

FINALLY...

*a personalised  
network that  
thinks differently  
about real estate  
businesses.*

**Explore.**  
*Property*

OUR BRAND

*If you have a  
real estate business,  
you'll need a great  
brand and the  
right support.*

*Join us.*

*You won't be  
disappointed.*

*Why choose  
Explore  
Property for  
your real estate  
business?*

We support you to operate  
a successful agency and  
build long term wealth.

It's not just our tools and  
technology, 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*

Andrew Acton  
Founder

# Explore.

## *Taking the next step 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.



**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.



**Dean Dank**  
*Principal – Townsville City*

I've been with Explore since the start, witnessing its growth and evolution firsthand. The brand's unique culture and values make it an inspiring place to work and one of my wisest career choices.



**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.



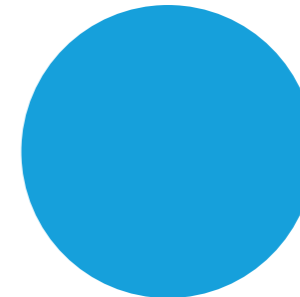
**Nichole Dawson**  
*Principal – Tablelands*

After operating an independent agency for over 10 years, we decided to join Explore Property. This move has provided us with the necessary support and branding to further develop our business. I wish we had made the change sooner.



**Patrick Richardson**  
*Principal – Rockhampton*

Being a first-time real estate principal, Explore helped establish our office and set up everything required to ensure we had a smooth transition and business startup. I love the network and support we all receive.



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

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.

# Explore.

## *Our promise to you.*

### 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.

### 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.

### To be available

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

### 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.

### To be good listeners and advisors

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

### 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.

## WHAT SETS US APART

*We have an uncrowded model which is a powerful alternative between isolated independent and disconnected big franchise.*



# Explore.

## *Our values.*

## *Our purpose.*

## *Our three uniques.*

### **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 Purpose**

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

### **Our Three 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.

# Explore.

## *The steps to business ownership.*

It all starts with a conversation – LET'S TALK!

### Meet

About us + About you + Can we help you.

### Showcase

**Tools + System + Support + Brand.**

The Showcase is an opportunity to meet each member of the Corporate team, communicate your expectations and explore how we can best support you.

### Agree to join

### Membership

**Franchise + Planning + Organising.**

Develop a comprehensive business plan that outlines goals, strategies, financial projections, and marketing plans. This serves as a roadmap for your business's growth and success..

### Onboarding

**Your goals + Training + Implementation + Operations.**

By focusing on these elements – clear goals, thorough training, effective implementation, and efficient operations – your business can enhance its overall performance, strengthen brand reputation, and achieve sustainable growth in a competitive market.

### Launch

**Marketing + Messaging + Strategy.**

By integrating marketing efforts with clear messaging and a strategic approach, your business can enhance brand visibility, attract more customers, and ultimately drive business growth and profitability.

### Explore Ongoing Support

**Action + Recruitment + People + Leadership =**

*Agency Success*



*Ready,  
Set,  
Explore.*

WE GET YOU

*Our support team  
are hands on  
people with real  
agency experience.*

# Explore. *Operation and support.*

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 extensive hands-on agency experience and are practical and real-life advisors.

Support and advice across all aspects of sales, leadership, property management and administration.

Peer group support and interaction.



Membership Value	
Property Management	You are free to operate and grow your PM business using the brand at <b>no cost to you.</b>
Website + Emails + Google workspace + CRM	Supplied <b>at cost</b>
Property Sales	<b>7% on settled sales<sup>^</sup></b>

<sup>^</sup> GST applies.  
\* Typical fee agreement. Flexibility exists depending on revenue.

# Explore. *Technology and support.*

Stay ahead with our packaged technology solutions.

#### Office Website

Establish a distinct online presence that showcases your local office's unique offerings, creating a strong digital footprint.

#### Google Workspace System

Seamlessly integrate Google Workspace into your operations, equipping your team with the productivity tools they know and love to collaborate efficiently and achieve more.

#### Market Leading CRM

Our intuitive Customer Relationship Management (CRM) platform streamlines operations, enhances customer interactions and drives business growth with ease.

#### SEO Business Page

Boost your online visibility with tailored Search Engine Optimization (SEO) strategies designed to deliver sustainable, impactful results.

#### Marketing Hub

Leverage cutting-edge technology to create personalised marketing collateral, ensuring your brand message is consistently engaging and effective.

#### Explorer's Lounge

Access all essential marketing materials, templates, and procedural documents in one centralised location—empowering teams to work smarter and faster.

#### Technology Support

Count on our responsive Technology Support to swiftly resolve technical issues, ensuring uninterrupted productivity.

#### Design Support

Our Brand Manager and Graphic Designer is available to provide strategic guidance and creative input, supporting your internal graphics team with your office's projects.





MARKET CONNECTING

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

# Explore. *Marketing resources.*

As a franchisee, having access to professionally designed marketing collateral can make a significant impact on your success in the competitive real estate market.

Here's how our franchise supports you with top-tier marketing materials:

We are known for our unique and market connecting brand.

We have extensive resources, letters, and templates for various purposes, all housed in a centralised location.

Our professionally designed print and digital marketing assets allow you to confidently establish and grow your real estate business.

Merchandise and vehicle design offerings to enhance brand visibility.

You'll have access to a dedicated graphic designer who is ready to bring your individual marketing ideas to life.



# Explore.

## *Training, development, recognition and events.*

Coaching and interaction  
to help you grow and  
operate your agency.

Empowering events  
throughout the year.

Leadership focus events.

Ongoing office visits,  
training, advice and support.

Peer-to-Peer support.

Specialized training  
sessions and workshops.



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

Annual awards event that  
celebrates the contributions  
of employees across all  
roles and departments.

Personal Best and  
Tenure recognition.

A culture of celebrating  
success.



