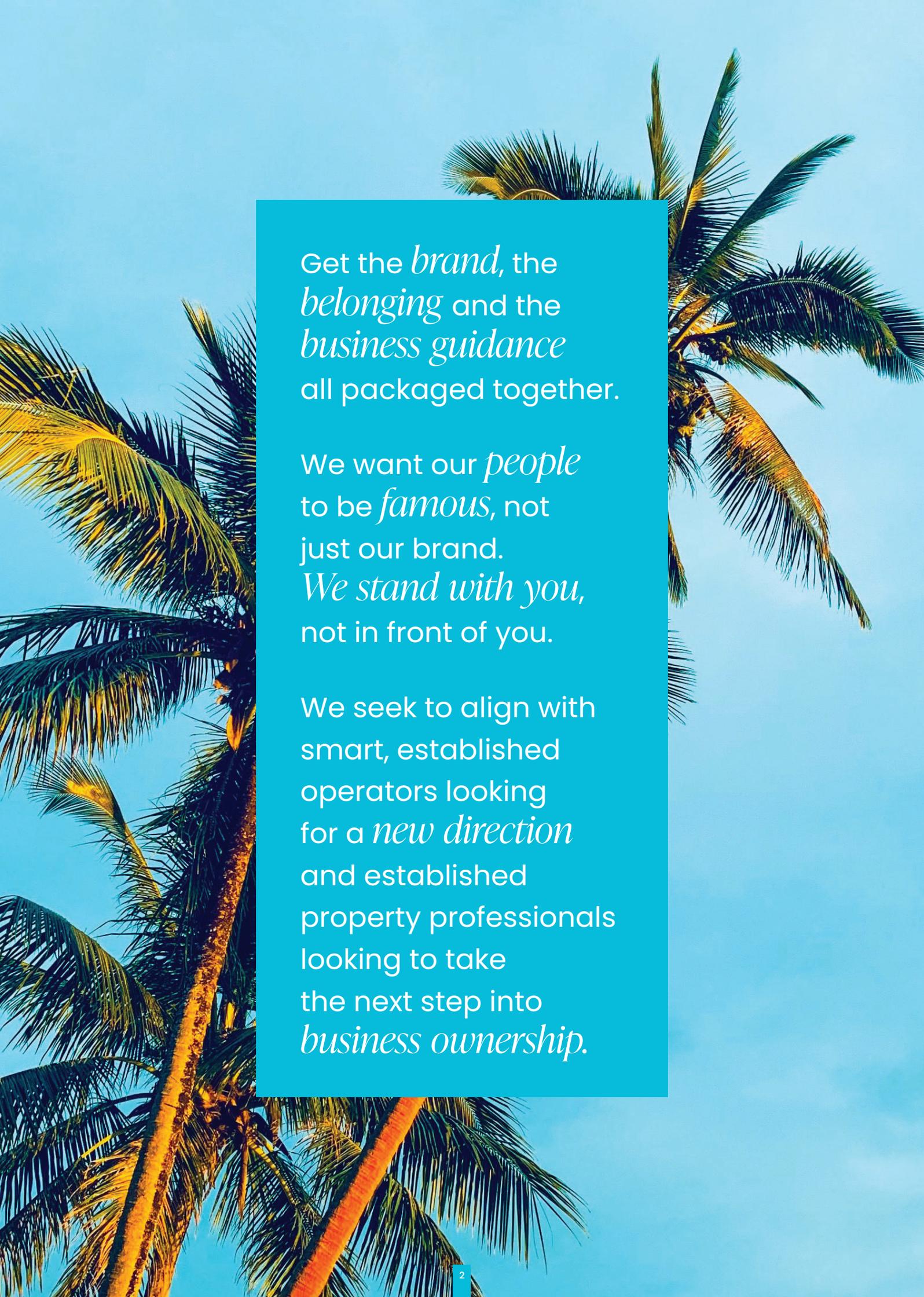


Explore Property

Helping
people reach
their *potential*
by building and
operating great
real estate
businesses!

CREATE YOURS WITH EXPLORE PROPERTY



Get the *brand*, the
belonging and the
business guidance
all packaged together.

We want our *people*
to be *famous*, not
just our brand.
We stand with you,
not in front of you.

We seek to align with
smart, established
operators looking
for a *new direction*
and established
property professionals
looking to take
the next step into
business ownership.

why
**choose the
Explore brand for
your real estate
business?**

It's not just our tools and tech, our people, or our supportive network—it's how we combine them to create something uniquely valuable for your business and your future.

It's the Explore Way, and it's something that empowers your journey.



