



COMMERCIAL PROPERTY FRANCHISE PROSPECTUS

Looking for a great Professional Services Franchise?
LOOK NO FURTHER!





Stand out from the crowd with
Exeid Commercial Property



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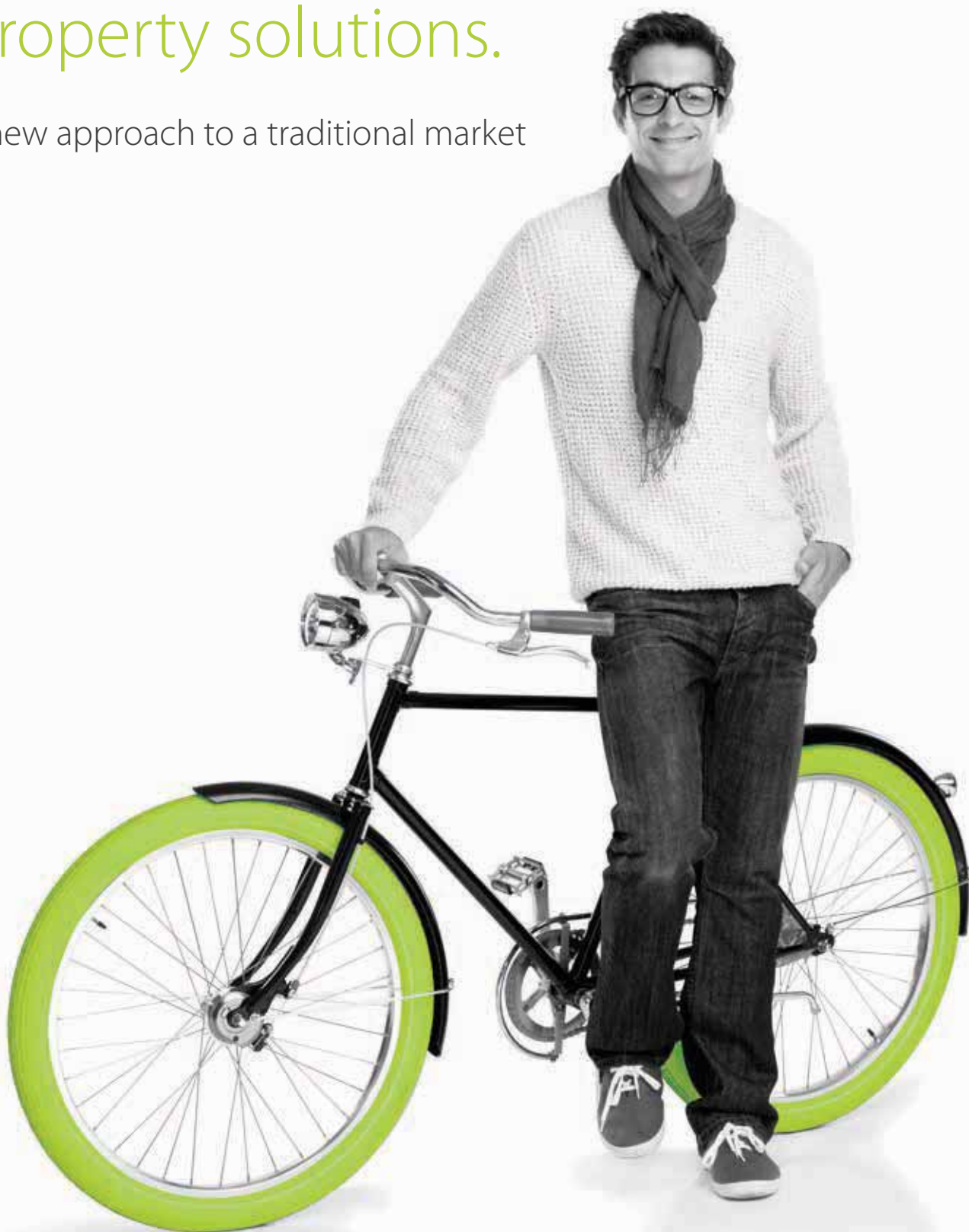
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Innovating commercial property solutions.

A new approach to a traditional market



our Vision

To become the largest national provider of commercial property services and solutions, offering expert regional representation in every UK postcode region with local knowledge combined with the support of a National Network.

