



Why you should become a
Fine Home Property Practitioner

**FINEHOME**
REAL ESTATE EXPERTS & APPRAISERS



Firstly we would like to thank you for your interest in Fine Home and for the opportunity for us to explain the Fine Home concept.

And we would also like to extend a formal invitation to you to join us.

A handwritten signature in black ink that reads "Glen Quirk".

Glen Quirk
Owner

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About Us

Why Choose Fine Home Real Estate Experts and Appraisers

We are Dynamic, Professional, Fully qualified, Highly Service orientated and CARE about you! Fine Home Real Estate Ethos rests on ethics, outstanding product knowledge and individuality.

As a result of our innovative and continuous marketing efforts, we have become a familiar and sought after Brand within Krugersdorp and Roodepoort areas.

Our clients definitely reap the benefit of this market presence and awareness as we have been operating at our current premises for the last 20 years.

We continuously train our Estate Agents in the basics of Real Estate, ever changing legal issues and inspirational and motivational talks. This ensures that Fine Home Estate Agents are always at the cutting edge in their field.

Our in-house marketing and advertising department, together with the Fine Home Realtor, ensures that your career and earnings will grow to new heights.

Fine Home has the most dynamic website which attracts numerous visitors to our site and has specifically been designed to be exceptionally friendly and easily accessible. To find or locate a property all that is required is to type in the preferred suburb into the "search" block. This will accordingly show a list of all properties "For Sale" or "To Rent", and by keeping the mouse on a line, a picture of the property would pop up.

Fine Home also make use of a very comprehensive and up-to-date "Buyers"/Tenants' Database" where we match individual buyer/tenant requirements to specific properties, and in the process minimizing the time line to source such properties.

Our aim is to provide you with remarkable and outstanding service!



VISION STATEMENT

To become the largest leading independent real estate in Krugersdorp and Roodepoort. To deliver customer service beyond expectation, to entitle each and every agent who embrace the Fine Home devotion to obtain financial accomplishment and quality of life deserved.

MISSION STATEMENT

To be the real estate company chosen by public by delivering customer service beyond expectation, building customer relationships and making real estate dreams come true.

VALUE PROPOSITION

- 🏠 Market Share
- 🏠 Market Leading Websites
- 🏠 Agent Productivity (Per Agent Sales)
- 🏠 No Area Restrictions / Farming Areas
- 🏠 In-house Coaching and Mentorship Program
- 🏠 Inhouse Design Centre
- 🏠 Personal Promotion and Lead Generation
- 🏠 Dedicated Admin, Finance & Sales management Support
- 🏠 Community Involvement
- 🏠 Career Progression with Incremental Commission Structures
- 🏠 Visible, Professional Office Environment
- 🏠 Multi listing services

OUR CORE VALUES

- 🏠 Quality customer service
- 🏠 Honesty and integrity
- 🏠 Professionalism
- 🏠 Teamwork
- 🏠 Innovation and adaptability



Fine Home offers agents a proven alternative – all the advantages of being in business for yourself, but not by yourself. By joining Fine Home, the resources to support your business are available, but without the usual disadvantages or liabilities.

The Fine Home concept is based upon the principle that the Sales Associates receive the highest allowable remuneration for their efforts. The 100% commission concept that Fine Home offers is structured to suit the more successful agent and those committed to becoming real estate professionals.

THE PHILOSOPHY OF BEING IN BUSINESS FOR YOURSELF BUT NOT BY YOURSELF

Fine Home offers real estate professionals unique advantages including the freedom of an independent business person and a broad range of support services. You have all the benefits of being your own company, but without the expense, problems and liabilities that go with ownership.

FINE HOME ALLOWS YOU TO:

- 🏠 Retain the largest part of what you earn
- 🏠 Independently negotiate your commission rates
- 🏠 Build an investment portfolio without paying your broker commission
- 🏠 Be as creative in your advertising as you wish
- 🏠 Unlimited advertising and promotion of yourself and not only the company
- 🏠 Be independent in your business decisions
- 🏠 Set and achieve your own goals
- 🏠 Concentrate on what is important to you
- 🏠 Work closely with similarly motivated professionals

FINE HOME GIVES YOU THE OPPORTUNITY TO BE THE BEST!!