Andrew Acton
FOUNDER

take the next steps with us:



Ben Chick

Principal – Mackay

We are the number one agency in our region, and opening an Explore Property office is the best business decision I've ever made.



Kylie Lawson

Principal – Burdekin

I was a local agent with dreams of business ownership. Explore helped me create and develop my business into the success it is today.



Dean Dank

Principal – Townsville

I've been with Explore since the company started. It's a special brand and culture.



Steve Marks

Principal – Whitsundays

I'd been at Ray White for 15 yrs as an agent but had ambitions for business ownership. Explore supported my startup, and the brand has been amazing from a marketing perspective.



WE WILL STAND WITH YOU

Whatever your position, we have the **people** and **support** to assist you in creating the business and life you desire.

We will empower your business ownership journey.



Kyle Olufson

Principal – Cairns

We had an established independent for many years. Re-branding to Explore has helped us build and improve our business greatly.



Emma Nancarrow

Agent

As an agent, I feel like I've really found my home at Explore. They've added so much value and purpose to my business.



Karyn Voevodin

Agent

Almost 20 years as an agent and the last period here with Explore has been incredible. I've got support, strategy and a brand that makes a difference in the market. I love my work family.



**This could be
*your success story!***

THIS IS OUR COMMITMENT TO YOU...

1

TO OFFER GENUINE SUPPORT

We take our relationship seriously and strive to offer real support that makes a genuine difference in your business and life. We will always do our absolute best to assist you in growing and improving your business.

HELP WITH CLARITY

We will help you get clarity about your business and where you are headed, both professionally and personally. We will then offer advice, strategies and support to help you progress to the level you aim for.

2

3

TO OFFER A GREAT BRAND AND RESOURCES

Our brand is backed by experts who will always ensure we offer relevant strategies, marketing and tools to assist you. Our brand will always look modern and clear.

HAVE MARKETING THAT IS A STANDOUT

We will constantly challenge the status quo; we seek to be innovative, with exceptional marketing that allows you to stand out from the crowd in your marketplace.

4

5

TO BE AVAILABLE

You won't be on your own. We have a commitment to be here when you need us.

6

TO CONTINUE IMPROVING

We will always seek new ideas and ensure our practices are market-leading and relevant.

BE UP TO DATE WITH TECHNOLOGY

We won't get left behind. Staying at the forefront of technology through the best resources is something we are passionate about.

7

8

TO OFFER A GREAT BRAND AND RESOURCES

Our brand is backed by experts who will always ensure we offer relevant strategies, marketing and tools to assist you. Our brand will always look modern and clear.

TO BE GOOD LISTENERS AND ADVISORS

We will listen and offer support and advice with your best interests at heart.

9

10

WE WILL LEAD

Our ambition is your ally, and we will always push forward and never stop striving for market leadership. We will always support and encourage your own leadership and ambition as well.

OUR PURPOSE

Helping people reach their potential by building great real estate businesses.

OUR VALUES

BELIEF

People are the heart of our business.
We are learners and leaders.

ATTITUDE

Enthusiasm and energy powers our business.
We are optimistic and enjoy our work.

COMMITMENT

Moving forward is our only direction.
We do what we say.

EXPRESSION

Individual talent and skill is celebrated.
We see you.

OUR 3 UNIQUES

MARKET CONNECTING

Our clever and practical brand creates opportunities in the market.

