

more than HOT PROPERTY

REAL ESTATE INVESTAR FRANCHISEES HELP PEOPLE MAKE AND MANAGE WISE REAL ESTATE INVESTMENTS

⇒ With the recent Budget making life more difficult for property investors, it's become more vital than ever to make the right choice with property and to manage it well. Some investors may choose to exit the market altogether in the next few years, leaving more opportunities for those who know what they're doing. The timing seems perfect, then, for Real Estate Investar's rapidly-growing New Zealand business.

The brain-child of a team of experienced property investors and online technology experts, Real Estate Investar (REI) is an online home for property investors that provides sophisticated search and valuation tools to increase investors' ability to gather information on prospective purchases and analyse, select and manage them well. Created in Australia in 2006, REI already claims over 60,000 members, each of whom can access various paid or free resources and online tools. After three years developing its unique technology model, REI then launched its sales partner franchise in Australia in July 2009. 'This has seen 23 franchises added to the business across Australia and New Zealand in just nine months,' says Campbell Venning, REI's New Zealand-based managing director. 'Now we are offering people passionate about property the chance to build an online business based on establishing industry resellers (affiliates) and promoting membership to active home buyers and investors.'

'This "business in a box" is one of the most innovative opportunities on the market today,' promises Campbell. 'For an entry price as low as \$65,000 (financed from \$25,000 deposit), sales partner franchisees can achieve potential income of \$130-200,000 per annum within a short period of time – in fact, our first franchisee is already earning an annual equivalent of over \$300,000 after just nine months of operation. You can operate from home with just a computer and high speed internet access – no expensive office space or staff are needed. You can even run your REI franchise part-time or in conjunction with an existing business if you wish.'

HOW DOES IT WORK FOR MEMBERS?

'REI members get access to a suite of tools that make property investing faster, more accurate and cheaper. *Investar Search* is a revolutionary tool that in seconds will intelligently search every property listing in New Zealand and Australia. Members can easily sort, filter and display live properties according to their own requirements. *Property Analyser* is an online tool that enables users to calculate and compare equity, added value, after tax cash-flow and capital growth easily and produce a detailed summary for a property in less than three minutes. It's a simple-to-use, accurate tool that identifies tax refunds, pre-tax and after-tax cashflow, projected growth in property equity, yields, depreciation and mortgage calculations,' says Campbell. 'Then there's *Portfolio*



CAMPBELL VENNING: REI IS FOR PEOPLE LIKE SHANE THOMPSON (BELOW) WHO ARE PASSIONATE ABOUT PROPERTY



Tracker, which gives investors the ability to manage existing and growing property portfolios, tracking 70 different aspects of a property's performance from annual/rental return to equity growth and debt management. These and other tools (including a whole suite of educational products designed to give investors the theories and strategies to be the best investor they can be) are all instantly available online – no disks, no downloads.'

HOW DOES IT WORK FOR FRANCHISEES?

Sales partner franchisees receive full training in starting and developing their own REI business, including the creation of an online presence with no territorial restrictions. 'If you have a good network of business and personal contacts, whether locally or online, you have the opportunity to create wealth for yourself and others,' Campbell says. 'We have developed a sales model utilising databases, affiliates, local marketing, networking and referrals and online webinars that has been proven over two years to have a sales conversion rate of 30-40%.'

REI operations director Clint Greaves takes up the story. 'Most business owners end up overloaded with administration, but we've taken most of that burden away. We carry out the actual sales conversion and after-sales functions and handle all the client invoicing and debtor management to ensure your focus is sales growth rather than shuffling paper. You will build a business of highly valuable, loyal clients who create long-term recurring income streams. I believe this is one of the most financially powerful business models on the planet.'

For Shane Thompson of Sydney, the stars aligned one day in 2009 when he learned about REI. Already passionate about property, he could see the value of the REI services, but what about the franchise itself? 'I had my accountant and lawyer check out the fine print and sought counsel from a number of respected friends and acquaintances. This is all resulted in a general "tick" and, combined with the relatively modest capital outlay, the tick turned into a green light. Clint and Campbell are always willing

to help... I can honestly say that being on the ground floor of something that has the ability to grow very large is incredibly exciting.'

Real Estate Investar has already applied for membership of the Franchise Association and is now looking for additional sales partner franchisees from all over New Zealand, 'bearing in mind that your business isn't limited by where you live,' Campbell points out. 'If you want to create an exciting company and have an ability and passion for sales, we want to hear from you – today!' ■

ADVERTISER INFO

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