

The EweMove Story

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This booklet charts the story of EweMove, how it was conceived and developed, and how it has grown from its origins in 2005. All the twists and turns, the phenomenal growth - here's how it happened.

WOW!



EweMove
SALES AND LETTINGS

EweMove is owned by our Head Shepherds, David Laycock and Glenn Ackroyd



Cavendish House, Littlewood Drive, Cleckheaton, – the home of **EweMove**. You're **welcome to pop in at any time**. We make the best coffee and just love any excuse to get some cakes in.

EweMove.com

David and Glenn own the company, which operates from offices at Cavendish House on Littlewood Drive in Cleckheaton. It's just off junction 26 of the M62.

David's 'first career' was with Barclays Bank PLC. He worked there for 20 years, starting in the back office and, soon after, serving customers as a cashier on the counter of a small community branch in the Yorkshire mining and rugby town of Castleford. Moving on through Huddersfield, Leeds, Knutsford, Northampton, the City, and finally to Canary Wharf, he quickly climbed the ladder into senior leadership roles.

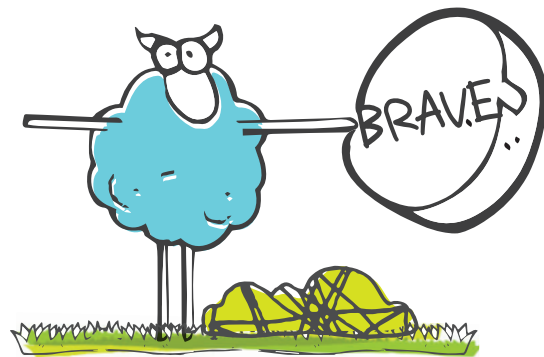


Always someone who likes to push boundaries, David was responsible for many diverse, leading edge changes at Barclays. This included sorting out the bank's disjointed and confusing multiple websites in the internet heyday of the mid-90's, and changing how senior managers were performance managed (and rewarded) to reflect the long term value of their customer relationships. In his final role as Head of Customer Service he acted as a troubleshooter, for complaints (and fixing their systemic causes) and improving customer service standards for the whole of the UK bank.

In 2000 David and his wife had the first of their 3 children. He continued to climb the career ladder but this increasingly meant working longer hours away from his family. By 2006, their 3rd child had been born.

You see, David had
always dreamed of
being his own boss.
He took a big bravery
pill and left the
security of a well
paid secure position.

David and his wife had a choice to make. They wanted to settle down and bring their children up without having to constantly move home and find new schools, so they took the decision for David to leave Barclays (after 22 years) and move back up North to West Yorkshire, the area in which they grew up.



In 1987 Glenn was unemployed. A job centre interview landed him a junior position in the Civil Service. He left 3 years later to study at University, but part way through his course he was offered a job with Rice-Jones Solicitors in Halifax. Against the advice of family and friends, he packed in his degree during his final year.

Glenn went on to qualify as a lawyer and specialised in Landlord and Tenant advice. A lot of his time was spent helping out Letting Agents who didn't have a clue about how to deal with difficult tenants. By this point Glenn was married with 2 children. In 2005 he decided it was time to move on.

He saw how much freedom his landlord clients had and he'd always wanted a career in property. He waved goodbye to legal practice.

This is where David's and Glenn's paths came together. They both had a passion for property and had decided to become portfolio landlords. In 2005 Glenn became director and part owner of A Quick Sale Limited which was an Estate Agency franchise.

David joined the business as a franchisee in 2006. This gave him an insight into what it's like to work as a franchisee. And between them, David and Glenn bought £15 million of rental property.

By 2007 A Quick Sale had over 100 franchisees and was on its way to selling over 5,000 houses. People were starting to talk!

Glenn became a Director of Bradford City



When Glenn and David started to buy houses they tried lots of different letting agents. Fed up with the poor quality service, they decided "If you want something doing properly, you'd better do it yourself".

So they set up their own letting agency.



In 2005 'Property People Lettings' was born, operating from The Cobbett Centre, offices that are still used today. Initially it was simply to manage their own properties.

2005 - 2008 were boom years for property, so they both concentrated on building their portfolios. But then the party ended and along came the credit crunch. Almost overnight the Buy-to-Let model, built on mortgage finance, came to a juddering halt.



National Property Group

Teaming up with their A Quick Sale co-directors they decided to create a new lettings agency business which could manage properties anywhere in the UK. This was launched in 2010 as 'National Property Group', but even before the official launch they had several hundred properties under management. By the end of the first year they were approaching 1,000 houses spanning England, Northern Ireland, Scotland and Wales.

David and Glenn wanted to concentrate on the lettings business and in 2012 they sold their interests in A Quick Sale and bought out the remaining directors to take full control of National Property Group.

The beginning of 2013 saw the long awaited launch of their award winning Ewereka!™ Property Management System.

This ground-breaking system had a big impact on the service provided to landlords. It enables them to view every last detail of their property performance, with real time updates whenever and wherever they are in the world.

It transformed the franchisees' businesses. All viewing appointments, rent collection, arrears chasing, application processing and bookkeeping were automated. They could now run their sales and lettings agencies **without an office or any staff, saving them tens of thousands of pounds every year.**

Ewereka!
has scooped prizes
for innovation in
Multiple Industry
Awards



Real Time Appointment Booking is yet another unique service in which EweMove lead the market. Over half of our enquiries come outside the normal 9 - 5 opening hours.

By this time they were receiving enquiries every single day from landlords all over the country, wanting them to manage their properties.



In 2013 they decided to re-launch. Their brand agency was given a brief: 'We want to stand out from the crowd. Make us fun and memorable like Ben & Jerry's or Innocent Smoothies.' They didn't disappoint! EweMove was born.



EweMove.com

Their universally acclaimed website included an animated logo with a grass eating sheep (Ewenice), hand drawn illustrations, and a video cartoon showcasing their ewenique proposition

They had in place a team of experienced Property Managers spanning the length and breadth of the country. David and Glenn held a secret meeting and invited them, along with select guests. They set out their vision for a pioneering business based on their revolutionary Ewereka!™ system, underpinned by exceptional customer service.

Since then EweMove has witnessed incredible growth, opening new branches every month. It's quickly established itself as one of the fastest growing Estate Agency franchises in the UK.

EweMove is known, within the franchise industry, for its genuinely first class training and support for their franchisees

2014 included the introduction of their Estate Agency Service. This gave their franchisees a further source of income, and at the same time made their franchise recession-proof.

The man who has led all of their development since he joined as Franchise Development Manager is Paul Sheard

Paul's sole focus is to make our franchisees successful, and that starts from the moment they join.



And so the story goes on....

One thing we can promise you – life at EweMove is never dull. Our story will continue, new things will happen, changes will be made. If you're looking for a quiet life then EweMove is probably not the best franchise business for you.

But if you want to be involved with something that is genuinely cutting edge, and continually leading the way where others follow, then hop on board. You'll enjoy the ride and you'll do a huge amount to support landlords, tenants, sellers and buyers in your area, and that can be VERY fulfilling...





Speak to our Shepherdess
Call Hannah on
01274 888 754
EweFranchise.com



EweMove
SALES AND LETTINGS

What EweMove is All About

V

This booklet explains the essence of EweMove - what we're all about, what we stand for and our purpose...



EweMove
SALES AND LETTINGS

Here at EweMove, we're in the business of helping people locally find and move into their perfect home.

Across the UK, tens of thousands of people in every town and city move house each year. Each one of them is yearning to find their dream property. A house of their own.

A place that they can call home.



Across the UK, people are fed up with Estate Agents who provide appalling customer service. They promise the earth and fail to deliver and regularly fail to give any meaningful feedback.

With twenty first century property marketing moving online, local independent agents have struggled to keep pace. We've tried national chains, but they fail to grasp that at its core this business is not about the properties - it's about the people who live in them. Local people who want to be taken care of by a local person like them.

There's a growing desire for an alternative to these faceless national chains.

A local alternative.

One based on a personal contact and providing outstanding personal service.

The problem with the out-dated estate agency model is that the person you choose to market your house is quite often not the one who talks to prospects when they enquire. Home owners are often forced to do their own viewings. When they call for feedback, the office staff don't have a clue about the house because they've never set foot inside. No one person is responsible from beginning to end and there's no accountability as a result.

That's why we're radically different.

As a Branch Director, you're free from the day to day drudgery of the office and can focus on providing a fully dedicated VIP service.

You meet the owners, prepare the property marketing and do the photo's. You'll personally carry out the viewings and armed with your in depth knowledge of the house, you're in a far better position to sell it in no time at all. And when it comes to feedback, well, you've spent time with prospects and can update your client straight from the horse's mouth. They appreciate your honesty and transparency because, only by working together as a team can you achieve the desired outcome of a successful house sale or let.

And when your client's have achieved their dream of moving on, you know it's solely down to your efforts. The genuinely warm appreciation you get from your customers and the enormous satisfaction of a job well done are extremely rewarding.



**"NOTHING
BEATS THE
FEELING OF A
JOB WELL
DONE"**

Understanding this upheaval and the journey that customers are embarking upon brings with it a bundle of emotion, both positive and negative.

For many people, there is a sense that the human element of the property industry has been gradually eroded, and that in the move towards national chains the connection with a local person has been lost. In the pursuit of profit, personal service has been sacrificed along the way.

Buyers, sellers, landlords and tenants all want to be dealt with on a local, personal level. They want someone who thinks like them, understands their needs, their problems, and who then takes the time to deal with them on an individual basis.

People are fed up with having 'the wool pulled over their eyes'. They want someone who'll give them straight talking honest, advice and who'll always keep in touch with them from the beginning to the end.

Most of all, there's a desire to deal with a local property expert, who can help them move into their next dream home.

But what makes EweMove unique and relevant to this desire?

When it comes to selling or renting a home, people realise that local expert knowledge is vital. Nobody knows the local property market better than somebody who lives and breathes the local area and who is ingrained into the fabric of the community.





With 95% of people finding their new home online, house sellers and landlords need a way of reaching out to buyers and tenants. EweMove's Mammoth Marketing includes exposure on ALL of the major property portals.



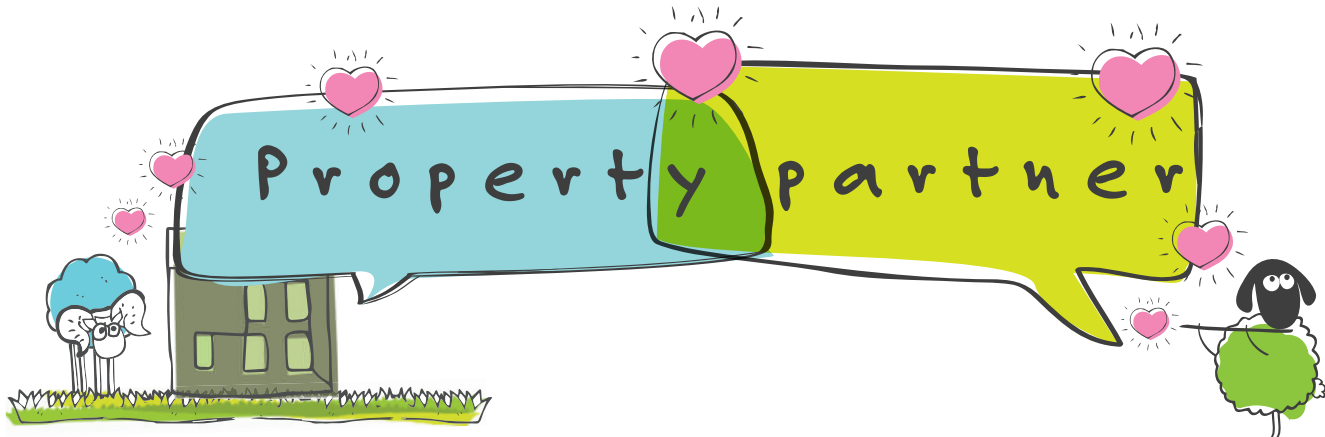
Today's house seller or landlord is acutely aware that they need a property partner who works with them. One who gets them a fast and plentiful supply of viewers. For this, they need the comprehensive exposure that comes from the marketing clout of a national company. But underlying all of this, they want to be dealt with on a personal level.

Crucially, they know that people do business with people. Underpinning this is the desire to be taken care of by a local person who knows and understands the local property market inside out.

They want a marketing partner who can be open and honest about the valuation of their property. They want a property 'best friend' who can support them, provide ideas and give straight-talking, honest advice.

They want a property expert who is part of the fabric of the local area, themselves a "local", who shares with them the same passion for property and local pride. They want somebody who is down to earth, who can communicate with them at their level, who tries harder, and who isn't a pawn in a faceless corporate chain.