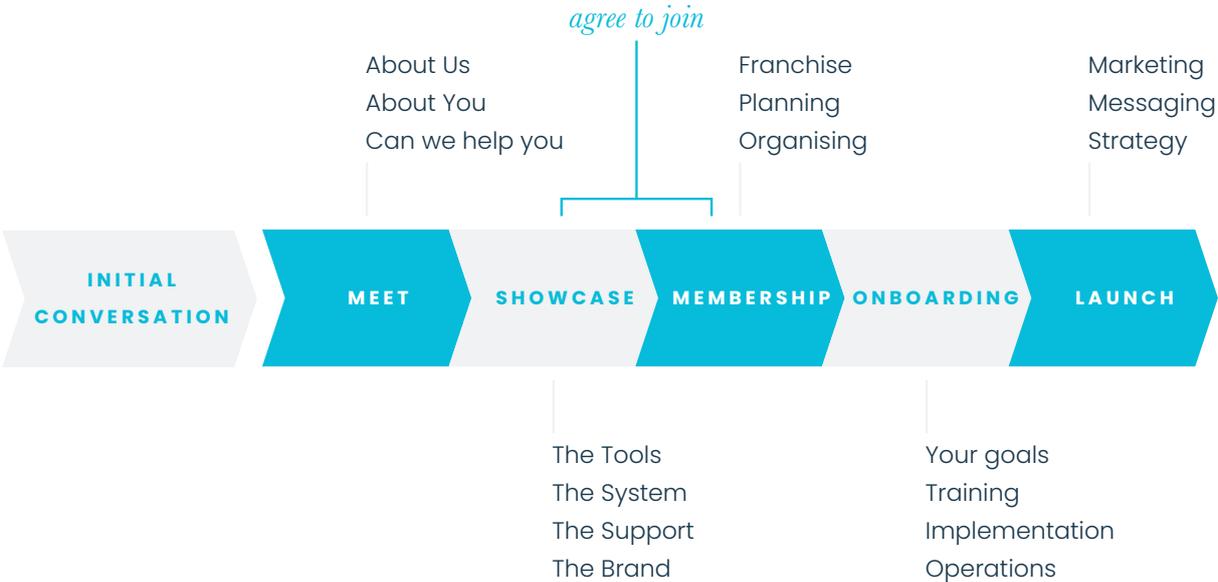
SELECTIVE PEER GROUP

Quality, accessible, available, knowledgeable.

CARE ABOUT YOU

Personal and practical support with simplicity of service and technology.

the business journey



operation + *recruitment*

**We provide the support to help
you grow your market share.**

- The cleverness of the Explore Property brand will help you connect with your market, recruit and build a profile.
- Our corporate support team has been in agency and are practical and real-life advisors.
- Support and advice across all aspects of sales, leadership, PM, and admin.
- Peer group support and interaction.



technology



**We keep ahead
of the curve and
co-ordinate a
packaged tech
system for you.**

- ✓ Tech support helpdesk
- ✓ Market leading CRM
- ✓ Office web site
- ✓ SEO business page
- ✓ Google work space system
- ✓ Plus more

events + development



training

Continuous training and interaction to help you grow and operate your agency.

- **Annual** Exploration Day Conference.
- **Leadership Day**
- **Ongoing** office visits and training.
- **24/7 advice** and support.
- **Peer-to-Peer** training.



PRACTICAL EFFECTIVE TRAINING RESOURCES

Being a Real Estate Agent, book and training available to all members.

recognition + **achievement**

We recognise our people and love nothing more than to celebrate their success.

- Yearly top 10 agents recognition.
- Recognition levels and awards.
- Personal Best recognition.
- Property Management and Administrative Support awards.
- A culture of celebrating success.

NOMINATED AWARDS



PROPERTY
MANAGEMENT
STAR AWARD



SUPPORT
STAR AWARD



EXPLORE
SPIRIT AWARD

SALES AWARDS



marketing + resources

We have a full suite of practical and usable market collateral that you can use at any time.

- In house online Marketing Hub.
- We are known for our unique and market connecting brand.
- We have extensive resources, letters, and templates.
- Social media imagery and support.
- Access to graphic designers for individual ideas.

EXPLORE OUR BRAND

Explore is a unique, *point-of-difference* brand that stands out and is welcomed by the market.

The following pages are a *visual insight* into what makes the Explore Property brand a *market leader*.



PROPERTY BROCHURE

3 2 2

7 Ocean Drive BUSHLAND BEACH

After calling this place home for more than twenty years, the current family has finally decided to make the move and have reluctantly put this unique property on the market for someone else to reap the rewards. The first impression from the street portrays an accurate picture of what lies beyond the front fence - a well maintained and much loved family home.

Jessica Messenger
0404 500 409

exploreproperty.com.au

ExploreProperty

A4 PROPERTY BROCHURE

PROPERTY POSTCARDS

7 Ocean Drive BUSHLAND BEACH

Hello, you've got new neighbours.

I have recently completed the successful sale of the above property. Perhaps you are researching to sell your own property? I can provide valuable information in relation to the market and our services. Please call anytime, I would love to hear from you.

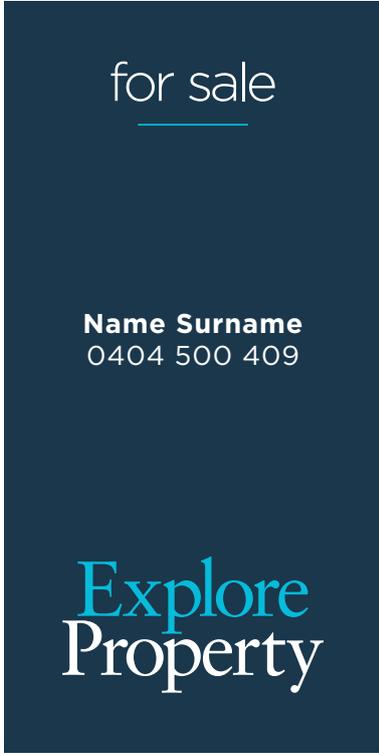
Jessica Messenger 0404 500 409
jessicam@exploreproperty.com.au

