

# Laing + Simmons

Beyond the expected

You may have already heard about the Laing+Simmons network and what makes us so successful. We are always talking about how we go beyond the expected, but what does that really mean and how does it help you?

At Laing+Simmons we offer all the franchise material that other networks do: the training, the templates, the business collateral – all the things you would expect. What really makes the difference though, are all the things we deliver that you wouldn't expect, things no other network can offer.

Laing+Simmons operates under a simple philosophy of Partnership in Success. What that means is that we are just as invested in your success as you are. For us to succeed, we need you to succeed, so we make sure that we provide you with everything you require to make that happen.

That's where our unique 10 points of difference come into play.

**These are the advantages we bring to your business, that you won't find anywhere else.**

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Partnership in Success”

## 1. Practical business options

We understand that different people require different things. What works for one office might not work for another. That's why we tailor our services to meet your individual needs.

### **We offer:**

- Franchise opportunities that go beyond the expected and provide you with real tools, support and business strategies to help you succeed.
- Simple, yet responsible for building some of the country's most successful real estate businesses, our unique partnership model has revolutionised the industry by taking franchisee/ franchisor synergies to the next level. Qualifying business owners have the opportunity to invest in a corporate structure that will actively build their capital value, providing high level back-end support that allows them to focus on performance management and income generation, while working together with a true partner in business development and growth.

## 2. Leadership from Australian real estate professionals

Each member of the Laing+Simmons leadership team has over 25 years' experience in the real estate industry. As business owners ourselves, we understand the challenges and opportunities that the industry offers and we know how important it is for you to remain at the forefront of real estate practice.

## 3. Unparalleled training and coaching

Our philosophy of Partnership in Success is based on a simple principle: our success relies on your success. We want you to perform at your very best, and that is why we go far beyond the generic "tick the box" training sessions offered by most networks and provide far more than just the basic resources you would expect from a franchisor.

### **We provide:**

- Annual conferences that give you access to leading industry experts and practitioners, and are held in stunning locations.

- Leaders' forums that offer advice and business-changing solutions that will help you achieve your growth and profitability goals.
- Business coaching which provides insights that add real value to your business, with mentoring and support services to all office principals, sales teams and business managers.
- A specially designed three-tier coaching program that establishes a platform on which to build success.
- An exclusive partnership with the Real Estate Academy, providing you with access to seminars, resources, templates and a continually evolving training program.
- The advice and support of industry experts in Social Media, Branding, Web Development, e-Marketing and Public Relations to ensure our network remains at the cutting edge of industry practice.

## 4. The best network, not the biggest

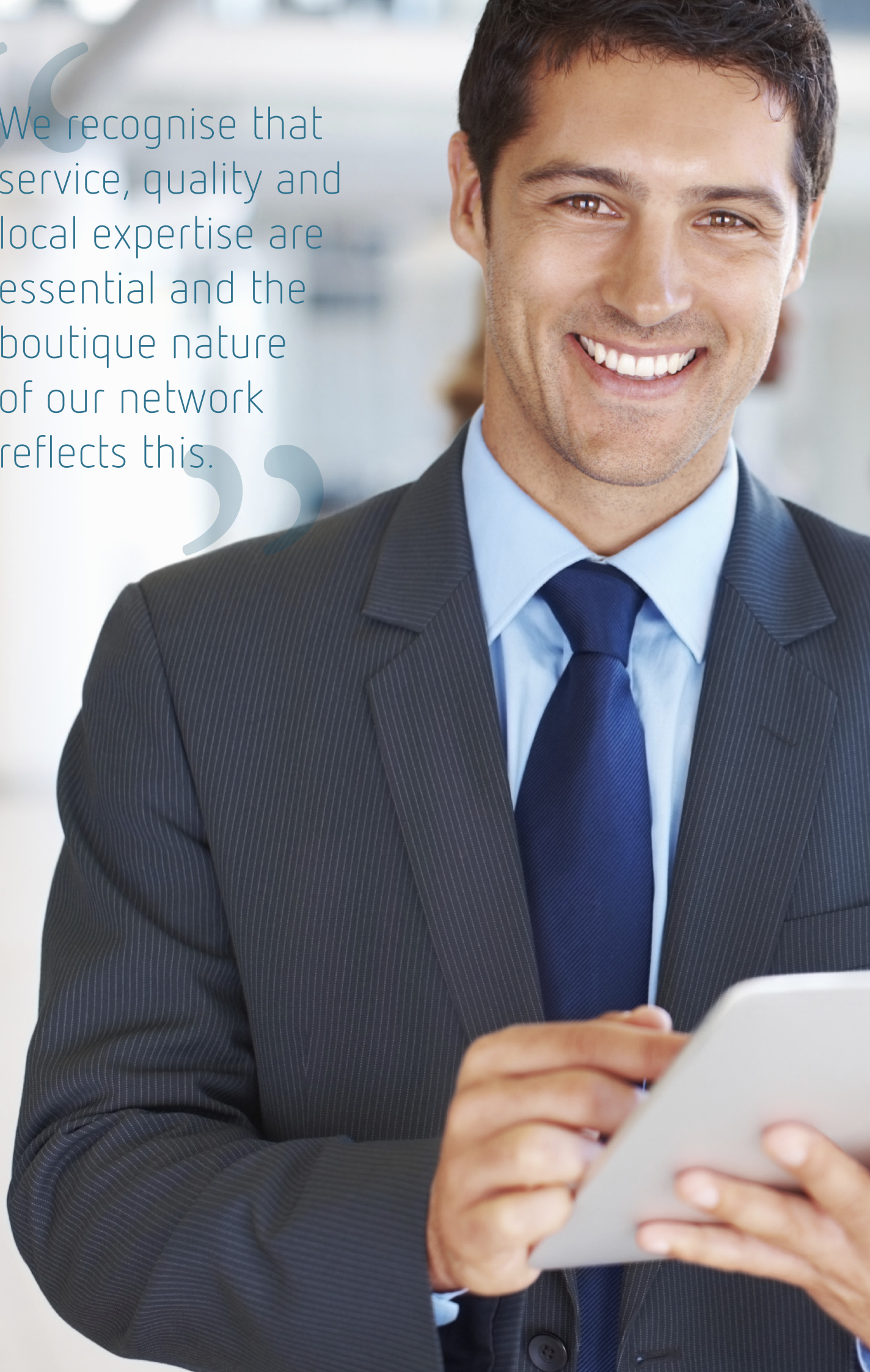
At Laing+Simmons we recognise that service, quality and local expertise are essential and the boutique nature of our network reflects this. We have a very strict selection criteria when it comes to who we welcome under our banner.