RUNNING YOUR REAL ESTATE BUSINESS THE WAY YOU WANT TO

At Fine Home we have a business program that will give you a system to run a successful estate agency practice within the Fine Home system. Build your own team of agents at very low cost and see your financial success take off!

EARNING ALL THE COMMISSION AND INVESTING IN YOUR BUSINESS GROWTH THE WAY YOU DECIDE

At Fine Home you can build your own business with your own name for your benefits

SOMEONE RUNNING YOUR OFFICE ADMINISTRATION SO YOU DON'T HAVE TO WORRY ABOUT IT

At Fine Home we handle the business administration and the management of your sales. This frees Fine Home sales associates to do what they get paid for. Listing property and selling property.

WORKING ALONGSIDE FULL TIME PROFESSIONALS WHERE THE BEST CAN LEARN FROM THE BEST

Fine Home is a leadership company where top – producing market leaders can network dynamic synergy.

YOUR BUSINESS WORKING FOR YOU WHEN YOU ARE ON HOLIDAY

At Fine Home we have developed a business operating system that can increase your turnover, that gives you predictable returns and that works to bring you sales even when you are taking a break.

NO AREA RESTRICTIONS: NO ADVERTISING RESTRICTIONS, NO GROWTH RESTRICTIONS,

Only opportunities for you to enjoy the success you dream.

At Fine Home we have removed restrictions and in their place we have created systems to facilitate your business.



Fine Home is owned and operated by the same real estate professionals who started the organisation, and the organisation still runs on the same philosophy upon which it was founded – the professional real estate agent is the only customer. Not the consumer. Not subsidiary companies. Not a trust. Not a parent company. Not preferred vendors. Not ancillary feeder businesses. Not entities with sub-licensing rights to the brand.

Just the agent. Indeed, the Fine Home brand remains synonymous with just one thing – quality real estate sales professional.

- ✓ Maximum commissions
- ✓ Proven business system
- ✓ Advances Technology
 - 🏠 Fine Home website
 - 🏠 Property 24
 - 🏠 Multi Listing Services (MLS)
 - 🏠 Private Property
 - 🏠 Internet
 - 🏠 Company & personal profile
 - 🏠 Creation of marketing material

PREMIER MARKET PRESENCE

Premier Market Presence (PMP) is the Fine Home measure of business leadership and commitment to maximising market share. PMP results from a large number of community-minded top-performing Associates, giving superior customer service under a respected company banner.

What Fine Home PMP means to you

- 🏠 More qualified buyers and sellers
- 🏠 Enhanced public image
- 🏠 Competitive edge
- 🏠 Greater ease in acquiring listings
- 🏠 More walk-in or call-in business
- 🏠 Less time on market for listings
- 🏠 More properties sold at a better price.
- 🏠 More repeat and referral business
- 🏠 More commission income

With over 20 years of Fine Home momentum, growth and Associated production can be measured in current Fine Home market strength.

And each new Associate generates more advertising, more referrals, more transactions and greater synergy for the entire Fine Home network.

All this moves Fine Home even closer to its goal of Premier Market Presence (PMP) in all markets .

Community Support

Fine Home is committed to community support

Now's the time to take your real estate career to the next level.

Now's the time to join Fine Home

Maximise earnings

As a conventional agent you are paying a massive desk fees and costs to your principal ... it's costing you dearly. The Fine Home concept is that there are NO COSTS

Claim expenses

Fine Home Associates – you may claim all business expenses for running you business against tax, whereas currently your present company enjoys the benefits of claiming all these expenses

Sponsorship and support

Calling cards, boards, web photos may be sponsored by various banks and attorneys. Remember that banks and attorneys love Fine Home associates.

Build your own team

Build your own team of 2 – 3 assistants within the Fine Home 100% concept and your earnings will run into millions! It is so easy to do and inexpensive.

If you are ready to take it to the next level of your career, take a tip from Fine Home



ADVANTAGES TO THE FINE HOME ASSOCIATE

HIGHETS ALLOWABLE COMPENSATION

In addition to the monetary compensation, the Sales Associate can enjoy the opportunity of working with other full-time, successful professionals, without subsidising the beginner and part-time agents. Since the Fine Home compensation program attracts top producers, the sales associate constantly benefit from an environment of ideas, enthusiasm, success and synergy.