ExploreProperty
exploreproperty.com.au

JUST SOLD POSTCARD

YOU'VE GOT NEW NEIGHBOURS

PROPERTY SIGNS



FULL GREY SALE SIGN
2440 X 1200



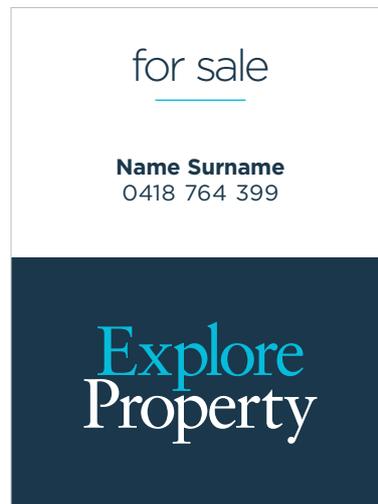
FULL GREY SALE SIGN WITH AGENT IMAGE
2440 X 1200



PHOTOBOARD
1800 X 1000



STANDARD SALE SIGN
1800 X 1000

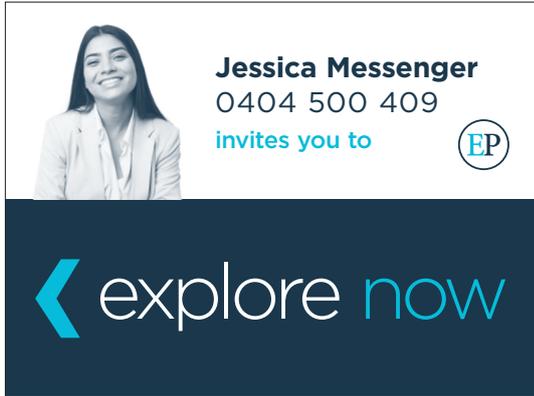


STANDARD SALE SIGN
1200 X 900

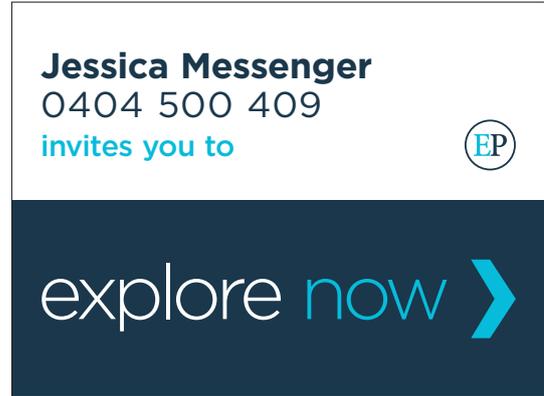


STANDARD SALE SIGN WITH AGENT IMAGE
1200 X 900

WAY FINDING SIGNS



OPEN HOME SIGN 590X440



AUCTION SIGN 590X440



MARKETING AIDS

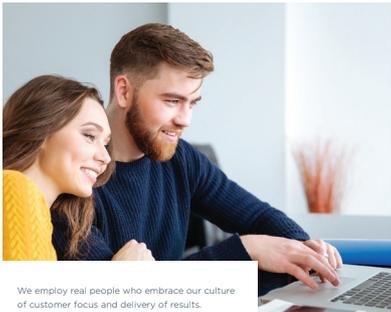


MARKETING AIDS

exploreproperty.com.au

ExploreProperty

SELLING YOUR PROPERTY



With so many agents to choose from, why would you choose explore property to sell your valuable property?

We've been awarded and recognised. With awards like Australian Agency of the Year, Queensland Agency of the year, Top Queensland Regional Agent and many other significant leadership, agent performance and office awards Explore Property are considered one of the best agencies anywhere.

Selling - We're no beginners. Our skilled sales team have extensive experience and know how to get you the result you want. They are experts with the right balance between enthusiasm and professionalism. There is no doubt that the sale of a property is an important financial event, however there is also a personal and lifestyle side that our agents understand.

Local know how. We have an intimate knowledge of the people, property and lifestyle in our regions. Why is this important? Time and time again we have found that the 'Local know how' is the difference between winning and losing on your behalf.

We want to work with you. It's a simple statement but one quite often lost in the complexities of the real estate industry. We love our work and appreciate your business.

We want you involved in the sales process as an active participant. We see you as our partner in the successful transaction of your property. We will always keep you fully informed throughout the process and take on board your ideas and experience.