We are not everywhere, and we don't want to be. We are not interested in being the biggest network; we are only interested in being the best. Each office has their own territory, which is large enough to grow a substantial business. We don't want our offices competing amongst themselves, so your territory is yours alone. We won't open other offices in your territory and we won't let other Laing+Simmons offices actively canvas for new business in your territory.

We will help you to expand your territory based on mutually agreed key performance indicators, working with you to help you achieve your goals.

Like we said, it's all about being the best, not the biggest, and that means protecting our franchisees and partners. We share your objectives so we're not going to jeopardise your success.

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## 5. Revitalised brand image and an untarnished reputation.

With a fresh new look to be revealed this year, the Laing+Simmons brand, combined with our established market presence and reputation for specialised local knowledge, will mean more opportunities and an enhanced profile for your business. The active engagement between franchisor and franchisee means you will be part of a dynamic network of real estate professionals that allows you to maintain the personalised approach and flexibility of a boutique agency.

## 6. Everything you need under one roof

At Laing+Simmons you will have access to a full range of business, marketing and training services, providing you with all the tools you need to be successful.

### **We provide:**

- Turnkey start up options and support systems, allowing you to jump straight in and start building your business.
- A roadmap for what is required to start a successful business.
- Access to a professional marketing agency that specialises in property marketing.
- Personal advice and support in developing market appropriate strategies.
- A registered training organisation that will take care of all your training needs, including all compliance requirements for entry level, continual professional development, licensing and more.
- A dedicated commercial real estate division.
- Project marketing expertise and a unique structure that is unmatched in the industry.

## 7. Insight, input and technology

At Laing+Simmons, we want your clients to be clients for life. That's why we are committed to providing your business with the best

information technology platforms and systems, allowing you to provide the best possible service. Our customer relationship management system is constantly evolving and we encourage you to give input into product development and new initiatives.

With mobile technology, including the Laing+Simmons iPhone app, iPad presentation, mobile access to your database and mobile entry of open home attendees, as well as an effective suite of email marketing letters, templates and tools for you to use, we make sure you can provide a level of client service that is second to none.

## 8. Franchisee engagement

At Laing+Simmons, we understand that you know your business. You are the one operating on the frontlines of the industry, so we recognise that you are in the best position to offer direct input and feedback on the decisions made by Laing+Simmons.

We are always looking for ways to improve the products and services that we provide to our franchisees, that's why we take the time to talk to you and your staff, to help us gain a real understanding of what your needs actually are. Your input will mean better outcomes for everyone.

This progressive approach is the key to providing you with everything your business needs to succeed, and we facilitate this through:

- The Laing+Simmons Franchise Advisory Committee.
- Regional meetings that enable a specific market focus for every business in the group.
- An annual survey of franchisees and team members that allows for truly responsive action and continual innovation.

We know how important values and standards are to you when generating new business and maintaining your credibility. The values underpinning Laing+Simmons's service offerings ensure that the market and your clients can interact with any member of our group with absolute confidence in our service ethos and professional standards.

## 9. Recognition and reward

Laing+Simmons encourages, acknowledges and rewards excellence and effort in all our staff, from our top-performing salespeople, to our rookie recruits, to our Saturday receptionists. We understand that our success as an organisation is dependent on the efforts of the individuals that are a part of our network, so we go out of our way to ensure that merit is acknowledged and celebrated.

Our rewards programs include overseas trips, twice-yearly awards nights and incentivised performance systems.

## 10. An exciting future

At Laing+Simmons we have no intention of resting on our laurels. The recent change of ownership to Independent Property Group has heralded an exciting new phase of growth initiatives. As well as a refreshed brand identity, improved training capacity and enhanced marketing capabilities, we are currently looking at the viability of other initiatives designed to further strengthen our network and achieve growth for everyone under our banner. Watch this space.

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“Go beyond the expected  
with Laing+Simmons”



As you can see, joining Laing+Simmons means being a part of a network that can offer you more than what you would expect from anyone else.

Our 10 unique points of difference and our philosophy of Partnership in Success ensures that you will have the resources and support you need to make your business thrive.

**Are you ready to go beyond the expected?**

Laing+Simmons

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