They want a Sales and Lettings Agent who can help them keep it real, keep it human, and who can connect with other people. These customers want to be helped - they want to move on with their lives and into their next dream home.



A unique property partner who cares as much about their home as they do.

That's what EweMove is.

And together, our shared love of property and our local area, our shared desire to see our customers get on with their lives, to find and move into their dream homes, our passion and energy, skills and abilities, means that...

Only with EweMove can we make people's wishes of moving into their dream home come true.





Speak to our Shepherdess
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EweMove
SALES AND LETTINGS

Why EweMove is So Successful



This booklet explains the full depth of the EweMove proposition, why it's completely ewenique, and why it's so successful - for loyal clients AND for our fab franchisees



EweMove
SALES AND LETTINGS

With EweMove you get 3 property businesses in 1

- 1) Sales
- 2) Tenant Find
- 3) Property Management

The image displays a tablet showing the EweMove website, which is the UK's Most Trusted Estate Agent. The website features a search bar, navigation tabs for Sellers, Buyers, Landlords, Tenants, Branches, and Search Properties, and a prominent 'Find What You're Looking For' section. A large number, 10,185,808, is displayed, along with a TrustPilot rating. The website also highlights 'THE AWARD WINNING ESTATE AGENT THAT SELLERS TRUST' and 'THE AWARD WINNING ESTATE AGENT THAT TENANTS TRUST'.

Three circular callouts highlight specific features:

- BUY Me!:** A callout pointing to a property listing for a 4 Bedroom Detached House in Beverley, HU17 8PA, priced at £435,000. The listing includes a photo of the house and a description.
- Rent Me!:** A callout pointing to a section titled 'Our Happy Landlord Guarantee', which describes a 12-month management agreement and a no quibble guarantee.
- Ewureka:** A callout pointing to a laptop displaying the EweMove logo.

The bottom of the image shows a 'Want to Chat?' button and a 'We're rated "Excellent" by our customers' badge.

The property market has gone through a period of transition in the last few years.

The housing market is changeable. It flows with the tide of the underlying economy. In 2007, business was booming and estate agents had never had it so good. Fast-forward a couple of years and many had been replaced by lettings agents, springing up to meet the burgeoning demand for rental property.

You see, sales and lettings are the 'Yin' and 'Yang' of property. Their fortunes sway in harmony with the prevailing economy. When one slows down, the other picks up, and vice-versa.

Underpinning all of this is the incredible and ever-increasing demand for housing. On this small island we simply don't have enough of it to go around. Given a choice, most people prefer to buy. When they can't afford to buy, they have to rent.

The simple lesson is 'don't put all of your eggs in one basket'. In 2008, the housing market was still rampant, but the pendulum had swung in favour of lettings. It's now swinging back the other way again...

The moral of the story is that to have a robust business that will flourish in any housing market, it must be founded on both Sales AND Lettings.



For a Sales & Lettings Agent that stands out from the crowd, which at its core is founded on providing exceptional personal customer service, the financial opportunities are simply staggering. Thousands of people in every town and city want an Estate Agent who cares, one who is passionate about property, someone who goes the extra mile to deliver results...



Since 2008 there's been huge growth in the rental market. The lending drought resulted in a massive build up of wannabe buyers, desperate to get a foot on the housing ladder. 2014 has seen the cork burst and buyers are flooding back. The next sales housing boom has well and truly arrived.

Why EweMove works so well for Sellers and Landlords (your clients)

Ok, at a high level, let's get right back to basics on this one:

- ✓ Here in the UK people have to live somewhere! We have far more people than we have houses, creating incredible demand
- ✓ Given a choice, most people will always choose a local property expert, especially a recommended one
- ✓ Only 3% of buyers find their home via a high street branch. Our clients know that 93% of their viewers see their houses online (Source: The Property Academy Home Moving Trends Survey). So they need a BIG league player to provide heavyweight internet marketing that will generate lots of viewing enquiries for them
- ✓ Our clients want a single point of the contact from beginning to end. A property 'best friend' who'll market the house, do accompanied viewings and then provide instant feedback. They crave a service that they cannot find from any other Estate Agent
- ✓ **EweMove** gives our clients what they want. Great value, high profile marketing and a local property expert. National strength with local knowledge.

Estate Agents sell houses, and Lettings Agents let them, don't they?

That's the kind of old world thinking we've moved away from at EweMove.

Not only can our franchisees build both sides of this equation. Putting these services together means you can offer your clients a broad range of highly effective property solutions, tailored to your clients' needs.

With an ever increasing (and ageing!) population, although sales and lettings demand swings like a pendulum, overall demand is constantly increasing.



Being able to offer a spectrum of services also means that our franchisees can build a sustainable business through the seasonal peaks and troughs, regardless of market conditions, and benefit from the big injections of cash that come from profitable house sales, as well as tenant find fees and residual income you earn from ongoing property management.

It's this kind of joined up thinking that makes a EweMove franchise such a profitable option for the right people. People who want to build a successful business based on delivering ethical estate agency services and amazing customer service.

Let's face it, 'ethical' and 'amazing customer service' are two phrases that you don't often hear in connection with estate agents. In fact, more often than not, people don't have great things to say about estate agents, they're deemed untrustworthy and unreliable.

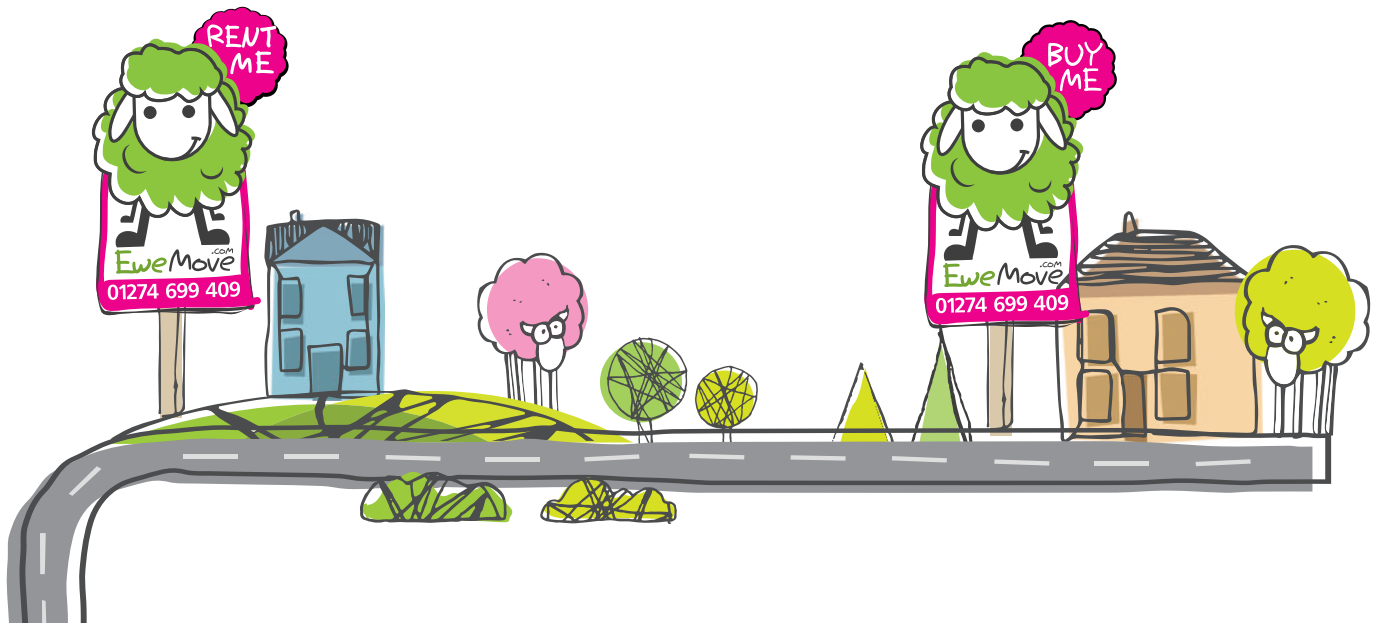
Not anymore! EweMove agents are shaking up the old fashioned, "What's in it for me" world of estate agency.

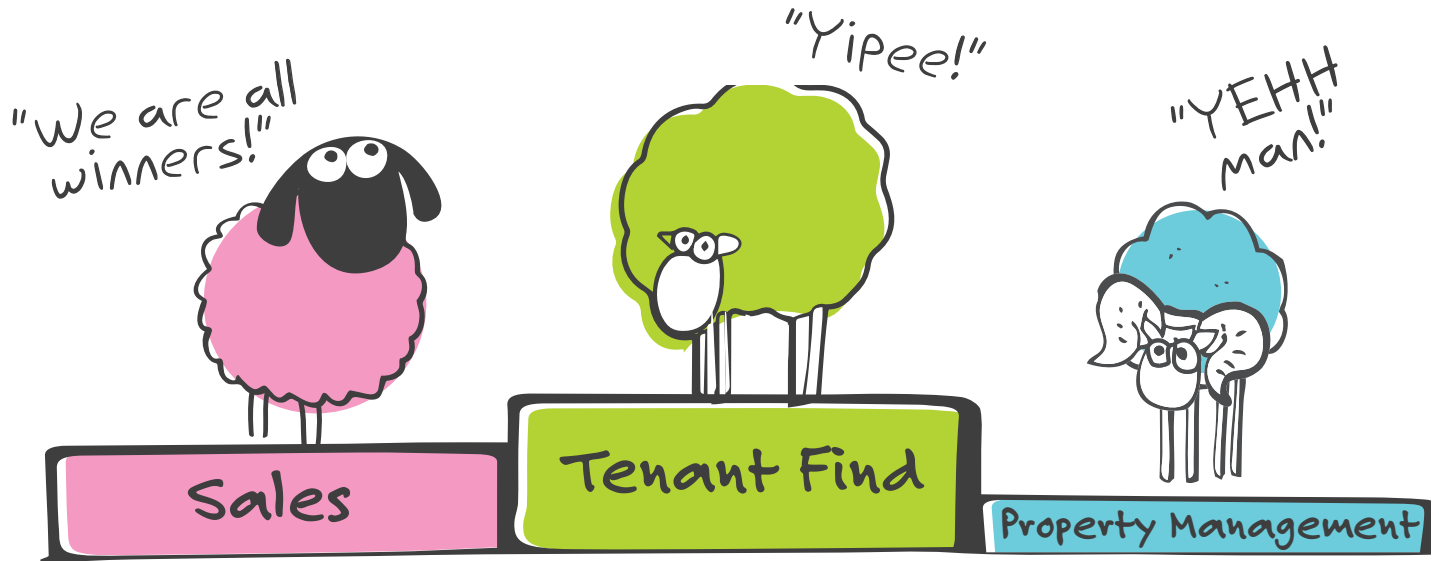


By having 3 businesses in 1, you can make sure that you always come out on top...

With three solid foundations to this business (Sales, Tenant Find and Property Management), you'll have covered all the bases, regardless of whether the housing market is booming in sales or lettings.

Our ewenique branding and our distinctive "Buy Me" and "Rent Me" boards really stand out from the crowd. They grab people's attention to get more enquiries and interest fast!





- ✓ Incredible USP with our Happy Sale Guarantee
- ✓ No Sale, No Fee
- ✓ Mammoth marketing on all the major portals
- ✓ Comprehensive tenant vetting process to find great tenants
- ✓ 48 month average tenancy length - more than twice the UK average
- ✓ Online viewing booking system using our award winning Ewureka System.
- ✓ Bespoke Ewureka!™ property management system
- ✓ Real time property email updates for landlords
- ✓ 99% of monthly rents collected by direct debit to avoid arrears issues

With so many great products and features on offer it's no wonder that sellers and landlords flock to use our services.

When you have someone at the helm that was once the Webmaster at one of the world's leading banks, and Head of their Customer Service division, you have the potential to revolutionise the industry



David Laycock is our MD and spent 20 years at Barclays. He's project managed countless multi-million pound systems, but he often jokes about being incredibly lazy!

But what he means is that he hates to see waste, inefficient or ineffective processes, systems, and ways of doing things. He's always looking for (and finding) ways to improve, automate, systemise, simplify, reduce cost, and improve customer service.

The problem with many Sales and Lettings franchises is that to start-up, you need an office and staff. A typical agency can saddle you with a six figure annual overhead before you've earned a penny! Now that's a risky business to be in...

Other agents have to rely on 3rd party suppliers, with a 'one size fits all' compromise solution. The problem is, every business is different! They were typically sales systems with rentals bolted on or rental systems with sales bolted on. None did both particularly well.

By systemising, automating and outsourcing, combined with a substantial development cost, we've created our own award winning sales and lettings management system. We're immensely proud of our baby. We call her Ewereka!™

Quite literally, she acts like your receptionist, administrator, and bookkeeper all rolled into one. Not only that, she works 24 hours a day, 365 days a year, and never takes a day off!

