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Training

Training Includes:

Training at the Corporate Stanford Raffles Realty office in Los Angeles, CA approximately 4 weeks before the franchise is scheduled to open.

Topics covered (Subject to Change):

The 100% Commission Business Model
Broker Operations
Sales Operations
Leadership and Team Building
eBroker System

Orientation/Support at your location to get your business started
Franchisees may also attend a refresher/update training session per year.
Ongoing support and guidance in building and operating your business

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Territories

When you join the Stanford Raffles Realty team, you will be given an exclusive territory of approximately 1,000,000 people which will also include non-population-based demographic parameters that are current and up-to-date with the latest internal demographic data to develop.

Stanford Raffles Realty is always looking for expansion opportunities in new markets!

Internationally, we also seek to expand to Canada, South Korea and China where inbound or outbound client referrals would be possible.

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Costs

The fee for one franchise is $30,000. Minimal start-up costs can be as low as $62,150 depending upon a number of factors. Please see the chart below.

DESCRIPTION	LOW		HIGH
Real Estate/Rent	$500		$3,000
Utility	$50		$100
Leasehold Improvements	$1,000		$30,000
Market Introduction Program	$2,000		$5,000
Furniture, Fixtures, and Equipment	$5,000		$30,000
Computer Systems	$2,000		$20,000
Insurance	$1,000		$4,000
Signage	$200		$3,000
Inventory	$1,000		$3,000
Licenses & Permits	$1,500		$5,000
Dues and Subscriptions	$400		$600
Professional Fees	$1,000		$3,000
Working Capital	$15,000		$30,000
TOTAL BEFORE FRANCHISE COSTS	**$30,650**		**$136,700**
AVERAGE			**$83,675**
Training	$1,500		$3,500
Franchise Fee	$30,000		$30,000
TOTAL WITH FRANCHISE COSTS	**$62,150**		**$170,200**
AVERAGE			**$116,175**

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Qualifications

Successful franchisees should have

Prior Management Skills or Acquired A Business Degree
Preferably Some Real Estate Transactional Experience
Relationship Building Skills
Ability to Meet Initial Investment Requirements
A Strong Sense of Integrity
A High Level of Motivation for Financial Independence
Ability to Pay Attention to Details
Commitment to Excellent Customer Service

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Next Steps

What are the Next Steps?

Step 1: Fill out an Evaluation Form or contact us via the website
Step 2: Send the Evaluation Form to
Franchise@StanfordRafflesRealty.com
Step 3: Arrange for an Initial Phone Consultation to "Meet the Team"
Step 4: Arrange for a Discovery Day
Step 5: Review Franchise Agreement
Step 6: Join the Stanford Raffles Realty Team

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