

**DINOSAURS ARE EXTINCT.
DON'T BE A PROPERTY DINOSAUR,
BE A PROPERTY GURU.**

ASTON GRAY

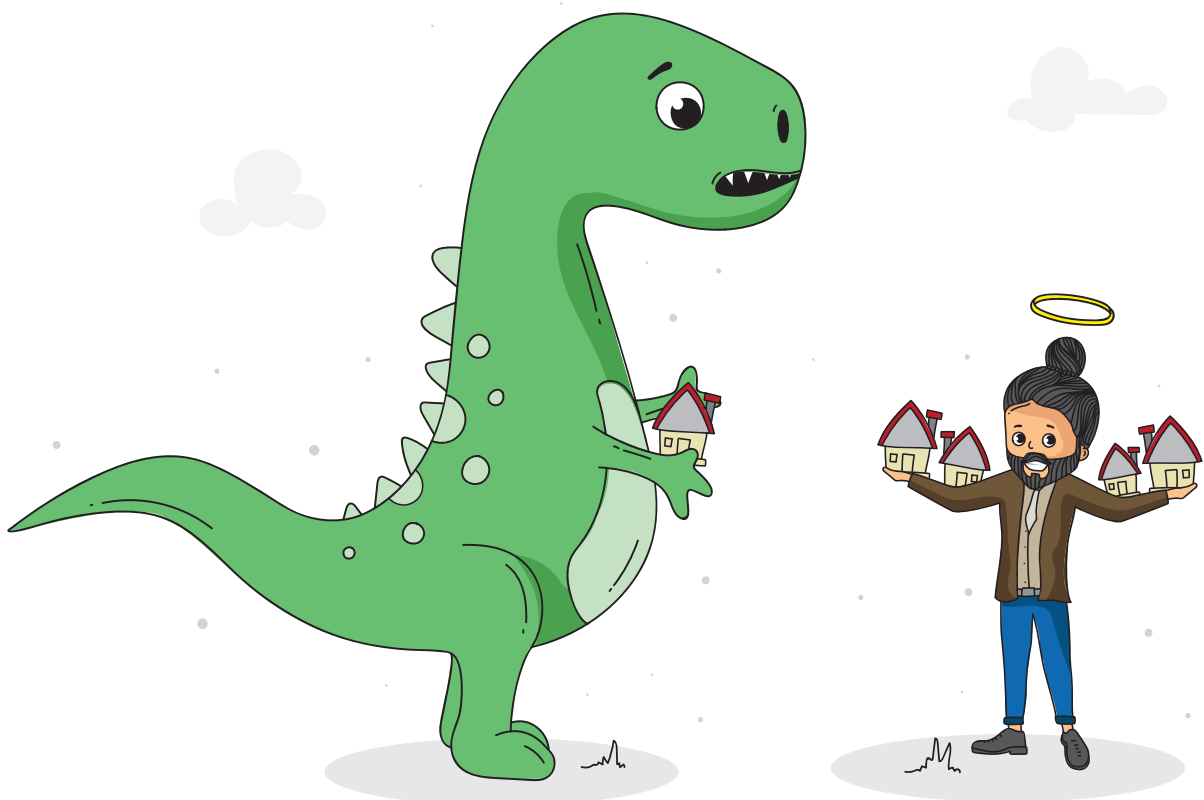
PROPERTY
GURU



Extinction leads to a new era. The era of hybrid estate agencies.

High-street estate agencies are fast disappearing due to high running costs and old-fashioned business methodologies. Online estate agencies too come with their own baggage. They always lack a personal touch in their dealings. Typically, they take the fee upfront and treat sellers and landlords as just 'one among the many'. Often, they go missing when clients require crucial advice and guidance.

The era is of hybrid estate agencies. They combine the virtues of high-street agencies such as personalisation, experience, expertise etc. and the best qualities of online agencies such as speed, convenience, technology and automation.



Covid-19, Brexit and recession - The crisis that's an opportunity.

Job cuts and business in slowdown maybe the order of the day. But this crisis can be an opportunity for individuals with ambition. Have you been postponing the idea of 'being your own boss'? It's the time for the entrepreneur in you to act. Grab the opportunity that comes your way to shape your ideas in estate agency business. Lead, be a Property Guru with us!



Being the property expert you are, be a Property Guru with us!