Compared to other property franchises, our overheads are negligible. As a result, **our franchisees' net profits are substantially higher.**

Here's a **very** brief snapshot into what this awesome system does:

- ✓ Reconciles rent payments and pays landlords
- ✓ Chases bounced payments with texts, emails and automated letters
- ✓ Buyers and tenants can book their own viewings online, or by calling day or night, filling your diary around times chosen by you
- ✓ Tenants can apply online, pay rent, or report emergency repairs 24/7
- ✓ Landlords get real time updates on their properties from anywhere in the world and at any time (so they can check out how much residual income is pouring into their account whilst sitting on a beach!)

Over the last few years, our business has grown at an astonishing pace.

There are many reasons for our success, here are a few:

Outstanding Customer Service

The biggest and single most important factor in EweMove's success is our Franchisees. The Ewureka!™ system and Franchise Support Team free up their time so that their **sole focus is dedicated towards providing one-to-one personal service**, a service that no other agent in town can get anywhere close to matching. And that makes a lasting impression. It's why EweMove get so many word of mouth referrals and why we're 5 star rated by our customers on independent review website Trustpilot.

Relationships

Our franchisees know their clients really well. They meet them regularly and speak to them most weeks. **Our franchisees care about their clients and help them to achieve the best possible outcome for their situations.**

Awareness

The **EweMove** name is really starting to mean something now, especially in areas where we have several successful franchisees. Word gets about and **EweMove** gets new enquiries every single day from customers wanting to benefit from our success.

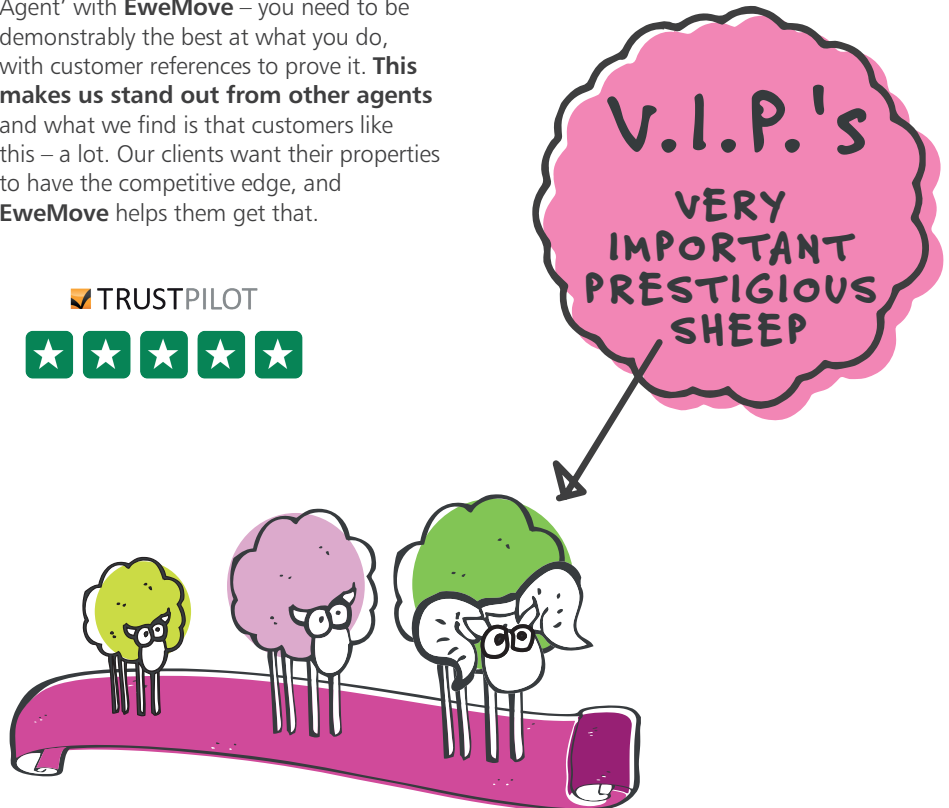
Value

What **EweMove** provides its clients, across the full breadth of our proposition, represents **outstanding value when compared to traditional Sales & Lettings Agents**. Many agencies look to compete on price at the detriment of customer service. Because we're ultra-efficient due to Ewureka!™ automation, our pricing can be incredibly competitive without compromising on our unrivalled customer service.

Prestige

You can't be just 'any old Sales & Lettings Agent' with **EweMove** – you need to be demonstrably the best at what you do, with customer references to prove it. **This makes us stand out from other agents** and what we find is that customers like this – a lot. Our clients want their properties to have the competitive edge, and **EweMove** helps them get that.

✓ TRUSTPILOT



Why EweMove works so well for you as a franchisee...

By any measure, **EweMove** is a fantastic opportunity with a proven track record, and there's lots of evidence to support our belief that **EweMove** is, quite simply, the best business opportunity available in the UK today – providing, of course, that you're the right sort of person!

That evidence includes:

- ✓ Our track record – with **franchisees, landlords AND people looking to sell** their homes
- ✓ The distinctive and 'ewenique' brand that we've built, which stands out from the crowd
- ✓ The **size and increasing market** opportunity that is available
- ✓ Creating a business built on solid foundations covering both Sales and Lettings
- ✓ The **pace of growth** that we have achieved



However, we have a list of what we call our

“Ideal Business Ingredients”

The
recipe for
SUCCESS

We think this list is an invaluable checklist to anyone thinking of starting any business:

1

Huge Demand

For any business to be successful, it must provide a service that someone wants and needs. The last UK census showed that 6.3 million people move house each year. Our customers, landlords and house sellers are always looking for the best way to promote their property. **EweMove**'s very deliberate branding helps them 'Stand out from the crowd' and get their houses the attention they need.

2

High Levels Of Automation

You're not tied to the telephone or servicing equipment or machines with **EweMove**. You are your business, and there are very few repetitive tasks to undertake.

3

No Stock

Stock takes up cash, capital and space – but you don't have to have any stock with **EweMove** (other than a small box of marketing materials!). That means that this is a very low cost and hassle-free business to run.



4

No Employees

Avoid the cost, the hiring headaches, the training... enough said. Some of our franchisees have taken on staff as they've expanded, but most have no employees. They do outsource work – things like marketing or leafleting. But because they're not employees, you only pay for the work that they do.

5

Residual Income

This is probably one of the biggest benefits of **EweMove**. Your landlords remain with you month after month and they pay you monthly. Having this **regular, contracted monthly income** that comes in on the same day each month by direct debit is so valuable in business. It not only helps hugely with the quality of your sleep (!) but it also has a big impact on the value of your business as a saleable asset...

6

Respectability

This is a 'win-win' business that you can be proud of. Your customers make money. You win with a profitable business AND prestige and respect within your local area. You'll become really well known on your patch – a person with real influence – and be seen as someone who is right at the hub of your local property market.

7

Low-cost

Your monthly overheads are very low compared to your earnings. This means that when you're up and running, your profit margins are far greater than a conventional high street agent.

8

Minimal Financial Risk

It's already been **tested and proven** by franchisees across the UK... many of whom have achieved stunning results and have been **bringing on properties from the first month** after training.

9

Rapid Payback

Franchisees can recoup their initial investment in the first year and by Year 2 you could be enjoying the peace of mind that comes with an ever increasing six-figure turnover.

Now, the truth is, it's hard to find more than a couple of these '**Must Have Ingredients**' but **EweMove** not only provides **ALL NINE** of them but, in addition, property offers the biggest single opportunity for market growth of any industry anywhere in the UK right now.

In short, as a franchisee, EweMove can provide you with

- ✓ **Money** – it's a very profitable business
- ✓ **Time** – the flexibility is one of the most highly prized elements by many of our franchisees
- ✓ **Status** – you'll become a much respected and highly influential member of your local property market
- ✓ **Fulfilment** – nothing beats the feeling of helping people fulfil their wish of moving into their dream home, and with **EweMove** that's what you'll be doing every single day...



It gives
you the
full monty

Money and Support

In this day and age, the only people who **KNOW** that they're financially secure are those who are in complete control of their own destiny – for example, business owners who have got many thousands of pounds of revenue flowing into their business every month.

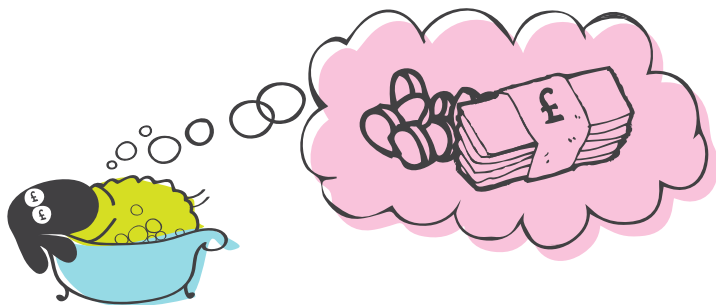
EweMove has lots and lots of franchisees that are in this position.

They know **exactly** how much profit their business is going to make each month, AND, if they do a few simple things every day, they know that next month they'll make **MORE** profit than they did this month. Landlords pay our franchisees monthly by direct debit, **so much of your income is contracted and certain every month.**



That means that a franchisee's income stream is very dependable – and grows each month as you bring on board more sellers and landlords. This 'residual income', as we call it, has huge value to you. Firstly, knowing that there's a hefty sum hitting your bank account every month is an enviable position to be in. It means that your income is not directly related to the work that you do, or the hours that you work, each month.

Residual income is a wonderful thing. Knowing that in winter months you've always got lettings income coming in is amazingly comforting. It gives you certainty, and with that comes peace of mind. You're guaranteed to sleep like a lamb!



The second benefit of residual income is that it gives real value to the business that you're building. A growing property management portfolio will help you to build a business with an ever increasing value. And that doesn't even take into account income from finding Tenants, selling houses etc. In other words, you are building business which could become a very saleable asset.

Our top franchisees are already turning over six figures. Most franchises operate in provincial towns with populations of around 45,000 people. A typical franchise area will consist of about 20,000 households, offering enormous earnings potential. But it's not just about the money either.

EweMove is a very rewarding and fulfilling business to run and you'll be helping home movers in your local area in a real and meaningful way.

"At the end of our second years trading, we had out franchise business independently valued at £200,000"

Bill & Geraldine Miller
Gainsborough



As a franchisee, you'll be given a multitude of tried and tested techniques to bring on board new customers, so the results that you deliver are not dependent on a single form of marketing. Everything you'll do has been tested and proven, don't forget, and we'll guide you step-by-step through every stage.

You're Not On Your Own...

As a EweMove franchisee you'll be part of what we believe is the friendliest, most committed network of franchisees in the country.

Our franchisees help each other a huge amount and, in addition, we have one of the best Franchise Support Teams in the UK – their only role is to ensure your success.

You'll have access to extensive Training Courses, Master Classes, regular Regional Meetings, National Conferences, Business Planning Sessions and full forum, email, and telephone support.

And don't be worried about the time to get it all done. Our Ewereka!™ system will make sure you work effectively.

Your Franchise Support Team – They can't wait to meet you



We've thought of everything
to ensure our franchisees' success



Speak to our Shepherdess
Call Hannah on
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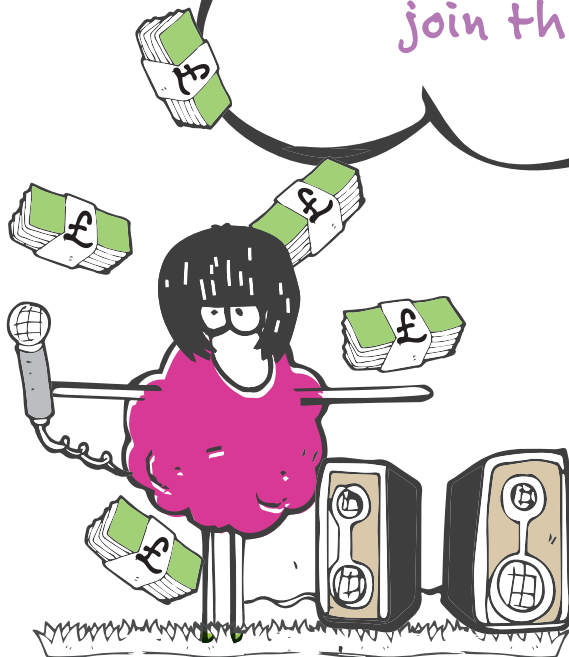


EweMove
SALES AND LETTINGS

All About The Money, Money, Money...

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When Jessie J said that
"It's not about the money"
in 'Price Tag', we're afraid she was wrong!
Okay, it's not *just* about the money. But how
much you can earn will be one of your main
reasons for deciding whether to apply to
join the EweMove flock.



