IN THE MIDDLE EAST FOR OVER 30 YEARS
© Asteco Property Management, 2016 | asteco.com | Franchisee support: 600 54 7773

Transfer of 30 YEARS KNOWLEDGE and information with continuous advice and support

A POWERFUL BRAND and industry leader with 30 Years of expertise

Access to INTERNATIONAL BUYERS AND LEADS

Represented in 4 COUNTRIES and growing

One of the FASTEST GROWING Real Estate franchises from the UAE

A POWERFUL BRAND and industry leader with 30 Years of expertise

Access to a local and INTERNATIONAL Sales portfolio

The Real Estate Brokerage Franchise opportunity
Project showcase

1999
- Emirates Towers
  Dubai

2002
- Palm Jumeirah
  Dubai

2005
- Al Raha Gardens
  Abu Dhabi

2006
- ADCP
  Abu Dhabi

2009
- Sama Tower
  Dubai

2010
- Rolex Tower
  Dubai

2011
- Maze Tower
  Dubai

2013
- Al Bateen Residences
  Dubai

2014
- API Trio
  Dubai

2015
- Stella Maris
  Dubai

2004
- Abu Dhabi Commercial Bank
  Abu Dhabi

2007
- Park Place
  Dubai

2008
- Discovery Gardens
  Dubai

2003
- Shangri La Residences
  Dubai

2012
- Latifa Tower
  Dubai

2015
- Reef Residence
  Dubai

Experts developing relationships | Since 1985
Asteco’s Profile | Who we are | Be part of the professional’s brand of choice.

The credible brand
Asteco’s credibility is widely recognised, through its involvement with many of the projects that have defined the landscape and physical infrastructure of the Emirates, trusted to deliver results.

The trusted brand
Trust develops through time and must be earned. Forged over 30 years by delivering first class service and results, Asteco earned recognition as undisputed Real Estate experts, trusted by a significant number of the region’s top property owners, developers and investors.

The strong brand
As one of the largest Real Estate companies in the Middle East, franchising forms an integral part of our business, extending our brand reach into new territories, forming strategic agreements with Real Estate professionals. It is widely recognised that our brand, network, systems and procedures, created through a vast wealth of experience and expertise, add value to these agreements.

The reputable brand
Our solid reputation has been built through an essential combination of local and international expertise over 30 years. A deeply established brand, renowned for its application of the latest technological advances, its commitment to transparency, winning strategies and human expertise helped create a reputation second to none.

Regional services
Asteco has witnessed outstanding growth and diversification over the decades and has built a strong regional network of owned and Franchisee offices currently represented across the Emirates and around the world.

Property services
As a truly integrated property services company, the core business lines Asteco conducts from its offices throughout the Middle East are shown below. All of which are headed up by highly qualified directors with decades of local and international experience in their respective fields with a reputation second to none.

Property services
- Asset Management
- Sales
- Leasing
- Valuation & Advisory
- Sales Management
- Owners Association
- Licensing

Brand of choice
Our property services cover all land use categories/market sectors including:
- Residential
- Offices
- Retail
- Industrial
- Land

OVER
30 YEARS IN THE MIDDLE EAST

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Why we are the best
Listen to the experts

Hashim Ahmed had over eight years of local Real Estate experience in Dubai before he decided on starting his own business:

“I was lucky to have the opportunity to become an Asteco Franchisee. Being part of a trusted and recognised brand and learning from Asteco’s knowledge and achievements has been invaluable to our business. We have the tools to be different and have a better chance in succeeding in a very competitive market place.”

Asteco Savana Office

Hussein Safadi, a management professional with over 19 years of experience.

“Being an Asteco Franchisee really enables me to take my business to the next level. I am able to retain an individual business identity, but also complement this with a powerful corporate identity and strength. I also benefit from Asteco’s professional identity, brand awareness and marketing. In addition, their brand attributes, which was a main factor for me, inject credibility and reputation into my business. These attributes are known not only in the UAE, but also in the region and further afield.

Being under the Asteco umbrella, provides me the opportunity to obtain more business through leads on a corporate level and on an individual basis, especially as Asteco support us with these leads and co-operates in all sectors, including the professional services I do not fulfil which include, property management, amongst others. Asteco provide us with guidelines, systems and procedures in addition to IT frameworks which are the backbone of the business. To top it all off, we get access to Asteco’s property listing inventory, which facilitates business from day one.”