To work in collaboration with fellow providers to give our clients options that encompass the whole of the market.

our Mission

Offer businesses from start ups to multi-nationals a single point of contact, supplying the best commercial property solution for their business now and in the future. Provide support services to deliver a complete product including location finding, funding, fit-out, management and maintenance.

Provide building owners a modern approach to the management and marketing of their property, ensuring they receive the best returns from their investment by providing space that gives the best value to the users of their buildings.

our Values

Honesty, integrity and a clear approach using plain English in our business transactions.

To remove the 'mystique' often associated with the traditional commercial property market, and to work closely with professional bodies to ensure transactions are made correctly within the legal process.



Why Exeid?

Exeid Ltd is a National Commercial Property Management Franchise opportunity, with a presence right across the UK. The Franchise is based on the highly successful Exeid Brand which originated in the East Midlands in 2010 and has become the market leader in the region. This Franchise opportunity provides all the systems and know-how needed to successfully set up and run an Exeid Commercial Property Management Franchise in an exclusive territory.

The Franchise capitalises on the experience of the founders and owners of Exeid, David AJose and Richard Priestley, and utilises their vast experience of successful operations within the Commercial Property Management Sector. The company's professionalism, quality of service, breadth of expertise and quality of the relationships, built with both landlords and clients, have been crucial to Exeid's success.

This is a fantastic opportunity, within a structured business environment, to create income streams through managing commercial properties. The National Support Team undertake the core of the back office functions, thereby enabling the Franchisee to concentrate and focus on the front end operations and deliver superior customer service.

50%



Serviced &
Managed Space

35%



Professional &
Landlord Services

15%



Business
Support





Complete service under one umbrella



Why Franchise?

The Franchise enables the high standards, quality procedures and relationship management strengths, on which Exeid is founded, to be expanded across the country and at the same time harnesses the commitment, determination and flair of the individual Franchise owners.

The Exeid Franchise

After spotting the opportunity to replicate our success nationally, with a tried and tested, quality driven Commercial Property Management Franchise, we undertook an exhaustive period of research and preparation. This culminated in the formal launch of the Exeid Franchise in October 2015.

The Franchise operation is set up with a solid foundation of 'doing things right' compliantly, safely and fairly, from the offset. Regular monthly income builds up by developing your managed commercial property stock. This is a unique element of the property management industry. You will have access to all operations manuals, templates, letters and legal packs, webinars, telephone support, site visits, preparation for trade support, training days and specialist seminars held on niche subjects to guide you and keep you ahead of the market.

All Franchise owners trade under the Exeid brand name, image and trading style. This provides confidence and consistency and at the same time, the Franchisee benefits from our ongoing marketing and profile-raising campaigns. You will be set up on our CRM system which will help you to effectively manage your business. All letters, actions, work orders, etc. are recorded onto the system and can be accessed remotely via the internet, so usable from home, work, or even on the go.

The Exeid Franchise opportunity offers all the systems and know-how you will need to set up and run your own business. Once awarded an Exeid Franchise, you secure the rights to operate in an exclusive territory. Your precise responsibilities under those rights—as well as ours—are drawn up in the Franchise Agreement, which clearly sets out the roles of both Franchisor and Franchise owner.

Our National Support Team are all highly trained in the systems and methodology necessary to meet the high service standards demanded, combined with a national reach and professional, industry-leading management systems. It is a combination that enables us to offer the highest quality of service. The many comments we receive from satisfied clients and landlords back up that quality promise.



Training & Support

Our training is designed to get you ready to trade quickly. Your training begins with an intensive programme at our head office in Nottingham.

Additional training is provided during the establishment phase of your business. Subsequently, you'll benefit from ongoing support from our dedicated National Support Team, who are on hand to answer any queries or uncertainties relating to your business. You will also be given a copy of our comprehensive Operations Manual for the duration of your Franchise licence.

The Operations Manual details the precise business practices, procedures and processes for you to follow when running an Exeid Franchise.

Month 1

We will work with you to set up your business to ensure that you have all the tools you need to trade successfully.

Month 2

You will spend two weeks with the National Support Team learning everything you need to know to run a successful Commercial Property Management Consultancy.