EweMove
SALES AND LETTINGS

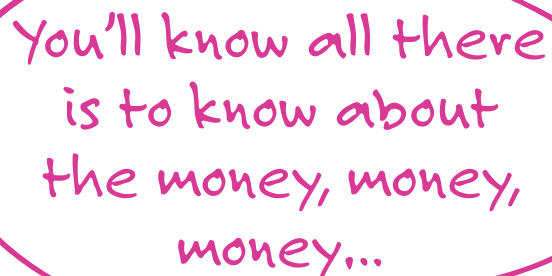
Let's take a look at the numbers...

There are significant income earning opportunities and the potential to **create a saleable business with substantial value in it's own right.**

With some other franchisors, it's hard to get an answer to the simple question of 'how much can I earn?'

Even when you've got the information, it's almost impossible to be sure what your actual earnings potential will be. The numbers may show you your gross earnings before taking into account expenses and everything else you have to pay.

That's not how we do things at EweMove



You'll know all there is to know about the money, money, money...

We've set out here in black and white (with a sprinkle of pink!), everything you need to understand exactly how much you could earn and how much your EweMove business could be worth.

As well as providing an example business model, we'll explain how you can work out your own projections, based upon average values and prices in your local area.

Hannah (our shepherdess) will even share with you our 'What Can I Earn?' business model, so you can play with the numbers and tailor them exactly to your plans.

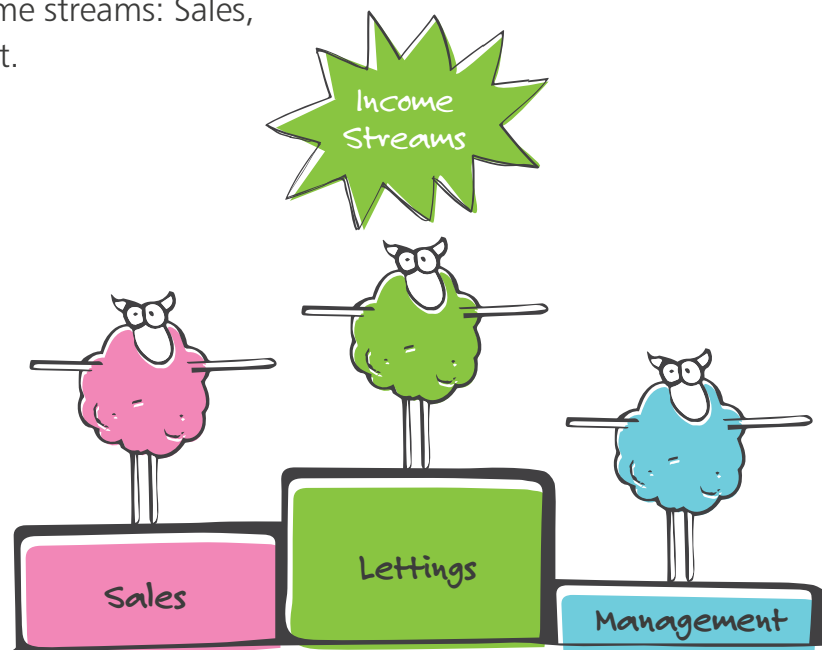
The best thing about running your own business is that unlike a traditional 9-5 job, the more you put in, the more you'll get out in return!

You control your financial destiny

The potential returns with EweMove are significant, with annual turnover in excess of £100k achievable

Every franchisee will build their EweMove business differently. Your numbers will depend upon your local market conditions, average house prices and rents. But most of all **your numbers will depend upon how much effort you put in, your goals and aspirations.**

Essentially you'll have three main income streams: Sales, Tenant Find and Property Management.



1) Property Sales


Income from property sales could be the most lucrative part of your business and it's **the fastest way to the cash.**

Given the outstanding VIP personal service that you'll be giving, you could be charging fees of between 1% and 2.5% of the sale price.

So, selling just one house could earn you a fee of many thousands of pounds.

It's a premium service, and it's important to understand that you'll not be competing with the 'bargain basement' or the relatively new breed of 'online agents'. These cheap offerings typically do little more than advertise the property online and leave the vendor to fend for themselves.

Industry statistics show that even a very poorly performing sales agent can comfortably sell one property per week and most established businesses sell at least two or three times that.



As a EweMove sales agent you'll be anything but average! So a six-figure turnover from property sales alone will be an achievable target



2) Property Letting (Tenant Find)

Finding great long term tenants can be one of the most satisfying aspects of running your EweMove franchise. The fact is that finding 'any old' tenant is dangerously quick and easy to do.

But finding a **great tenant** – someone who'll stay long term, look after the property like you would, and pay their rent on time – is much, much harder to do.

We've got bags of experience in how to do this and we've built our **award winning property management system**. So you'll soon become an expert too, and by **providing a Rolls Royce service**, you'll be able to charge accordingly.

Typically your 'Tenant Find' fee to a landlord will be around one months rent.

With average rents across the UK now in excess of £800 per month, **you could earn excellent income from your tenant find activities**.

But unlike a house sale, which is a 'one off' transaction, once a landlord has experienced your service at first hand, **they'll come back time and time again**.

In addition to fees charged to your landlord, you could also charge the successful applicant a tenancy administration fee, which depending on local market conditions, could be as high as **£349**.

**Finding 5 star tenants
is what you'll be doing
for your landlords**



3) Property Management

As a EweMove franchisee, **you'll have relatively little to do** once you've moved a great tenant into a property.

We jokingly tell franchisees that they can 'let and forget'!

That's because you'll have the support and back up of the fab team at the EweMove service centre (or the 'Sheep Pen' as it's affectionately called). **They do the majority of the ongoing work for you**, so that you can get on with what's important, which is looking after your customers and growing your business.

And this is where it gets really exciting, because your management commission builds into a sizeable, contracted, regular as clockwork, 'residual income' stream.

Residual income literally drops into your bank account every month with no direct relationship to what you actually do or the hours you work. It's a wonderful thing!

Nothing
beats
guaranteed
residual
income

As you build your client base and the stock of properties under management, your residual income from management commissions will grow each month and give you increased **certainty and predictability of cash flow** as well as **adding significant value to your business**.

Management commission is typically charged at 10% of rent collected. But we have many EweMove landlords who are paying as much as 15%. With average rents in the UK exceeding £800, you could be earning £80 or more per month for every property under management.

Even if you only average 2 new properties per month, after 5 years you could have 120 properties under management, potentially generating income in excess of £10,000 - every single month!



How Will I Set My Prices?

As you know, house prices and rental values vary enormously around the country, and so does the competition. What works in Southport is very different to what works in Southampton. So a single pricing structure simply doesn't work.

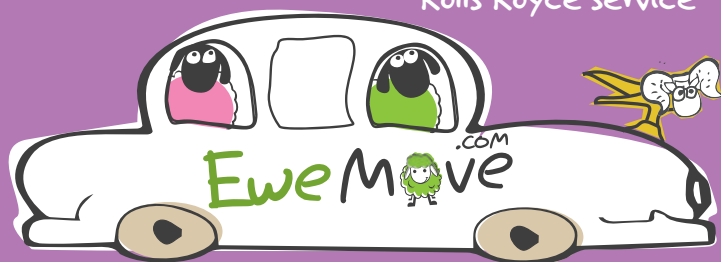
Given this, you would have total flexibility and discretion to determine your own fees, tailored to your local market. It's your business after all.

But of course we don't just leave you to work it out by yourself. We do help you understand and decide what the right strategy and positioning would be for your local market.

We caution strongly **against competing on price**, because doing so sends out the wrong messages in terms of the Rolls Royce service you're delivering.

You'd need to work in line with a few simple pricing principles. So for example, you should always communicate your prices clearly and simply, use plain, easy to understand language, and never have hidden fees or anything that would give your clients or customers a nasty surprise.

You provide a
Rolls Royce service



What about my costs?

We've built up a really good understanding of the day to day costs associated with running a sales and lettings agency. So much so that we've been able to 'package' these costs, so you can plan effectively, manage your cashflow and not have to worry about lots of unforeseen expenses.

What this means for you is that, unlike your competitors, you won't need to wonder whether you're going to make a profit. That's because you'll know instantly what your costs and profit margin will be for every property you sell, let or manage.

Selling and Letting Properties

Whether you are selling or letting a property, your main cost will be a flat charge of £250, which covers everything provided to you by EweMove



Flat Fee
of £250

Thanks to our incredible purchasing power, you get:

- ✓ License and use of our unique Ewereka!™ Sales, Lettings and Property Management system
- ✓ Advertising properties for sale or let on EweMove.com, and the major property portals.
- ✓ 24/7 EweMove Call Centre for all enquiries
- ✓ EweMove website for online viewing bookings
- ✓ Credit checks and landlord / employer references for new tenants
- ✓ Automated production of relevant legal and contract paperwork
- ✓ Tenancy deposit registration

You only pay this cost when the sale completes or a tenant moves in – in other words, when you earn your fee.

This completely transforms your ability to grow your business and manage your cashflow

Office Administration

With EweMove this is **incredibly easy**, because the bulk of the day-to-day admin grind is done for you by the **fantastic Franchise Support Team**.



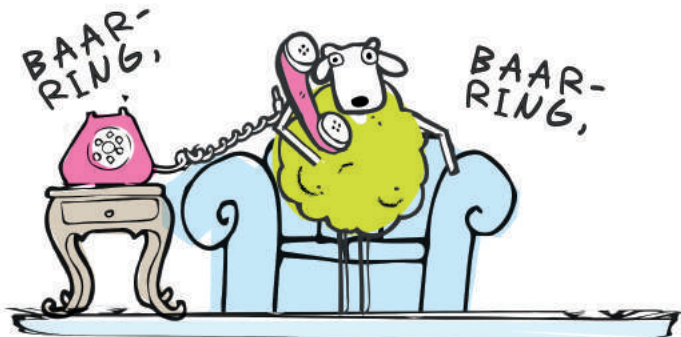
So, as well as **saving you** all the costs of employing your own bookkeeper, administrator and receptionist, you also don't need to pay for your own property management accounting software or 24/7 telephone answering

Okay you're now saving at least 3 members of staff, thousands of pounds in IT equipment, telephone systems, software, payroll, yada yada (I hope you're keeping up with the numbers...).

The outdated estate agent has an office. Yikes. Now you've loaded on rent, business rates, gas, electricity, water, cleaning, insurance, maintenance.... And don't forget the tens of thousands of pounds it costs each year to subscribe to the property portals such as RightMove, Zoopla and PrimeLocation - before they've even listed a single property, never mind earned any money! Thank goodness you won't have to worry about that!

So your typical estate agent will be spending a fortune covering staff and office overheads, before they make a bean!

Now this is where you should start to feel **really** guilty. Because this **significant** overhead that your poor competitors are burdened with doesn't apply to you. The **majority of your income** goes straight to your bottom line.



That's the reason why our business model provides such staggering profits

Lettings Management

When you manage a landlord's property, the hard work begins. Setting up a tenancy, collecting rent, notifying utility companies of meter readings, council tax migration, rent collection, gas safety inspections, taking repair calls...

The good news is that the superstars in our Franchise Support Team do all of this for you. (We really do spoil our franchisees!)

All of these services are covered by a **simple £20 per month charge** per active tenancy.

Of course, there are some situations where you'll need to get involved, but these are few and far between and we'll guide you on what to do.



Your own
admin and
accounts team
for £20 per
tenancy per
month

So you avoid all the fixed overheads and expenses, as well as the administrative headaches, but get to keep ALL the profit from the management commission, even though the hard work is done for you!

Start Up Costs

We conservatively advise you to budget for up to £5,000 for start up costs alongside your initial investment, but you may need to spend much less than this.

Assuming you have a car, then the only things you'll need (if you don't have them already) are a decent laptop, printer and scanner, a smartphone, a good quality camera, and a few tools of the trade, such as a laser measure.

You'd also need to pay for things like insurance and then you are onto incidentals like fuel and hotel costs for your training.

During your training, you'll learn how to determine the cost of every new instruction and its lifetime value to your business. You'll discover how to track which marketing works in your area.

We work on the principle that once you know your local market, you'll never spend a penny on marketing unless you **KNOW** you'll get a return on your investment **MANY** times over.