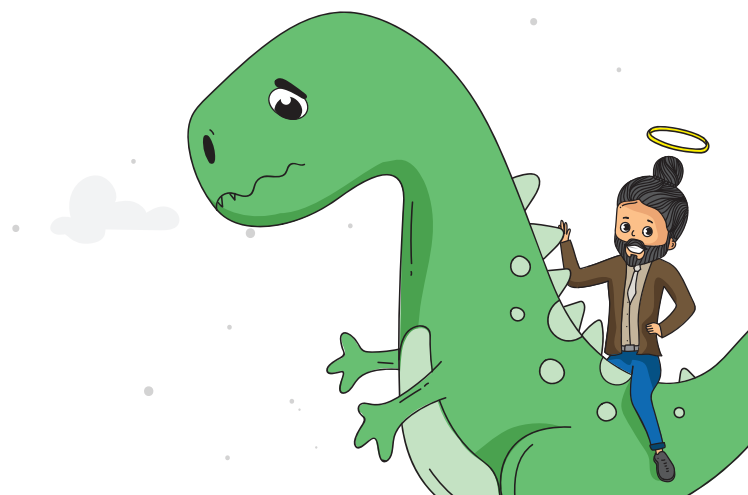
We are an independent estate agency specialising in residential sales, lettings and new homes, primarily within Home Counties as well as areas of London. We provide a bespoke approach to our clients, combining the best components of an online agency with that of a high-street agency. Now we are expanding within and outside of the regions we operate in.

By joining us YOU will OWN and RUN your own branch of Aston Gray in your local territory. We provide you with cutting-edge estate agency software platforms, sophisticated marketing initiatives and the support of our central marketing team. In essence, you can combine your local expertise and our central support team's efforts to garner greater conversions.

How's it different from what you do now? For starters, we have a profit-sharing model. The more the profit you make, the better it is for you. It's just a matter of time before you learn how to use our marketing strategies to attract and retain portfolio landlords, as well as attracting more vendors.

The plan for you is simple. You will use your local knowledge and network to generate sales and letting opportunities in your local market. Additionally, you will be using our marketing and property management platforms to reach new sellers and landlords. You will also have access to all leading property portals including Rightmove and Zoopla.

In short, the efforts are divided, the profits are shared.



Guru, like before, work hard but get rewarded manifold.

Is it a good time to start a venture? Yes, if the investment is low and the growth potential is high. That's exactly what we offer too: the opportunity to build your own property business in your own neighbourhood with a reasonable investment.

Our model has extremely high earning potential for both new and existing business. Despite the market conditions, your outlook would be highly positive, with the opportunity to outstrip other estate agents' earnings potential.

Moneywise, it is low investment with high returns, provided you ramp-up your efforts proportionately to your expectations. The higher your conversion rate, the more business you conduct and the more you earn. You will also earn money on renewal income! Your biggest advantage, however, is flexible working – you will truly be your own boss.



The age of co-entrepreneurship

Statistics prove without doubt that only 20% of start-up businesses survive the first 5 years. A good number of failed entrepreneurs say that not identifying the gaps in their skillset and lack of support are the main reasons for their failure. This is where we pitch in for you.

Our support infrastructure plugs these gaps at the opportune time – it is as much as about training, support and providing the complete business infrastructure you need to succeed as it is about generating new business. You can count on our core team to use our industry experience to push your business forward.

Our involvement also means that you don't have to make any kind of upfront investments, big or small, in technology and marketing platforms. Moreover, the marketing is centralised and we will invest in providing you the ideal admin team, both in terms of money and resources and they grow as your business grows.

Our investment in detailed operations manuals and business processes means you don't have to develop these from scratch, saving you valuable time. Our outlay in a finance and banking structure means you don't have to invest in these too.





ASTON GRAY
PROPERTY
GURU



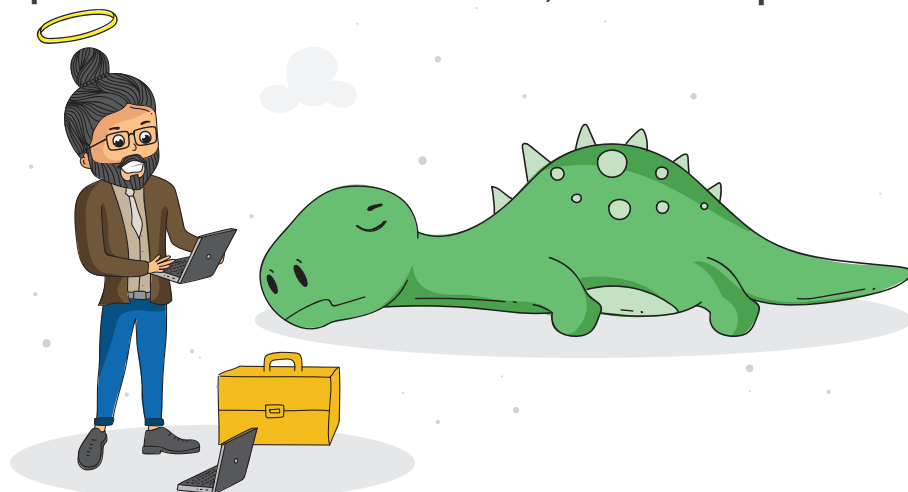
Cost of success is cheaper than the price of failure.

