



Buyers' Broker Ltd.

Ireland's First Buyers' Agency Franchise

History:

Buyers' Broker Ltd. was founded in 2005 (incorporated as a private company limited by share within Ireland in 2006) by Carol Tallon and Orla Fitzmaurice in response to the lack of professional representation for buyers throughout the crucial stages (sourcing and negotiation) of the property transaction. Carol and Orla sought to revolutionise the purchase process and level the playing field for property buyers. Effectively, the role of buyers' agent is as a counterpart to the traditional auctioneer/estate agent, however, it is important to point out that a buyers' agent does not sell property, act on behalf of sellers or earn any fees from sellers.

Prior to the incorporation of the business, the team behind Buyers Broker Ltd. spent more than two years researching the needs of property buyers and developing a range of services to fulfill those needs. Since 2005/2006, the property market in Ireland has changed dramatically and our well-considered services have evolved along with it.

Franchise:

Buyers' Broker Ltd. offers business format franchising, which essentially means that we (as the franchisor) grant a license to you (our potential franchisee) extending the right to trade under the brand of Buyers' Broker Ltd. and we commit to extensive facilitation and training to enable our franchisees to operate the business with on-going support.

Each office is owned and operated by the franchisee and the franchisor retains control over the manner in which services are promoted and provided to clients. Significantly, Buyers' Broker Ltd., together with individual franchisees, will directly maintain the high quality and standards of the business.

Advantages for prospective Buyers' Broker Ltd. franchisees:

- Property buyers' agency is now an established business concept in Ireland
- Buyers Broker Ltd. works with a leading P.R. company to execute a national awareness campaign
- Extensive training is provided and further enhanced by continued support with a specialist range of management services
- We offer professional evaluation of your selected office location to ensure optimal returns
- Buyers' Broker Ltd. commits to fully develop the franchise network nationally



Brand:

As the tag line suggests, Buyers Broker Ltd, [are] “*always on your side*”. We were the first business of its kind to operate a full range of buyers’ services for all classes of property buyers, from first-time buyers to commercial investors, nationwide.

Costs:

The franchisee will pay an initial franchisee fee, together with on-going license/royalty fees, based on a percentage of annual turnover. We also operate a marketing fund of 1% [TBC].

Buyers’ Broker Ltd. operates a long term franchise strategy. We charge a lower initial franchise fee and the majority of our earnings derive from franchisee turnover. Effectively, we do not start making money until you do!

Those interested in franchising through Buyers’ Broker Ltd. should contact 059 914 3061 or email franchise@buyersbroker.ie for further information.