Other Ongoing Expenses

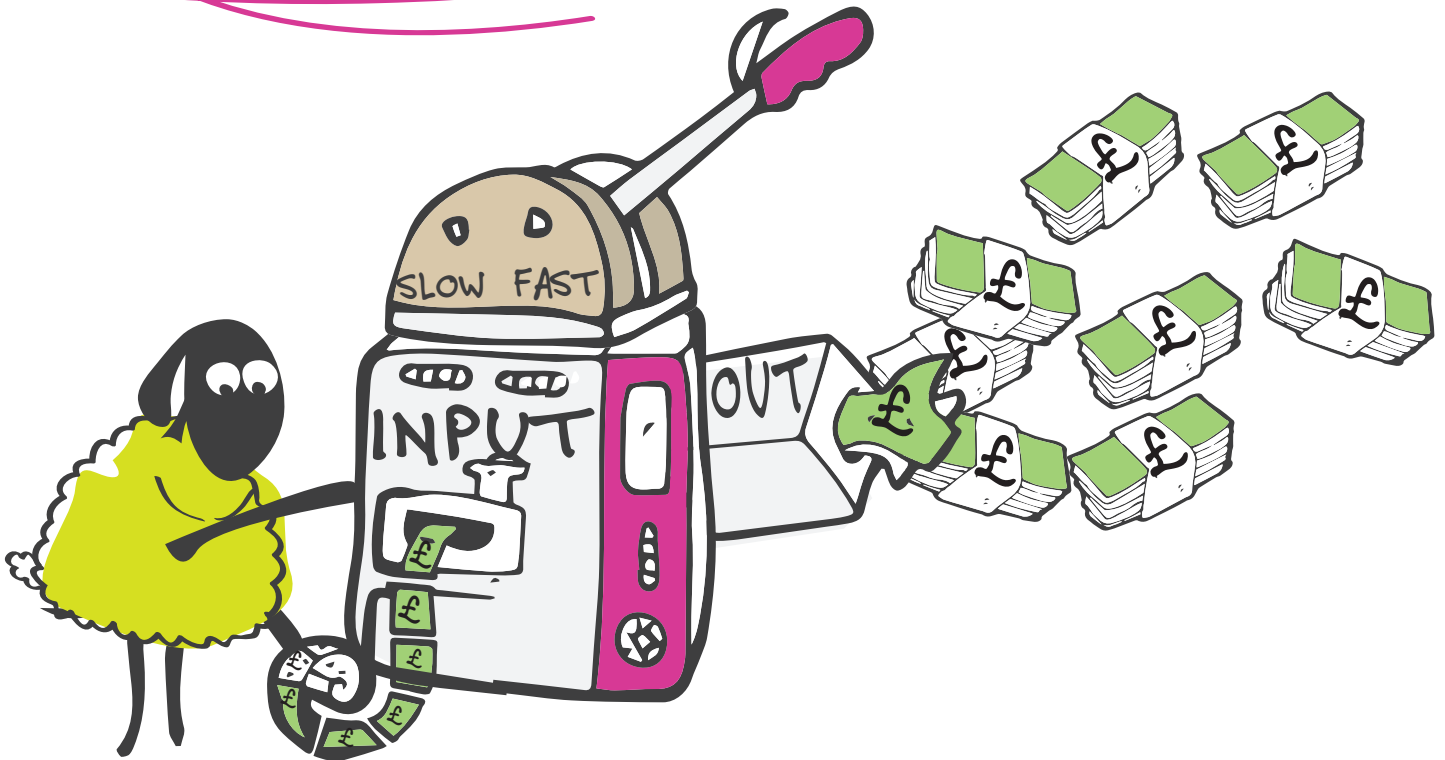
You'll have your everyday costs such as fuel and your mobile phone, so we've suggested a budget of £500 per month to be on the very safe side.

Because your overheads are relatively low, you can plough your money into marketing, which will be your most significant outlay. What's great is that **this investment will pay for itself many times over** with new business coming in.



Your Marketing Spend will Reap the Rewards of Profitable New Business

So You Get to
Decide How Fast
You Want Your
Business to Grow



Franchise Licence Fees

After your first year, you'll be firmly established and have a steady flow of business. In fact, you'll only need to be selling one property per month to more than cover your licence fee, and you get to keep all the profit on the rest

From month 13, you will pay a fixed franchise licence fee of £1,000 per month. This means that, unlike other franchises where you pay a percentage of your turnover, once you've paid your licence fee you get to keep every penny of your profit after that.

And to be clear - for the **first 12 months we don't charge you anything!**

That's right. Nothing. Nada. Nowt. Zilch. Zip.



So how much can I actually earn?

It varies in different parts of the country. To give you an idea of what you could expect to earn in your local area, we've set out an earnings forecast based **upon average house prices and rents.**

As you can imagine, the profits from a high value area are eye watering, but we like to keep things realistic.

But the single biggest factor that will impact on the success, profitability and value of your EweMove franchise is you.

Let's talk numbers

The truth is that the rewards achievable as a EweMove franchisee are quite simply staggering

But before you run away with yourself and start imagining how you'd like to spend your new found wealth, let's come back down to planet earth with a sobering reality check:

We must make a number of things clear...

- ✓ EweMove isn't a 'get rich quick' franchise. Whilst many franchisees are moving towards six-figure turnovers after their first year, in the first 12 months you should budget to make a loss
- ✓ If it were easy, everyone would be doing it. A prize worth winning is worth working for and in the first 18 months you'll probably work harder than you've ever done in your life.
- ✓ That said, you're building something BIG here. So if you're anything like our super successful franchisees, you'll relish the challenge and be motivated by the rewards that await you.

We'll give you instant access to your 'What Can I Earn' calculator when you attend at one of our local Discovery Events.

So What Can You Earn?

Because local house prices, rents and commission rates vary so widely, it would be reckless to present you with the projected earnings figures of an 'average' franchisee.

So we let you build your own model based on your own numbers. That's the only way that you can be fully confident with the results. And it's quick and easy to do.

Simply enter the average house prices, rent and fees in your local area along with your projections for the number of sales and lets. We suggest that you err on the side of caution with your assumptions, just be on the safe side.

In a few minutes you'll have a really good sense of what your earnings potential could be and the sales or lets required in order to achieve your profit goals.

| | | | |
|--|--|--------------------------------|--|
| EweMove Sales & Lettings 'Profit First' Potential Earnings Calculator | | Marketing Expenditure: £30,000 | |
| Licence Fees £10,000 | | Other Overheads £8,000 | |
| Total Overheads £50,000 | | Surplus / Shortfall £0 | |
| Target Profit Before Tax £70,000 | | Target Gross Profit £120,000 | |

| How Your Target Gross Profit Could Be Achieved | | |
|--|---------------------------------------|-------------------------------------|
| Property Sales £90,000 | Lettings (Tenant Find) £10,000 | Property Management £20,000 |
| Average Sale Price £250,000 | Average Tenant Find Fee £600 | Average Rent: PCM £800 |
| Average Commission % 1.25 % | Average Tenant Admin Fee £150 | Average Commission % 12 % |
| Average Commission £ £3,125 | | Average Annual Commission £ £1,152 |
| Additional Income Per Sale £250 | Additional Income Per Let £25 | Additional Income Per Annium £100 |
| EweMove Completion Costs £250 | EweMove Completion Costs £250 | EweMove Service Centre Costs £240 |
| Additional Costs Per Sale £100 | Additional Costs Per Let £100 | Additional Costs of Management £150 |
| Gross Profit Per Completion £3,025 | Gross Profit Per Let £425 | Gross Profit Per Property £862 |
| Completions Required 29 | Lets Required 26 | |
| Percentage That Complete 75 % | Percentage That Let 95 % | |
| Instructions Required 38 | Instructions Required 25 | Managed Properties Required 23 |

Book yourself onto our next Discovery Event now by visiting www.ewefranchise.com or calling Hannah or Mollie on 01274 888754

Here's some real life examples of some of our successful franchisees

Nick Neill



"My first 18 months saw me sign up £203,086 in sales commission"

I out performed my own ambitious goals. Because of my success I've now gone on to buy another territory.

My first 18 months saw me sign up £203,086 in sales commission.

Jane & Roland Peck



"In two months we took on 44 new houses worth £94,883 in sales commission"

We'd run another franchise for 20 years but heard about EweMove and didn't want to miss the boat.

In two months we took on 44 new houses worth £94,883 in sales commission.

Georgia Day



"I had over 50 properties under rental management earning £42k a year"

After 18 months I had over 50 properties under rental management earning me £42k a year in repeat residual income.

It hits my bank every month and that's before the big fees from sales.

A cautionary note from our very serious FD...

'Please remember that these are just juicy headline snapshots. No account has been taken for business costs, depreciation, franchisee salary/wages or the cost of servicing any loans etc.'

A final word from the Head Shepherds...

'Whilst the figures in these illustrations represent ACTUAL performance by these franchisees, there's no guarantee that you'll achieve these figures and nor is it intended that you should rely on them as a warranty or guarantee.'

These franchisees all started their journey by completing their 'What Can I Earn' models at a Discovery Event. Find out how much you could earn in your area. Book your place now.



Speak to our Shepherdess
Call Hannah on
01274 888 754
EweFranchise.com



EweMove
SALES AND LETTINGS

Compare Us To Other Franchises



We've been surveyed and
judged by independent
industry experts, find out
what they had to say...



EweMove
SALES AND LETTINGS

We're The Only Estate Agency Franchise to be Rated as '5 Star' by our Franchisees and our Customers!

With so many different franchises to choose from, we understand that making the right choice can be difficult, so don't leave it to chance.

Each year, Smith+Henderson independently survey and benchmark different franchise opportunities so that you can compare one against another.

You can see results of our most recent survey below...

No.1

We're the only **5 Star Rated**
Estate Agent!



98%

The rating of our **Franchise**
System



98%

The rating of our **Franchise**
Training



98%

The result for our ongoing
Franchise Support



100%

Assessment of our
Fair Policies



98%

Of our franchisees would
recommend other to **buy a**
franchise



**We're the only Estate Agency Franchise
to ever achieve a 5 Star Satisfaction Score!**

We've also won big industry awards too...

- ✓ 5 Star Estate Agency Franchise - Smith + Henderson Best Franchise Awards
- ✓ Entrepreneurs of the Year 2015 - National Entrepreneur of the Year Awards
- ✓ Gold Award for Best Estate Agent to Work For - Estate Agency of the Year Awards 2015
- ✓ Gold Award for Innovation - Negotiator Awards 2015
- ✓ Silver Award for Best New Agent - Negotiator Awards 2015
- ✓ Silver Award for Best Newcomer - Estate Agency of the Year Awards 2014
- ✓ Bronze Award for Best Franchise - Negotiator Awards 2015
- ✓ Bronze Award for Innovation - Lettings Agency of the Year Awards 2014



But shiny awards count for nothing. At the end of the day the only thing that really counts is the customer.

And we're delighted to say that based upon independent customer reviews, we've been rated the most trusted estate agent in the UK...

...And that's because we realise that business success is simply a byproduct of providing exceptional customer service. It's this joined up thinking that's helped us become the No. 1 Estate Agent in the UK based on hundreds of 5 star reviews on Trustpilot.

**The No. 1 Estate Agent
in the UK based on
hundreds of 5 star reviews
on Trustpilot**



Sold On The First Day

"We had 5 viewings and 2 offers. The house sold on the first day above the asking price."

Shirley Bacon
Lime Tree Avenue



Very Smooth Sale

"They are a new kind of estate agent. One who you feel you can totally trust."

Jacqui Spencer-Hughes
Newbery Drive





Speak to our Shepherdess
Call Hannah on
01274 888 754
EweFranchise.com

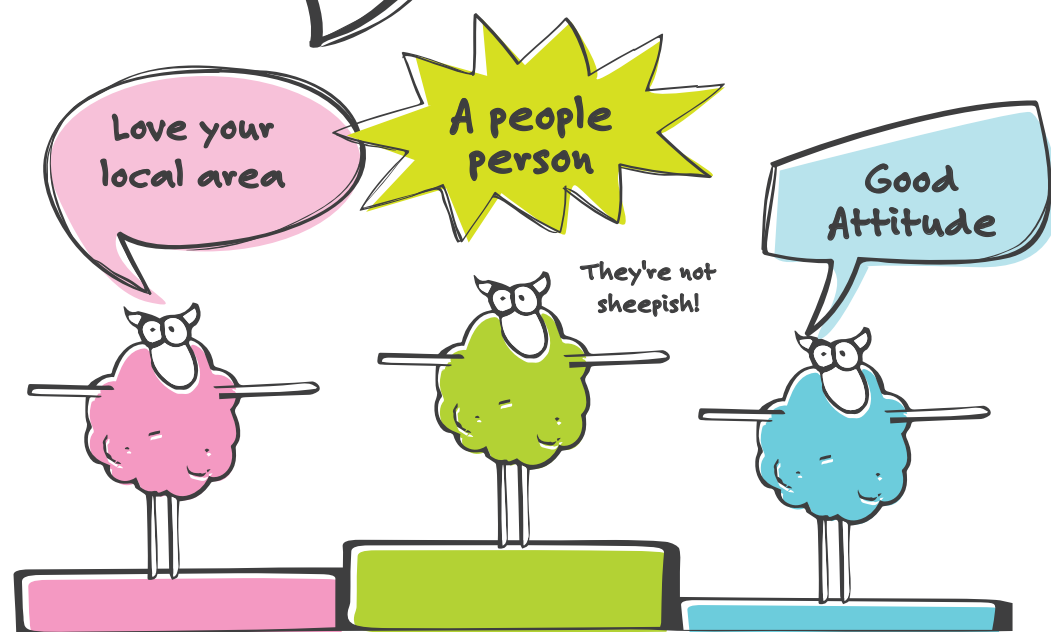


EweMove
SALES AND LETTINGS

What Makes a Franchise Superstar



One thing we've learned is that the most important factor in determining the level of success of any EweMove franchisee, are the qualities and attitude of the franchisee...