The common wisdom goes that, 'entrepreneurship is expensive'. The average running cost of a high street agency is about £20,000 per month. Whereas, a cheaper route of an online agency gives you little control on your earnings, future earnings or your future. You do not own the business and get next to nothing when you exit.

In our case the cost is not the money you need to invest, it is more to do with the level of time and effort you are willing to invest in expanding your network of contacts, visits to our head office to complete training, follow processes and procedures, and of course develop business.

Certainly there's a nominal set up cost - **£1999**. This includes your launch package and your work from home package. You need to have a laptop, mobile, and space to work - either from home or small office of your own. However, under Aston Gray brand, you will be developing your own business. It's a combination of substantial recurring revenue growth and building your exit plan (if ever you need one) with us.

Once you sign up with us, we would expect you to be up and running within a month. This is significantly quicker than franchising models, which can take months and sometimes over a year! The biggest incentive, however, is the low investment you need to get your business started with us. And our lean start-up method is as much about cost, as is about speed.





Do you have it in you to be a Property Guru?

Well, as much as you have your set of expectations about the new age, we too have our own. As we stated before, we like 'experience'. We would like you to have at least 3 years' experience in an estate agency, strong local presence and connections and a demonstrable list of landlords and properties you can utilise to kick start your business.

Like any other business, you need to be ambitious, driven and should have the need to do well. You need to be well presented and conduct yourself in a professional manner. You should also have your driving license and access to a business ready vehicle.

Extinction vs Excellence – Explained

Doing quality and quantity business is our collective requirement. Same with transparency and accountability from everyone in the chain; nobody is excluded. Our investment in cutting-edge technology and customer service solutions allow us to pass on savings to clients and still increase efficiency and profitability. Furthermore, we follow a live reporting system – invoices, statements and statistics are all at the fingertips of our customers anytime, anywhere they please. This also will be to your advantage.

Combining all these factors, it's easy to find why and how you will thrive. Here's a comparison of potential earnings in year 1 for a successful Aston Gray Partner vs some of the other traditional opportunities.



	Typical High street Agent Employee*	Typical Online Agency**	Typical Franchise***	Aston Gray ****
Set Up Costs	0	£0-£5000	£10000-£50000	£1999
Monthly Costs	0	£0-£750	£1500-£7000	£399
Income in year 1^	£35000-£55000	£22000-£40000	£78300	£55500
Profit	£27300-£42900	£22250-£31000	-£55000 to £50000	£52100
Buy back Guarantee	NONE	NONE	NONE	Yes #

*Employed as a Senior Negotiator/Manager

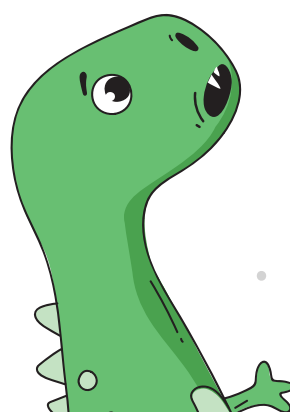
**Average among leading online agencies

***Average among currently recruiting franchised estate agencies

****Aston Gray model

Available to agents after 3 years

^ Income based upon 12 sales and 30 lets in first year





**Buy
Bye**



You can have your cake and eat it too!

If you decide to leave Aston Gray, whether to retire or start the next exciting chapter in your life, we offer our buy back guarantee to give you an added bonus. Anyone who partnered with us for a minimum of 3 years will be eligible for our buyback plan and your rewards go up based on your length of partnership with Aston Gray.



Talk to our Recruitment Guru to be the next Property Guru

Are you the local Property Guru looking for the next adventure? Arrange to have a coffee with our recruitment specialist to see how much more you can earn with Aston Gray and what your potential buy back earnings can be. Get in touch.

propertyguru@astongray.co.uk

Ph: 03333 444 385

Aston Gray Ltd

1 Twyford Place, Lincolns Inn, Office Village, Lincoln Road, High Wycombe, HP12 3RE