We employ the best people. The old proverb is that 'there is no substitute for experience'. Across every position within the organisation we seek out the best people for every single role.

We employ real people who embrace our culture of customer focus and delivery of results.

High visibility - greater results. You can be assured that your property will be seen with Explore Property. We market our properties the best and most effective place, whether it's a local, national or international level. From advertising and the internet to overall branding we ensure your property is seen above others.

Technology - buyer matching. It's a big part of the real estate business these days. We have systems and technology in place that allows us to track and communicate with buyers.

We follow people up. We promise that every buyer who inspects your home will be followed up promptly and professionally.

The Internet. We've got it covered. From international web sites to our own next generation web site exploreproperty.com.au We have the presence and reach to give you the edge.

Service Guarantee. Our commitment to a successful sale of your property is guaranteed. If at any stage during the marketing of your property you are not entirely satisfied with the level of service being provided and your concerns cannot be rectified, we will be happy for you to cancel the agreement without not.

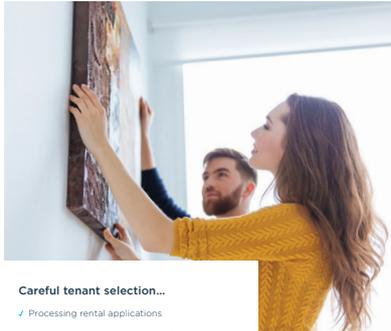
We know how to negotiate and defend your price. It is rarely discussed by agents but it is the most critical factor. We can demonstrate how we negotiate. It's not something just anyone can do. We train, we learn, we aspire to be the best at our negotiation skills are what sets us apart from other agents.

SELLING YOUR PROPERTY - A4 FLYER

exploreproperty.com.au

ExploreProperty

PROPERTY MANAGEMENT



With so many agents to choose from, why choose us as your property manager.

Our service to landlords is comprehensive.

Our whole department is committed to ensuring your investment property is performing at its best. We have the resources, understand the issues and are focused upon providing responsive service. You can rely on us and trust us with your valuable asset. We also understand that the quality of life tenants experience while living in your property is crucial and our attention to this provides a win-win situation for all parties.

Careful tenant selection...

- ✓ Processing rental applications
- ✓ Preparation and completion of Rental Agreements
- ✓ Preparation of Condition Reports
- ✓ Administration of Security Deposit (Bond)
- ✓ Collection of rent
- ✓ Property inspections
- ✓ Rental reviews
- ✓ Maintenance and repairs
- ✓ Answering/resolving tenant enquiries/complaints
- ✓ Landlord reports

Switching to us is easy! No major disruption to tenants. No need to deal with your previous managers. It is a common misconception that changing your property manager will disrupt your current tenants. We assure you that moving your rental property management to Explore Property will be seamless and timely, with minimal inconvenience to current tenants and yourself! There is no need for you to deal with your previous property manager or the tenants during the transition. **We will take care of everything!**

Local know how. We have an intimate knowledge of our region, its property and people. Why is this important? Time and time again we have found that the 'Local know how' is the difference between winning and losing on your behalf.

We want to work with you. It's a simple statement but one quite often lost in the complexities of the real estate industry.

We employ the best people. The age old proverb 'there is no substitute for experience' is our mantra. Across every position within the organization we seek out the best people for every single role. We employ real people who embrace our culture of customer focus.

High visibility - greater results. You can be assured that tenants will see your property with us. From branding to advertising we invest heavily in ensuring your property is seen above others.

EP

PROMOTIONAL ITEMS



CAR GRAPHICS



SELF PROMOTION



'FOR THE LOVE OF PROPERTY' POSTCARD – FRONT OPTION 1



'FOR THE LOVE OF PROPERTY' POSTCARD – BACK



FRONT OPTION 2



'FOR THE LOVE OF PROPERTY' POSTCARD – BACK



FRONT OPTION 3



FRONT OPTION 4

SOCIAL MEDIA



A WORD
FROM
**EXPLORE
PROPERTY
FOUNDER**

Thank you for taking the time to peruse these pages. I've been in your position. Whether you are an established business owner or about to take the step into business ownership, I want you to know that I understand your challenges. We have created Explore Property specifically with this in mind.

My life started as a real estate salesperson, and while my role evolved, I'm still an agent at heart. I'm a second-generation real estate agent and have extensive experience operating successful real estate businesses.

My business life is based on offering key coaching and support skills in real estate agency practice, business operations, recruitment, property management and leadership.

While I'm satisfied with our past, my eyes are keenly set on the future. Working with you is a responsibility I will embrace and value.



Andrew Acton
FOUNDER

Explore
Property

exploreproperty.com.au