Being part of the EweMove flock

This business is all about the people

That may sound cheesy, but we can say, from years of experience, that the success of a franchise area is down to the qualities, characteristics, and attitudes of the people running it.

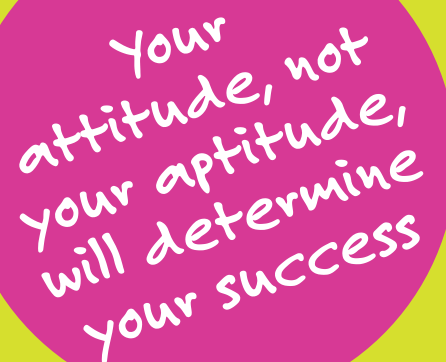
As a result we are fussy about who we allow to join our flock - an approach not shared by many other UK franchisors.

We want your franchise to be a stunning success so it follows that we also want to make sure you are the right kind of person. After all, we'll be investing heavily in your training and support and putting our necks on the line by allowing you to trade under our treasured EweMove brand name.

Unless you're successful, neither of us makes money, so we're 100% committed to making sure that you succeed.

So naturally we need a rigorous application and selection process. And once on board, our franchisees are not just left to either sink or swim.

We provide ongoing management, training and support. And we regularly assess and analyse a franchisee's performance against their business plan. In doing so, we know and are able to share with you the qualities and success secrets of our best performing franchisees; those who will reach their financial goals most quickly.



Your attitude, not your aptitude, will determine your success

Are ewe the next big thing?



A people person

People buy from people. All of our most successful franchisees are 'people people'. They can easily build rapport with the people they meet. They are friendly, smiley and have a genuine interest in others. These likeability factors are amongst the most important criteria for a prosperous franchisee.

Love your Area

We are looking for people that have the ability to grow their profile and business in their area. The most successful franchisees are people who put themselves at the centre of what's going on in their local property market, and are capable of building strong relationships and networks.

But you're not alone! You'll receive the highest quality training, tips and techniques and support from EweMove. However, it's you, out and about on your patch, that will determine your level of success.

Attitude

Your attitude is an important determining factor of success. You need to be resilient and be able to cope with set-backs. Having the drive and determination to dust yourself off, learn from it, and get back out there, is a quality that all great franchisees have. Is that you? If it is you'll be a good candidate for EweMove.

Results Driven

Effort = Results. Success won't be handed to you on a plate. We are looking for people with ambition and determination. We know that the people who put in the work reap the rewards of high earnings and build extremely successful businesses.

Entrepreneurial Flair

We are looking for people who possess the entrepreneurial flair to spot opportunities. You need to be someone who is able to get out there and grow your business and maximise your profile in your local area.

Three things you don't need

To be an extremely successful and high earning EweMove franchisee you don't necessarily need to have:

1

Any experience in the property game – you'll get all the expert support you need.

2

Sales experience – Most of our high-flyers had no experience of sales before they started! That's because we don't sell. Our customers buy from us.

3

Technical skills – All of our software is super-clever but very user friendly. If you can use a computer and send an email, you'll be fine.

Meet the franchisees!

There's no better way to explore how EweMove supports all of its franchises and what kind of person makes an exceptional franchisee, than to hear from the people themselves! The following pages introduce you to some of our franchisees, with an insight into the kind of people they are and how EweMove has worked for them.



Nick Neill EweMove York

"I'd been looking for a professional services franchise but EweMove swung it for me based on the eye-catching branding - I could see it was a great opportunity.

I was ready for something new and I wanted to be free of the corporate constraints and politics associated with larger firms. I'd previously worked as Sales Director for a FTSE 100 firm in London. By 'backing myself' I can enjoy the fruits of my own labours.

It's great to work at my own pace and not have to answer to anyone else.

Having worked for many years managing people, this is a godsend! I'm now working the business in partnership with my wife, Sarah, although she's the one who manages me!

The friendly support that everyone provides to each other means that being a franchisee is definitely not a lonely experience.

I've got no regrets in the decision I made and I'm already ahead of my targets.

In my first year, I'd signed up over 90k of business and since then my franchise has gone from strength to strength. I've signed up so much business that I've bought an additional area and recruited associates.

Working in and around my home in York has also been a real bonus. It's been great to meet lots of new people and everyday is different. I now enjoy getting up and going out 'to work' each morning. I've not had that feeling in years."

“

The business I have brought on has been so substantial that I have bought an additional area and even recruited associates.

”



Mike & Tania Palmer EweMove Halifax

"Before EweMove we ran a supply business in the cleaning industry for 21 years, like all good things it was time for a change. We were keen to run our own business again as we had run a business before and we like the independence that running your own business brings.

Then we found EweMove!

We were attracted by the whole ethos of EweMove, also the systems and procedures that are in place to help so it was an easy choice.

The help and assistance really has blown us away not only from the Head Office but from other franchisees. They give up their time to help you succeed - simply amazing!

When initially starting out we were both still working full time in our other business but we managed to hit the 10k club in our second month (signing up £10,000 of business in one month). I really believe that shows the power of EweMove - the brand and the family. Nothing beats the feeling of selling a property on the first viewing for the full asking price!"

“

The help and assistance really has blown us away not only from the Head Office but from other franchisees.

”



Khilan Shah EweMove Finchley

"I ran my own business before EweMove but there was no service element, the product I sold people just bought the cheapest. I really missed talking to people so I was looking for a new business adventure. Something where I could use my people skills.

The EweMove model really appealed to me as it was service based.

At EweMove everyone is open, honest and friendly and you really get that feeling you're part of a bigger team and you're not on your own.

In Finchley innovation is essential and EweMove are always ahead of the crowd. Glenn & David are constantly trying new ideas and making sure we are the best. Everything is taken care of - the support systems are amazing. This in turn means we can concentrate on giving customers the service that we would personally like to receive."

“

You really get that feeling you're part of a bigger team and you're not on your own.

”



“

The EweMove offering was very enticing especially as most of your costs are paid once you start selling houses.

”

Russell Burrington EweMove Barnstaple

“Before EweMove I worked as an estate agent but prior to that, I helped unemployed people back into work, through a Government Funded programme.

I’ve always been interested in running my own business as I realised the only way to make good money is to do it for yourself.

I wanted to make my family proud including my 2 (almost 3) year old daughter, and show her what you can achieve.

I was interested in setting up my own estate agency but realised I wouldn’t be able to do it myself. I was attracted to the EweMove franchise as it was quirky and stood out from the crowd due to the branding.

I knew from my estate agency experience it was essential to stand out from the crowd to be successful. The EweMove offering was very enticing especially as most of your costs are paid once you start selling houses.

EweMove never stands still. I love the new marketing ideas that keep on coming from Head Office and the new ideas to create new business for us franchisees.

The energy across the franchisee network is brilliant - all EweMove franchisees regularly meet up to share ideas or to receive additional training. It creates a real team ethic, you know you’re not alone!”



“

"We have been quite blown away by the camaraderie, friendship, encouragement and advice we have received since joining"

”

Jane and Roland Peck EweMove Beverley

"Joining the EweMove flock was one of the best decisions we've ever made! This is our dream job, in fact it doesn't even feel like work so all the better!"

EweMove's innovative nature and fun marketing appealed to us from the beginning, we were mesmerised by the concept and use of mind blowing I.T!

Our previous business was a different franchise, so whilst we had experience of being a franchisee, we were both new to the property industry.

We needn't have worried about not having property experience. The training and support from the team at the Sheep Pen has been fantastic! It's very reassuring to know that there's a friendly person at the end of the phone ready to point us in the right direction whenever we need advice.

Running our own business puts us firmly in the driving seat. We are in control.

After the launch, it was a whirlwind! In our first 12 weeks we listed 28 properties with earning potential of over £35,000.

We've really shaken up the property market in Beverley. Our competition don't know what to make of Ewenice but our customers love the innovative, EweMove approach to sales and lettings and we love providing a 5 star service.

We're thrilled to be a part of the friendly EweMove flock, everyone is committed to helping each other succeed and we've found being in the company and network of like-minded people incredibly inspiring.



Hugh & Karen Jackson EweMove Edinburgh West

"We had been looking for a while for a franchise to save us starting a business from scratch, as we had done before. We were drawn initially by the fantastic EweMove branding and the more we found out the more appealing it became.

We were looking for a franchise where we would feel part of something.

From our first meeting at the franchise show, right the way through the whole recruitment process we came away from each meeting more enthused by the enthusiasm, friendliness, honesty and obvious commitment to their franchisees.

EweMove are always coming up with new innovations to make their franchisees life easier. What struck us was that the whole ethos and culture within EweMove was consistent no matter who you spoke to.

Throughout the process we spoke to so many franchisees and nobody could say a bad word about the EweMove franchise. You very quickly feel part of the flock!

Prior to launch, EweMove have a very clear lambing plan to get you ready to launch.

We have not been disappointed at any point, quite the opposite. EweMove seem to go the extra mile for their franchisees as you will be expected to for your own customers.

“

What struck us was that the whole ethos and culture within EweMove was consistent no matter who you spoke to.

”



“

“There’s a fantastic team spirit and we’re glad we made the leap!”

”

Greg & Beverley Sloane EweMove Shrewsbury

We have two young children and we both worked long days. Getting up early to drop them off at childcare and getting home just in time to put them to bed wasn’t what either of us wanted.

Our roles weren’t flexible enough. It was fine before the kids, but it just wasn’t working any more and we’d had the desire to run our own business for a long time.

I thought, **I work hard and like to see results, so why not see the benefits for my family, and myself rather than a big multi-national** or my manager who seemed to enjoy a lot more rewards than me?

We looked at a number of different franchises, but as soon as I came across EweMove I knew it was the one! I liked that franchisees were selected through a process - by not just taking anyone, I knew they cared about their franchisees and their success.

Everyone I spoke to along the recruitment process was so open about everything, including potential earnings. This was really helpful. If I was going to leave my current role I needed to know that I could sustain my current living standard and eventually improve it!

The best thing about EweMove for me is the support. We looked at other franchises and felt that we’d be left to it once the initial training was over but this isn’t the case with EweMove.

There’s daily support from the team in HQ and the other lovely franchisees. You can tell that everyone wants to help because they genuinely care about each other’s success.

And because EweMove is a relatively new franchise they aren’t stuck in old ways. The HQ team are constantly working to improve our marketing, systems and brand recognition - their fresh and fun approach to doing things is infectious.



Jo Mundy

EweMove Doncaster North

"Life was very different before EweMove - I had my own business supplying dentistry to the prison service, (random I know!) I spent much of my time behind bars dealing with difficult customers!

I really enjoyed running my own business, however due to the nature of the service and where we provided it, I was unable to expand or advance the business.

My brother Jason introduced me to EweMove as he had recently purchased a EweMove franchise. I thought he was a little crazy at first but the more I explored EweMove (at first being nosy) I quickly realised what an amazing opportunity it was. From that first initial enquiry I wanted to part of the EweMove revolution. My mission was to persuade the fantastic EweMove team that they needed me!

I was delighted to be accepted into the EweMove family.

I have never in my whole career met a more supportive group of people. The support from The Sheep Pen staff is second to none, and encouragement and help from fellow franchisees is equal.

I have been given the tools to build a successful business, and the innovation from The Sheep Pen means we are constantly ahead of our field.

I have followed the Lean Green Marketing Machine, and the results speak for themselves.

I launched my business in December 2015. In May 2016 I managed to sign up £10,000 of business in one month, this gave me a huge sense of pride! I have also managed to achieve this goal in June, July and August as well! I still have to pinch myself as I ride around Doncaster and see my flock of sheep signs taking over, lots of them with sold on them.

In total I have listed over 50 properties and have over £20,000 of business about to complete. Not bad for a rookie!"

66

I have been given the tools to build a successful business, and the innovation from The Sheep Pen means we are constantly ahead of our field.

99



Chris & Dan Walthall EweMove Leek & Hanley

Initially, it was the unique business model that appealed to me about EweMove but now I'm a few years in to my franchise, the quality of the other people involved is the thing I like best about being a franchisee.