We will cover all aspects of Commercial Property Management including the Laws of Landlord and Tenant, Leases and Licence Agreements, Safety Regulations, Management Processes, Marketing your Business, Keeping your Landlords and clients happy, Accounting, Administration and Legal Documents etc.

You will then spend at least one week 'on the job' with a live, working Commercial Property Management Team doing work experience. This is where everything that you have learned is put into practice.

Month 3 onwards

At this point we would expect to have at least one operational location within your territory and spend time working with you in your area to identify the immediate opportunities and start generating on-going revenue.



Initial Scout training provides an overview of the business and all the tools needed to get you started including an IT pack giving you a constantly updated link with all the latest documents, forms and training material.

On-going support

- Weekly one hour scheduled Skype meetings to discuss YOUR business and keep you on track.
- Fortnightly group Skype meetings where all available attend to share knowledge.
- Quarterly Exchanges with the National Support Team, packed with content on Property Management practice and law changes, the current market, new marketing strategies, promotional tools, cold calling techniques, sharing best practice and ideas between the group.
- Webinars are available to update knowledge on specialist subjects.
- Company stationery packs are provided to get you up and running including, letterheads, business cards, and presentation packs personalised to your region.
- On-going 're-training' for Franchisees is available at the National Support Team hub as and when required.
- Training for your staff at the National Support Team hub is available at a small charge.
- On-going telephone, e-mail and Skype support available during normal office hours.



The sure way to miss success is to miss the opportunity.

Our training program is being constantly developed and is subject to change. Many aspects of training are delivered within your region working with the Franchise Support team on live case work.

How much does it cost to set up an Exeid Franchise?

Your Franchise cost will be variable between £17,500 to £107,500 dependant on the commercial market valuation of your respective region* These are defined by UK postcode regions. In some cases we may be able to offer a specific area within a postcode region to reduce initial costs before taking control of the entire region.

*Commercial market valuations are based on the 'Property Data Report 2014'

Once both parties agree to go ahead a deposit equivalent to £2,500 + VAT is required to reserve your selected region for up to 3 months.

We are keen that you agree with our valuation of your region and fully understand the potential of the business model before you make full payment for your Franchise.

To allow you to quickly understand the market and validate your Franchise cost we offer a 'Scout Pack Training Program' which is the first stage of your full Franchise induction offering a structured training and evaluation program of your region.

The Scout Pack Training Process will take between 2 - 12 weeks depending on the size of your region and your own commitment to the process.

Once complete you will be able to see the Exeid model potential within your region. The Franchise Support Team will work with you to prepare a business plan with mutually agreed income / development projections.

Only when you have a clear understanding of the Exeid model and an agreed business plan will you be required to make the balancing payment of your Franchise Fee.

Should you choose not to proceed your deposit would be returned less £500 and any Franchisor costs incurred at that stage, including training and support received at that point. Franchisor costs will be clearly detailed throughout this initial period.

Is finance available ?

Franchising is a favoured way to enter a business by the main banks and other potential lenders. The solid business plan you prepare as part of the 'Scout Process' will help with a successful application.

Other Considerations ?

Setting up any business will involve some up-front and on-going costs, starting a Franchise is no different. The Exeid Franchise will significantly reduce the normal set up costs associated with a new business, however you should factor a period of reduced earnings within your initial start up.

Please see below typical area gross profit;

Case Study Area	Franchise Purchase Cost	2013	2014	2015 *
Nottingham - Franchisor owned (est. in 2011)	£55,000	£76,084	£116,443	£189,088
Leicester (City Only) - presently Franchisor owned (est. in 2012)	£40,000	£43,219	£81,727	£94,215
Norwich - Miles Miller Associate - (active from 1st Oct 2014)	£35,000	n/a	£16,254	£54,280

* 2015 are based on projected figures to the end of the financial year.

When will I make profit?

Outside of your own personal salary and expenses your costs will be minimal so we would expect you to be achieving an income within 3 months. The Exeid model offers a number of potential revenue streams, some taking longer than others to produce income.

Initially we focus on developing a passive revenue income to establish a solid platform to build your business upon. This will take around 6 - 12 months to achieve a typical income equivalent to £30 - £40,000 per annum based on a typical area.