WORK FEWER HOURS, YET INCREASE EARNINGS

Since Fine Home sales associates keep a higher percentage of the commission, they can reduce their time commitment without sacrificing their standard of living. Additional time can be devoted to personal or professional goals. Many sales associates have found that devoting more time to referrals or past customers, they have entirely eliminated most prospecting activities and yet increased their earnings. Therefore, the maximum commission concept has allowed sales associates to work smarter, not harder.

PROFESSIONALISM AND EXPERIENCE OF FELLOW ASSOCIATES

Top producers like to associate with other top producers. One of the benefits of affiliation with Fine Home is that good producers tend to become much more productive when they work with and emulate the top sales associates in the industry.

INDEPENDENCE AND OPPORTUNITY TO BE IN BUSINESS FOR YOURSELF

Top sales associates want the freedom to do what they do best. Sell real estate they do not need to be shown how to do their job, nor do they want to ask permission for everything they do. With few limitations, Fine Home sales associates are able to be very independent.



YOU SET AND ATTAIN YOUR OWN GOALS

Fine Home does not require production quotas, they have the freedom to set goals, take holidays and work under their own pressure, not someone else's.

LARGE COMPANY IMAGE FROM SIGNS

Most sellers equate high volume sign exposure and sales exposure and sales production with success. Because the Fine Home concept attracts only the professional top producers, the number of "For Sale" signs and real estate transactions conducted in the neighbourhood are valuable to the image of the company and generate a considerable amount of additional leads.

ATTRACTIVE PROFESSIONAL OFFICES

A professional office atmosphere will contribute to your enthusiasm, as it presents the kind of image client's trust.

VOICE IN THE OPERATION OF THE COMPANY

One of the many advantages of the Fine Home program is you have an opportunity to express your views on how the company should be operated. Our sales associates vote to institute changes to the daily operation of the business.

BE PART OF AN ENTHUSIASTIC WINNING TEAM

Fine Home associates are happier with their higher earnings, their unlimited budgets, and the opportunity to share in a group synergy with other highly motivated, skilled, professional sales associates.

FRINGE BENEFITS OF AFFILIATION WITH A LARGE REAL ESTATE ORGANISATION

The benefits of an accepted professional image within the community generates a considerable amount of leads.



REPUTABLE OF BEING ASSOCIATED WITH A PROGRESSIVE, FAST – MOVING REAL ESTATE TEAM

It is important for you to know others in the industry respect you for your association with a professional team.

OPPORTUNITY TO EXPERIMENT AND BE CREATIVE

The Fine Home concept allows you to greater flexibility without stringent rules and controls. You have the freedom to experiment with personal promotion, mail – shots, sales techniques etc. that personally produce effective results.

PROFESSIONAL SALES STAFF TO SERVICE LISTINGS & OFFER EXCELLENT SERVICE TO SELLERS & BUYERS

ALL THE ADVANTAGES OF OWNING YOUR OWN COMPANY WITHOUT DISADVANTAGES

PERSONAL PRIDE OF BEING IN THE BUSINESS FOR YOURSELF



AT OTHER COMPANIES YOU CAN PAY FOR THE FOLLOWING

- ✚ Membership Joining Fee
- ✚ Website Fees
- ✚ Property 24/ Private Property/ Lightstone/ SAPTG
- ✚ Annual Renewal Fees
- ✚ Administration Fees Per Transaction
- ✚ Training Manuals
- ✚ EAAB Name Change Of Employment
- ✚ Starter Pack
- ✚ Royalty Fees
- ✚ Service Fees
- ✚ Marketing And Training Fund
- ✚ Miscellaneous Shared Expenses
- ✚ Insurance
- ✚ National Media Fund
- ✚ Community Involvement
- ✚ Phone Line
- ✚ Phone Equipment
- ✚ Paper And Other Office Supplies

AT FINE HOME YOU PAY NOTHING!!!

**AND RECEIVE 70% OF ALL COMMISSION
EARNED**



Fine Home commission offering 1

70 / 30 Split – Agent must maintain a turnover of R950 000 per Month at 6% to qualify for the 70 / 30 split.

Fine Home commission offering 2

1st Deal 50 %

2nd deal 60 %

3rd deal 70 %

4th deal 80 %

5th deal 90 %

6th Deal 100 %

All deals must be achieved in one calendar month.

Join the team that benefits you!



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