I'd always worked in Sales and Marketing, before EweMove I was UK Sales Director for an International Chinese owned Company involved in design, developing and manufacturing.

I was fed up of working with the pace of the slowest, I wanted to be in control of my own destiny, reaping the rewards for the benefit of me and my family.

In my twilight years I much prefer to work with and for people who are generally smarter than myself!

I bought the franchise and work in partnership with my son Daniel, it's great being able to work together and build a business for us both.

I'm delighted I took the plunge and signed up with EweMove, now I won't be on my death bed thinking well 'what if', or 'if only', or worse still 'well what was that all about then'. I've finally found a role in the work place that's actually a good fit for me as a person.

“

I'm really proud that +90% of the people I meet, think and believe that I have been doing this all of my working life!

”



“

There is no company like us out there and we are one big happy family.

”

Mark Davis

EweMove Wetherby & Knaresborough

Having been unfulfilled in the corporate world for some years, I needed to be in control of my own future and income.

I also relished the challenge of growing a new business in my local area. One where engaging with the community with excellent customer service would not only bring me great satisfaction but also a good income.

I get a real kick out of bringing the best customer service to an industry that needs a shake up. Estate agents don't have the best reputation, so many customer's expectation of service is pretty low. So when they experience the Ewemove way, they are genuinely impressed.

I am extremely proud of my happy customer reviews on Trustpilot, and it is proven that this consistently generates more business and the opportunity to delight more customers.

51% of my business comes from customer recommendations

EweMove is a challenger brand, relentlessly innovating to keep ahead of the competition. There is no company like us out there and we are one big happy family. Customers see and feel that when they meet us and this is one of their deciding factors.

We're all very serious about our business success, but having fun is a core principle. If you join us, come armed with a good sense of humour!



Rebecca Allsop EweMove Chester East

"What appealed to me about having my own business was the idea of managing my own time and answering to myself.

When I looked at EweMove I tried and tried to find something negative about EweMove during my research but there was nothing at all to speak of.. Good start!

What I like best about EweMove is the support from everyone involved

There's no such thing as a stupid question, you can ask the Head Office team anything. From this on-going support I feel that the real achievements for me have been about overcoming perceived inadequacies or tackling self-doubt. I'm not an insecure person but, having no experience in this industry whatsoever, I felt a little out of my depth at the start.

Needless to say, the reassurance and guidance from fellow EweMover's was second to none and I can proudly announce that I'm MUCH more at ease now and simply taking it all in my stride."

“

There's no such thing as a stupid question, you can ask the Head Office team anything.

”



Chris Rodger EweMove Pocklington & Market Weighton

"Before I became a EweMove franchisee, I worked as a Regional Sales Manager. I was sick of the corporate world, working long hours and not for my own benefit. I've always wanted to own my own business and have always loved the property market. I was attracted to EweMove because of the brand and the modern image - they stood out from the crowd.

The EweMove franchise makes everything so easy

I've never been a systems person and Ewereka the EweMove IT system is very simple to operate, highly automated and just brilliant. I have never ever said that about an IT system before!!

Due to all the support from HQ and Ewereka it means your time is spent with your customers. Our professional customer service gives us clear unique selling points against the traditional high street agents, one of these being professional photographs!

I think this is one of my proudest achievements! Anyone looking at EweMove as a franchise will most likely have an area of the business they are unsure they will be any good at - photography was definitely mine. Now I'm professionally trained and doing my own property photographs."

“

I've never been a systems person and Ewereka the EweMove IT system is very simple to operate.

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“

EweMove was very attractive to me because I can run a business around my own values and beliefs.

”

Giovanni Tummino EweMove Childwall & Woolton

After almost 30 years working for a leading UK bank, I needed a change.

Being a landlord, I knew all too well that there were areas where Estate Agents could improve their service.

With my interest in property and a network of professional connections including solicitors, mortgage brokers and accountants becoming an estate agent seemed like my perfect next job!

I looked at the other property franchises, comparing them to EweMove, but this is by far the best option out there.

EweMove was very attractive to me because I can run a business around my own values and beliefs, rather than trying to fit in with someone else's.

It took me 7 months before I took the plunge because I was waiting to find 'a catch' but I couldn't find one. It's even better than I imagined!

The fast pace of change is directed solely at delivering a better service to our clients and making life easier for us franchisees.

The quirkiness of the brand is backed up by lots of unique selling points which make us stand out from the crowd. In 17 months I have taken on 25 sale properties and manage over 100 properties.

A lot of my business comes from referrals, clients viewing my properties and then I've become their agent! My best record to date I believe is selling 3 houses on the same street.

I get a real high from delivering great service and building relationships with customers. I feel a buzz when I receive 5 star reviews on Trustpilot from my customers. I'm always looking into ways to excel in customer service and to create that perfect experience and I make a big play on the fact that I'm Liverpool's only 5 Star rated estate agent."



“

There's a lot of things that I love about EweMove but I think what's most important is that the support team are always available to help / give advice when needed.

”

Jo Coleman EweMove Aylesbury

“Before EweMove I was a Police Officer with the Met, working on the response team. So essentially, if you called 999, I'd show up!

I'd always wanted to be a Police Officer, since I was young, you might say it was my dream job. But as I grew a little older, I began to realise that I didn't want to give up SO much of my life (and keep on doing so until the Government said I could stop!) Being my "dream job," I didn't want to leave just to get a 'normal' job, so I knew instinctively that I wanted to run my own business.

I had visited a franchise exhibition a couple of years earlier with my husband as he was looking to leave the force.

When I started looking at franchises I remembered the green sheep and did a bit of research to find EweMove

I was overwhelmed at the discovery day and thought ‘what’s the catch’. Well, it turns out there isn't one. Everyone that works within the company is genuinely nice, caring, helpful and passionate and the company ethos of providing the best customer service possible is something that really appeals to me. I couldn't find anything negative about EweMove, from a Franchisee's perspective or from a customer's.

There's a lot of things that I love about EweMove but I think what's most important is that the support team are always available to help / give advice when needed.

That's invaluable when starting a new business, especially when you've not worked in the industry before.

I really felt that buzz with my first customer who was an accidental landlady. Although she knew that I had just launched the business and had no previous experience in the industry and cost significantly more than other agents she chose me! She bought into me and the EweMove proposition and gave me a fantastic Trustpilot review. I continue to feel the same buzz after each successful appraisal. 4 months after launch I've successfully brought on 3 landlords and that's due to all the unique selling points that EweMove offer to landlords.”



Stephanie Brough EweMove Southport

"I'd worked within the industry since 2010 and my last role involved managing a lettings team. I then moved to EweMove. I was used to working long hours and travelling so working in my hometown of Southport was the change in lifestyle I really needed.

The EweMove franchise model is a very effective, everything has been well thought out and is created for you to grow your business using these materials.

The EweMove model has high profit potential if you just simply follow the plan!

I am now taking on a property a week following the Lean Green Marketing Machine, it really is as simple as following the plan! The marketing is basically a done for you service meaning you can make the most of your time in front of the customers! From all the marketing I do I bring on both sellers and landlords meaning I have both a regular monthly income and big wins from my sale completions.

My goal is to keep growing my business, I have already taken on one member of staff to help me. My commitment to myself is to grow the business buying me the lifestyle I want and financial freedom."

“

I am now taking on a property a week following the Lean Green Marketing Machine.

”



Lee Tilley EweMove Uttoxeter & Cheadle

"I'd been in the same role for 25 years and after suffering from a stroke in 2013 I realised it was time for a change. My illness made me focus on what is important to me and that was my family and I didn't have the life/ work balance lifestyle I would have liked.

That's when I decided I wanted to run my own business. EweMove came to me through Chris Walthall, he listed a property on my street and straight away I was attracted to the brand, I did a bit of digging and found out it was a franchise. I spoke to Chris and I was immediately hooked and straight away booked on a discovery day. Within 8 weeks I had been to see David & Glenn and been booked onto training!

What I like best about EweMove is you're never alone, it's like one big family

Everyone is so supportive not least the support network at HQ. It's ever evolving, even since I carried out my training in January this year the changes and improvements made have been immense and have only set out to make the experience and streamlining of running the business even easier."

“

Everyone is so supportive not least the support network at HQ.

”



“

Everyone at EweMove has the same passion and enthusiasm for everyone to succeed.

”

Sophie Harker EweMove Stamford & Spalding

“Since becoming a EweMove franchisee in 2013 I have re-structured my business to fit around my lifestyle and to allow flexibility.

Previously my business contained a lot of landlords with low value properties which in course brought problematic tenants.

Now my main focus is sales and cherry picked rental properties, ones that I want to manage that are going to suit my working schedule.

Following on from the restructure of my business I am now earning more money but working less hours.

I believe the most important aspect of the change is that I am really enjoying the change in path. I love focusing on my lovely customers who are actually grateful of my hard work. I get the best job satisfaction being part of the process where someone is moving into their dream property and you made that happen, it's a special moment!

The management team really helped me achieve success. They helped me see how much I was actually earning and where all my time was being taken up. With their support and guidance I've changed my business for the better.

Now over 80% of my business comes from the word of mouth of Happy Customers, who recommend me to their friends and family.

Everyone at EweMove has the same passion and enthusiasm for everyone to succeed. I can run my business how I want but I know I've got the help of Head Office and the franchisees which I really value!”



“

When I saw first hand what EweMove was doing, I had to be part of it. We're shaking up the industry and finally giving customer what they deserve. First class customer service from someone that they can trust

”

Paul Sheard Franchise Development Manager

“I have been in the property industry for over 40 years!

Over the years I've worked for a variety of agents as both an agent in the field and also as a Development Manager. I've also opened, run and successfully sold my own independent estate agency twice; so when it comes to estate agency you could say I've been there and done it!

I know precisely what's needed to set up and run a highly profitable agency from scratch.

My role is to help each and every franchisee implement proven methods on their own patch. I'll teach you everything you need to know about how to value and sell different properties, and tips to make sure that customers always sign up.

Getting enquiries is the one thing you don't need to worry about, as **the marketing tools at your disposal are incredible; the very best in the business.** I also run regular Workshops to improve your knowledge base and put you ahead of the competition.”


I joined EweMove to work with people who want to make a difference in their local area, who want to do an honest job for an honest fee, and whose clients' and customers' needs are their first priority.”

Qualities of a EweMove Franchisee Megastar

Our successful franchisees all share certain characteristics.

Have you got what it takes?

- ✓ 1. A people person
- ✓ 2. Enjoy meeting new people
- ✓ 3. Entrepreneurial flair
- ✓ 4. Ambitious
- ✓ 5. Enjoy new challenges
- ✓ 6. Friendly
- ✓ 7. Have energy and drive
- ✓ 8. Willing to be responsible for your own actions
- ✓ 9. Comfortable with change
- ✓ 10. Resilient and can deal with set-backs



Have you
got what it
takes?

If you score 9 or above, you could have what it takes to be a super-successful EweMove Franchisee

If you think you've got what it takes -
Ewe know what to do!



Speak to our Shepherdess
Call Hannah on
01274 888 754
EweFranchise.com



EweMove
SALES AND LETTINGS

We've been asked a lot of questions since we started out in 2005. Here are some of the most frequently asked ones, with answers, of course.





What do I receive for my Initial Fee & Monthly License Fee?

In short, you get everything you need – providing of course, that you pass our application process.

Your franchise entitles you to trade under the EweMove.com name and to make use of our entire sales and lettings package to build yourself a successful business that you will manage and run.

You get access to all aspects of the business, including all the marketing material, the EweMove.com website, access to all the main property portals, a supply of 'For Sale' and 'To Let' boards and pretty much unlimited training – all included.

You'll also benefit from all the on-going product development and, of course, your Ewureka!™ control panel, through which you'll manage the whole business – not to mention all the years of experience and learning, together with the help and support of your colleagues in the network and the team at the Franchise Support Centre.



What training and support is available?

Seriously, we're very proud of the training and support that's available to our franchisees – it's considerable, and we believe that it's amongst the very best provided by any franchisor in the UK.

We have a whole team dedicated to your support, our **Franchisee Development Team**, led by your dedicated Franchise Development Manager.

Induction:

You'll start your journey with EweMove at an INTENSIVE residential induction course, which is reinforced with in-house training. Then you'll be out in the field, doing it for real with experienced franchisees.

We've looked, but we don't believe that any other franchise in this sector provides such comprehensive training.

Courses & Webinars:

We run a variety of training courses covering all the key aspects of the business. In addition there are regular webinars and online courses covering specific elements – these are especially popular when a new initiative or a new part of the proposition is introduced.

Workshops:

We have an on-going series of monthly workshops. They are run by our Franchise Development Manager and case study best practice as well as franchise success stories. Here, franchisees share in practical detail what works and exactly how to do it in your local area. Many franchisees point to the workshops as being instrumental in growing their businesses quickly and it's no wonder that they book up well in advance.