Fee and commission works will supplement your passive income and can be substantial, however these can be unpredictable and take time to realise.

How Much Money will I Make?





As with any business, precisely how much you earn as an Exeid Franchise owner is largely dependent on your individual commitment and tenacity, but we encourage you to be realistic in your projections.

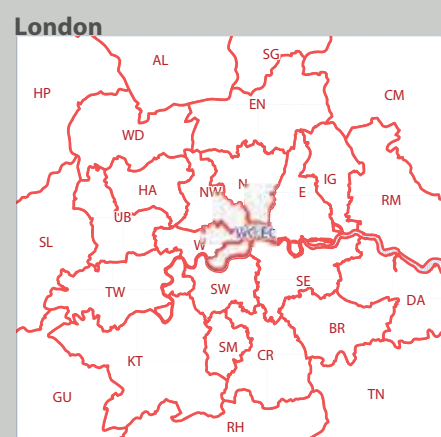
Our aim is to deliver a return on your investment (ROI) equivalent to at least 100% per annum within 18 months. So, if your region Franchise cost is £40,000 we would expect your earnings to reach and hopefully exceed this level by the time you have been active for 18 months.

An Exeid Franchise offers a number of income streams. The potential is only limited by your application and endeavours.



Exeid Commercial Regional Territory

-  FRANCHISOR OWNED
-  Presently FRANCHISOR MANAGED
-  FRANCHISEE/ ASSOCIATE AREA (Part Region)
-  Available to FRANCHISE



Franchisee Support Services

The Franchise Support Team work with you throughout your business development allowing you to focus on growing the business rather than red tape and admin. This includes invoicing, cash collection and landlord accounting, a deduction of 10% of your gross turnover is made to support this service.



Serviced Office & Managed Work Space

It is extremely important that your administration and paperwork are completed correctly to avoid potentially complex legal disputes and issues.

The Franchisor supplies:

- Latest Updates on Process Paperwork
- Complete Site Set Up System & Support
- Easy Sign Up Paperwork for Franchisee
- Cash Collection through DD
- Landlord Management Reporting (including reconciliation with expenses)
- Landlord Payment Transactions
- Deposit Management
- Client Support Desk
- IT & Comms Support
- Central CRM System
- Field Support
- Bespoke client set-up

Our goal is to supply simple sign up paperwork that allows us to supply a complete support service leaving you free to develop more business.



Marketing & Business Support

We will work with you from set-up to your first location launch event, then supporting every aspect of your business.

Including:

- Full Accounting Service
- HR Paperwork, Advice and Support
- Payment & Debt Collection
- Market Resource Centre
- Web Advertising Included
- Regional Marketing Database
- Pre-designed Marketing Campaigns.
- National Account Clients

You will simply receive a net income earnings transfer to your business account each month with a detailed management report of activity within your region.



Professional Services

Many property services will require professional body accredited personnel or specialised skills to complete.

These may include:

- RICS accredited Survey Services
- Legal Document Preparation
- Building Management & Accounting

Our Franchise Support Team will guide you through these specialised sectors .

Relax we've got your back...



Where does my income come from?

As an Exeid Commercial Franchisee you will be able to offer a broad range of services to business clients and Property Owners. To start we focus on our serviced and managed space offering as this creates a solid passive revenue stream to provide you with a platform to build other fee and revenue income streams to increase your earnings.

 Serviced Office & Managed Work Space	 Lease and Professional Services Fees	 Business Support Service Income	 Property Owner Services
Serviced Office Management	Landlord Property Marketing Services	Space Planning & Fit Out Services	Facility & Service Charge Management
Introduction Fees to other Serviced Office Operators	Location Finding & Planning Fees	Broadband & Phone Agreements	Development, Planning & Evaluation for Existing / New Properties
Bespoke Client Space Solutions	Lease Introduction & Arrangement Fees	Preferred Supplier Referral Commissions	Business Rates & Utility Cost Management

Initial training is focused around the highlighted areas to quickly establish a passive revenue income, other areas are overviewed although some are more appropriate once an initial base has been established. Our training program looks to cover this fully within the first twelve months with additional training workshops.

We all have ability.
The difference is how we use it.



Lets put our heads together !

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Come and see us at the NEC
Franchise Show - STAND L40
2nd & 3rd October 2015