

1<sup>st</sup> September 2006

## **DOES PROPERTY RING YOUR BELL? WHY NOT MAKE IT YOUR BUSINESS?**

Some property investors are merely jumping on a fashionable bandwagon; believing the reports of gloom and doom in pension funds, eager to be on track for a fast buck. Some will be just playing with it; some spare cash that may as well go into bricks and mortar.

Others will be in it for the long term. Their research comprehensive. Their actions considered. Their investments wise. It can be a good income, even enough to give up the day job. But then what?

If this particular cap fits, you may have already thought about working in the lettings industry. You may have let your property through an agent and thought "Hang on, I could do that."

Then again, you may have thought "I could do that but how would I compete with all those established agents - there are dozens around here?"

The other major discouragement may be all the highly publicised legal paraphernalia. New laws that mean you have to be practically a lawyer if you are involved in letting and managing property. Tenancy Deposit Schemes, licensing of landlords in relation to Houses in Multiple Occupation, membership of an association, training, professional indemnity, tenants' rights, landlords' responsibilities, gas safety, electrical Part P regulations, etc. Not to mention the Office of Fair Trading telling you what you can't put in a Tenancy Agreement but never quite saying exactly what you can. And watching you while you write it!

It's enough to put off the most gung-ho entrepreneur - you just wanted a newer, more rewarding life, didn't you?

### **But there is a way.**

You don't even have to have bought that first Buy to Let property - you may just like the idea and want to do it in the future.

You can get into the property business quickly, smoothly and comfortably by being even cleverer than the rest. A modest investment means that there is no need to reinvent the wheel - just make use of all the effort and training that has already taken place to make the professional letting industry what it is today and get your own business off the ground within months. Property amateur to professional property agent. Fully insured, ARLA member, qualifications - letters after your name.

And just how is this miracle achieved?

### **..... It's a franchise.**

Where Pizza Express makes pizzas, Ashton Burkinshaw Franchising make property experts. Making pizzas is easier but being a professional letting and property management agent is much more rewarding.

Ashton Burkinshaw can perform this miracle (well OK, not quite a miracle - more of a sensible business venture) by working with ambitious, confident people who love being 'in property'. They take the enthusiastic person, tell them everything they know about letting, arrange training and professional status through ARLA membership, help this enthusiastic person to find business premises and establish a real business in a fraction of the time it would if they were on those cold starting blocks.

The Ashton Burkinshaw franchisee starts from a position way down the track. Even if a career in property has never been a consideration in the past.

Lloyd Porter, aged 49, is a good example of a “property amateur” turned “professional property agent”. Having been involved in the submarine cable installation business for over 20 years, with his own business for the past 7 years laying miles of fibre optic telephone cable under the oceans worldwide, Lloyd decided he needed a new challenge and interest – but he still wanted to be his own boss. After a lot of research, buying a franchise seemed the most obvious path to follow. “I needed a new focus and was tired of all the travelling that was involved in cable installation. My children are both studying at college and I knew it was time for a change in career. Although I felt confident I had a fairly good business knowledge, I really was unsure about what industry I should invest my and my family’s future in. I needed to set up in a business of my own but with the support and advice of an organisation that had already established a successful operational system”, says Lloyd.

Lloyd came across Ashton Burkinshaw through a franchise advertisement in his local newspaper. “An Ashton Burkinshaw franchise was just what I was looking for. Although I knew something about residential lettings, having invested in a couple of my own ‘buy to let’ properties in the past, and had a good background in general management, Ashton Burkinshaw were able to offer me a franchise which would give me a thorough training in its products and help on the business side. Without Ashton Burkinshaw’s comprehensive franchise support package I would not have been able to become an ARLA member, implement the right marketing programme, been able to select the right software, sort out which insurance to promote (or indeed be regulated to sell it) or had a proper out of hours emergency service - or a million other things. Ashton Burkinshaw is teaching me everything I need to know about residential lettings, property management and the Ashton Burkinshaw business”, continues Lloyd.

Achieving goals is something Lloyd Porter understands well. His discussions with Ashton Burkinshaw started earlier this year and his franchise opened during April in Chislehurst, Kent. Up until April Lloyd worked from another Ashton Burkinshaw office, learning how the company operates and undergoing the ARLA training courses and Competency Tests that ensure that you know what you are talking about.

Ashton Burkinshaw are opening further franchised businesses in the South East over the next couple of months - with more to follow by the end of the year. Franchised branches in Ashford, Canterbury are soon to be opened once suitable premises are found, and they are currently looking for franchisees to cover the Crawley, Horsham, Haywards Heath and Uckfield areas.

“We are looking for motivated people with the commitment to make their own business work,” says Graham Harrison, Chief Executive. “When they buy into our brand, our business style and our reputation, we can give the help, support and establishment that they need - but success does not come on a plate. You have to want it, work for it and be prepared to motivate those who work with you to achieve your goals.”

For more information about Ashton Burkinshaw’s franchise opportunity, contact Tony Mundela, in the strictest confidence, on 01622 844320 or email: [franchising@ashtonburkinshaw.co.uk](mailto:franchising@ashtonburkinshaw.co.uk)