Online Training:

All our technical training (there's not much!) is provided online so you can go at your own pace and repeat any steps that are necessary.

1:1 Business Reviews:

At any time you can request a 1:1 business review with your Franchise Development Manager. All franchisees receive coaching reviews to set realistic goals and discuss strategies to achieve them.

National Conferences:

At least twice a year we hold our popular national conferences. These are led by our senior management team. Here you'll enjoy interactive sessions with leading industry experts as well as learning about exciting new innovations and developments. Not only is it a great chance to come together and learn from your neighbouring franchisees, but it's also an opportunity to influence developments on the ground.

Help Desk:

The team is available Monday to Friday from 9am until 5pm. You can access them online or you can ring up and speak to them – they'll be only too happy to help you. There are lots more things we do as well to help our franchisees, and we encourage you to ask our existing franchisees about the help and support that we provide.

Online Forum

This is the heart of our community and it's where our wonderfully supportive flock hang out. People share ideas, tips and war stories. If you've got a problem, you'll never be short of help from your franchise buddies and our management team. It also hosts our vast library of documents including our very popular 'Ewe Tube' video section which has a shedload of bite-sized video tutorials covering every aspect of the business.

3

What are the additional costs, aside from the Initial Fee and the Monthly License Fee? For instance - staff, premises, marketing spend, business equipment etc.?

This is a low cost business.

Many of our franchisees don't employ staff (and those who do typically only do so once their business has grown to a substantial size).

Some franchisees outsource bits of the work, e.g. calling hot prospects or pay-per-click marketing, but this is low cost and is covered by the client fees that you'll receive.

Most of our franchisees work from home – you don't need a shop front, but if you want to, that's fine too. Those who do have office space typically only moved in once they had become established and had the income to support it.

With regard to equipment, you'll need a car, laptop, printer, scanner, smartphone, laser measure and a decent camera – but not much else...

You'll need a budget for incidentals and stationery, but this really isn't significant.

Most importantly, you'll need a budget for marketing if you want to grow your business quickly.

Typically, a £2,000 per month minimum marketing spend is needed to generate growth, and we'll provide detailed guidance about how to target this investment to achieve the best results. Our most successful franchisees know that every penny spent effectively on their marketing will generate much more in terms of future sales and profits. That's why a commitment to a sensible monthly expenditure is discussed as part of every new franchisee's business plan.

4

How quickly will my earnings grow?

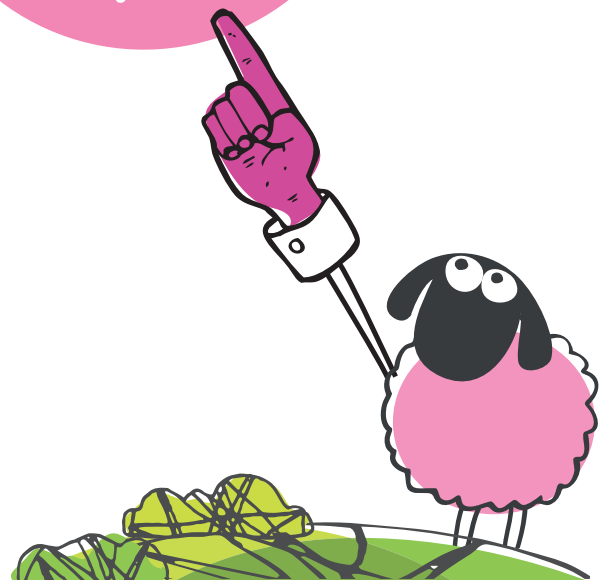
Well, the honest answer to this question is that it's up to you!

Our franchisees develop their businesses at different speeds. Some are generating a financial return within the first 6 months, but it typically takes 12 months to get there. A few franchisees still have not got there after a year and a small proportion will never make it.

On the flip side, we've got franchisees who have already built sizeable businesses. There is the potential to earn life changing amounts for those who are prepared to put in the effort.

The bottom line here is that this business can provide you with a very lucrative income and give you an asset with an enormous re-sale value providing of course, that you follow the model, guidance, training and our advice. The only real factor in determining how much you earn - and how quickly - is you, and for the right people that is a very liberating and motivational thing.

How much
you earn
is down to
YOU!



5

Presumably I need a large town / city to achieve high earnings?

No, this isn't true.

Our most successful franchisees are not spread thinly, but dominate modest sized towns.

Our franchise areas typically contain 20,000 households with a population of around 45,000 people. This is more than sufficient to establish a very sizeable Estate Agency.



How will I find my clients?

There are many different ways – all of which are covered in detail during your training, including our core 4 marketing pillars. One thing you can be sure about: these are tried and tested, proven systems that will generate you business from day one.

In addition, together with your Business Development Manager, you'll formulate a clear Business and Marketing Plan and have your hand held all the way. There might be many reasons why this business isn't right for you, but wondering how you get customers isn't one of them – honestly!

Our Marketing Team is on hand to help and support you with any marketing related questions or queries.

They'll also help you create super successful bespoke marketing materials - if you need advice or a second opinion you can give them a call to discuss your ideas.



7

Do I need sales or lettings experience?

No. It can help – but it can also hinder.

It's definitely NOT a prerequisite, and a large proportion of our top franchisees came into this business with little or no sales or lettings experience. One of the first things we'll teach you is how NOT to be a salesperson. What you are seeking are long-term working relationships with a growing number of landlords and a regular flow of people looking to sell their homes. To get that you simply need to be **known, liked and trusted**.

So long as you're likeable and trustworthy, you'll be fine!

4 Proven Marketing Pillars For Super Successful Franchisees

WARNING! Deploying **all** of these will result in an incredible **income explosion...**



Direct Mail on Steroids



Targeted Leaflet Drops



Pay Per Click



Networking

8

How are my property listings created?

You'll be responsible for creating your own property descriptions.

All you need to do is upload pictures and measurements into your Ewureka!™ control panel. It will create the marketing description within a couple of clicks. Ewureka!™ will then ping it out to all the property portals. Enter your own convenient viewing slots and Ewureka!™ will automatically screen and fill your diary for you – it's magical to see it in action!

It even sends texts, emails and application form reminders automatically to your prospects.

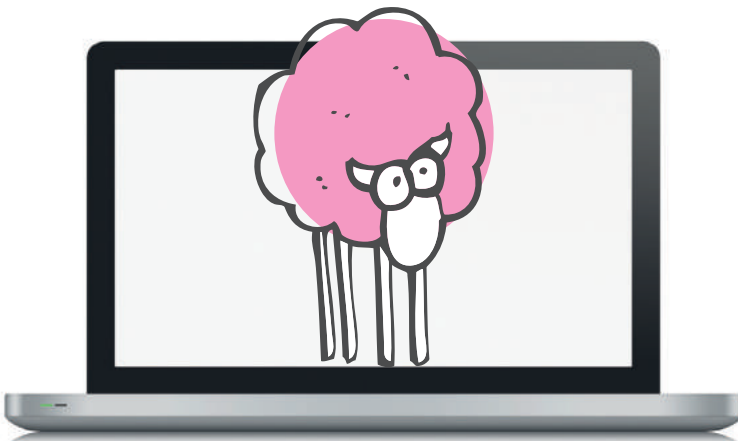
Creating documents is child's play. A comprehensive suite of sales and lettings agreements is built in and auto-populated for you. We truly believe that Ewureka!™ is the most simple and efficient property management system in the world.



9

Do I need I.T. skills?

Basic IT skills are preferred, but not compulsory. You will be spending a lot of time on your computer/ tablet/ smartphone, but all of our systems will be thoroughly explained to you on the training.



10

What does a typical week look like for a franchisee?

For the first 12 months you need to be focusing on new client marketing and then getting out and about meeting potential clients pretty much every day.

No one builds a business like this one by sitting behind a desk, so the more you are out there canvassing prospects and meeting people, the faster you will grow your customer base, and the more quickly your income will rise.

In your first year there will be a direct correlation between the number of people you meet and talk with and the growth of your business, so getting out and about needs to be your primary focus.

What is involved in the application process?

We're very fussy about who we let into this business.

It's equally important to us as it is to you that we recruit quality candidates who have a natural propensity for this type of business. Those with entrepreneurial flair who are going to make a real success of their business and the brand.

The application process is designed to give us, and you, the best possible chance of ensuring that you are right for this business and that this business is right for you. It's a two-way thing.

The starting point will be to **attend one of our DiscoverSheep.com Discovery Days**. They're held up and down the country and typically last a couple of hours. You and other attendees will get an in depth insight into our proposition to find out if **we're the right franchise for you**.

These no holds baa-rred events include:

- Learning our philosophy. Why we're different and stand out from the crowd
- The 4 proven marketing pillars which will bring you customers from day one
- A detailed analysis of the numbers. You'll know exactly what you can expect to pay and how much you can earn
- Grilling our top team with questions
- Finding out what it's like for real from current franchisees in your region

The process itself will typically involve multiple telephone conversations, a completed Application Form by you, proof of your funding and at least one 1:1 meeting here at The Sheep Pen, our HQ near Leeds, where you can meet our team and we can all meet you.

In some cases, we will take up references on you as well. During this process we'll require you to speak with several of our existing franchisees so you can get an accurate picture of what the business is all about, and they can assess your suitability for the business.

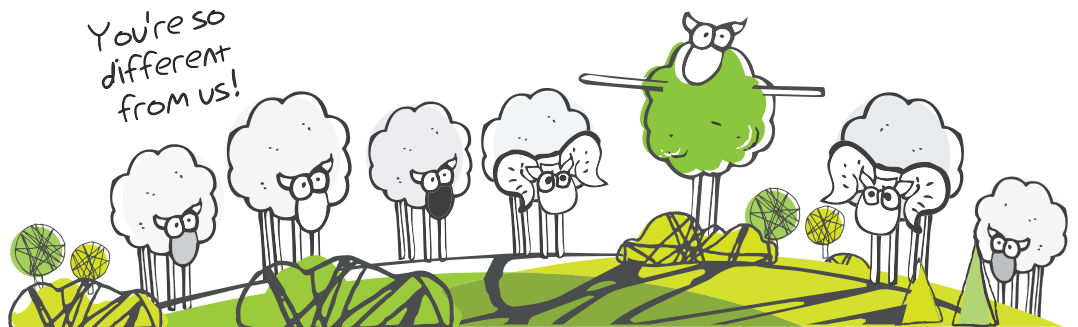
It's all about us getting to know each other so that we can get an informed view as to whether or not you are right for the business, that we are right for you, and that you can become a really successful franchisee.

What happens at the end of the franchise term?

Your Franchise Agreement will be for five years. At the end of that time you have an automatic right to renew your franchise (twice) for another five years providing that you're not in breach of any of the terms of the agreement. You just pay a small renewal fee to cover the costs of preparing your new agreement.

stand out
from the
competition

You're so
different
from us!



13

What if I want to sell?

We're sure you won't want to, but you can sell your franchise at any time if you need to. There are a few i's to dot and t's to cross but it's a simple and straightforward process.

The most important thing we need to do is make sure that the new buyer is 'made of the right stuff', that they will fit in well with the rest of the team and uphold our values.

We also charge a Sale Transfer Fee which covers amending and reissuing the franchise agreement, updating all of the systems and website, and training the new Franchisee.

The new Franchisee gets a brand spanking new 5 year, fully renewable contract.

14

How does EweMove stand out from the 'competition'?

There really is nothing else like EweMove out there – anywhere.

We could list our culture, our business philosophy, our fair and transparent pricing, our happy clients, our happy staff, our commitment to delivering outstanding customer service, our processes, our systems...

...we could go on forever.

But the things that will really help you stand out from the competition are our brand, the way in which we do business and, most importantly, YOU.

There are so many faceless national chains and bland independent agents out there. They're all 'me too' businesses, making it hard for any of them to get noticed. From day one, we set out to be completely different.

By having a quirky sheep character (she's called Ewenice), people remember us. If you visit our website and are well-behaved, she'll treat you by giving you a cute smile, eating grass, and doing her funky 'EweMove dance'!

Rather than using boring, cheesy, stock photos, the website has funny, hand drawn cartoons which really capture people's imaginations. We include lots of humour in what we do and our property boards really do stand out from the crowd. All of which means that our clients' properties get the attention that they deserve, and our brand sits head and shoulders above the competition.

This is completely ewenique. No one else does this – it's why we're growing faster, why our franchisees' incomes are rising more rapidly and, crucially, why our franchisees have secure, sustainable businesses – because their clients remember them, like them, and trust them. That's why we're different, it's why we're the best and it's why we've won so much recognition.





Speak to our Shepherdess
Call Hannah on
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