

CHELTON BROWN

PARTNERSHIP



Your own estate agency, with Chelton Brown.

An opportunity for ambitious, entrepreneurial property professionals: set up and grow your own estate agency, under the Chelton Brown brand. Endorsed by our reputation and supported by our resources.



How

As part of our expansion strategy, we are looking to create a network of 'Partners' for the property sales division of our business, this is based on a successful model seen in many countries including the USA and Australia.

1

We will provide you with comprehensive infrastructure, marketing and support.



2

You will work for yourself and run your own business - under our banner.



3

Your primary focus will be listing and selling properties.



4

You will have uncapped earnings from multiple streams of revenue.



Why

This model is significantly low-cost and low-risk compared to setting up your own estate agency. Working under the Chelton Brown banner gives you an immediate edge over other players in the market!

History

Chelton Brown is one of the most successful family run businesses in the UK, and undoubtedly the most successful family run letting agency in Northamptonshire – this statement is backed up by 44 years of dynamic growth and consistent success, the key milestones of which are listed below:

- 1975** Property Management Service (PMS) established by Doug Young.
- 1990** Sali Brown established Chelton Brown.
- 2000** PMS and Chelton Brown merged and joined forces.

2005 Sali Brown bought out other partners to form Chelton Brown Limited.

2007 With a major acquisition the businesses expanded to Daventry.

2009 Another major acquisition of one of the biggest competitors, Scott Pinkham, makes Chelton Brown one of the largest letting agencies in Northamptonshire.

2014 Chelton Brown launched the sales division of the business.

2015 to Present Day – further acquisitions including Rosette Lettings and PRS; and consistent investment in proptech and personnel development enable Chelton Brown to maintain a prominent and respected position

in the market.

Vision

Our Vision is to be the best property specialist in Northamptonshire, setting standards and exceeding them at all times. Our Mission is to treat people with courtesy and respect, behaving in a professional manner at all times.

You'll Need

This is not for everyone, however for the right person this may be the opportunity of a lifetime. You need to be self-motivated and ambitious with entrepreneurial traits. You will also need in depth experience of the property industry and fully understand the values and ethics of Chelton Brown. Specifically, you must:

- ✓ Be aligned with the Chelton Brown values, ethics and code of conduct.
- ✓ Have strong estate agency experience.
- ✓ Be highly motivated and confident in sales.
- ✓ Care for your customers, enjoy supporting them.
- ✓ Have a strong desire to be successful and grow your own business.
- ✓ Have sound knowledge of the local property market.
- ✓ Have great communication skills, both verbal and written.
- ✓ Commit to this full-time, making it your primary occupation.

We'll give you



Property Portals,
Rightmove, Zoopla etc.



Space in our High
Street office



State of the art estate
agency software



Benefit from our
overall marketing



Valuable legal
consultancy



Admin support
provided by our staff



An existing stock of
25+ properties



Marketing material
produced for you



For Sale boards
supplied by us



All required
documents provided



Membership of the Guild
of Property Professionals.



Recognition and
goodwill

Chelton Brown Partnership vs. Starting from scratch

When you look at the time, risk and cost associated with starting your own estate agency from scratch and compare it with becoming a Chelton Brown Partner, it's a no-brainer!

Setting up an estate agency is not just expensive, competitive and risky, it also takes up a lot of time - distracting you from selling properties to generate

revenue. That's why a large proportion of such businesses fail during the first three years.

Being a Chelton Brown Partner is a low-cost, low-risk option. The infrastructure, resources and support available will put you in an unparalleled competitive position from the onset, setting you up for success.

Financial Reward

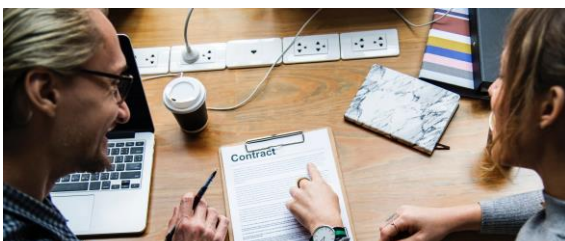
Revenue streams and your earnings are detailed below.



Property sales fees
50% for properties listed and sold by you.
25% for properties listed by us, sold by you.



Mortgage referral fees
50% of all mortgage referrals secured by you.



Conveyancing referral fees
50% of all Conveyancing referrals secured by you.



Other referral/ add-on fees
50% of any other referral fees, add-on sold by you.

Selling one property a week (around 50 in a year) with an average fee of £3000 per sale, your total income for the year will be £75,000. Additionally, with 50 sales you will have the potential to earn in excess of £25,000 from referral fees - leading to a six-figure income.

Costs

As you may be aware, estate agency franchises and licenses can cost a fortune. However, at Chelton Brown it's about finding the right people to partner with us. We would expect utmost dedication from our partners, instead of massive financial commitment.

Therefore, we intend to make this a low-cost option with emphasis on finding people with the right attitude who understand what it means to be a Chelton Brown Partner and have a desire to be successful.

Cost	First Three Partners	Following partners
Set up costs	Zero!	£500 + VAT
License fee	Zero!	£150 + VAT per month
Travel, subsistence and miscellaneous costs	Variable	Variable

Next Steps

To discuss the next steps to becoming a Chelton Brown Partner contact Edward Chelton Brown at

Edward.CheltonBrown@cheltonbrown.co.uk or call 07843 817451.