Asteco Rightway Office

Angela Marino a management and Real Estate professional with over 20 years of experience.

“If joining the Asteco franchise, I have noticed an incredible difference to my business and the way I run it. All my staff and I have received excellent training on both Real Estate but also softer skills such as management and marketing training, which I particularly benefited from. The support I have received from my relationship manager and the mentorship from the whole management team at Asteco reassures me that I have a business partner who cares about my bottom line and success. The property listings have proven truly invaluable directly contributing to my income, enabling me to continue to grow my business.”

Asteco Jordan Office

From the horse’s mouth
The unique concept

OUR PROVEN BUSINESS MODEL

BENEFITS

- Access our exclusive Sales & Leasing listings
- Access a network of leads and Buyers
- Brand recognition and Marketing support
- Internationally accredited Training Academy
- Tried and tested systems and procedures
- Technology and Marketing software
- Advice, support and mentorship

Top 5 most profitable industry in the World

92% of Franchise businesses are profitable

Up to 70% net profit on income
Access to Sales and Leasing listings

Get access to our vast array of property listings spread across five categories:

- Residential completed and off plan projects
- Commercial completed and off plan projects
- Property management listings that now require re-leasing or selling
- International & Local Franchise Network Listings
- International property listings spread around the World

Asteco is well known as one of the largest independent project sales and leasing Real Estate companies in the Middle East. In 2015 Asteco listed approximately 10,000 units for sale in residential projects, in addition to over 750,000 sq ft of commercial space - all on an exclusive / joint basis. You will have access to this inventory.

Asteco is one of the largest independent property management companies in the Middle East. By providing you access to these and our other streams of quality inventory, with motivated sellers and landlords, on day 1 we are helping Franchisees reduce the risk of business failure in an entirely new and unique way in the industry.

Prospecting Leads and Buyers

Prospecting Network

Let’s face it, new customers rarely stroll through your door, ready to hand over their business. If you want to grow, you have to chase after the income. There are a variety of tools, trade secrets, knowledge and experience, both old and new for reaching out to potential customers and we train you in the art of turning them into income.

Referral network

Be part of an international referral network of Agents, Brokers and Franchisees, who are motivated, financially and otherwise, to send business your way. Earn income by sending it back their way too.

Influential network

Benefit from instant credibility and access to an influential network, gaining you access to leads and inventory for both sales & leasing, that may have otherwise been out of your reach.

“The way of the world is meeting people through other people”

Robert Kerrigan
Access to Technology and Marketing

24/7

The backbone of any organisation is its infrastructure. From leading technology platform to efficient sales orientated systems, we have it all. We not only offer a Robust leading technology platform but also a comprehensive full marketing suite providing 24/7 online access to a bouquet of high impact, quality sales and leasing marketing and promotional materials available to use from day 1. Coupled with time served, continually developing systems and procedures, you benefit from the very best know how in the industry.

Online Marketing Suite
Templates for advertising, office fit-outs, brand guidelines, Stationery etc.

E-Mail Hosting and Custom built Website
Asteco emails hosted, maintained and managed by us, hassle free for you.
A bespoke micro brand effect website, showcasing your properties, office location and team.

Leading CRM and Marketing platforms
Software by service
Fully supported by our IT technicians.
Franchise exclusive Intranet ‘The GRID’
Online Resource latest industry news, bulletins, best practice, guidelines, policies and procedures, access to the Asteco News Roundup and Quarterly/Half year property reports.

Access to Training Academy

Asteco sets yet another first, introducing the Training Academy, a physical centre of excellence, launched to raise standards and set a new benchmark in professional Real Estate services, developing individuals into Real Estate experts through internationally accredited training. Once everyone in your business is trained, we help you establish the proven training academy format in your territory, offering the same internationally accredited training.

- A unique, first-of-its-kind facility for the GCC region, exclusive to Asteco Franchisees
- Internationally recognised
- Our core programmes are accredited by the Institute of Commercial Management (ICM) - a leading global professional body
- Develop the skill set to become a top performing Franchise
- Help improve business through training relevant to each individual Franchisee
- Headed by a leading organisational practitioner
- Benefit from over 25 years’ of senior international performance training
- Capitalise on experience gained from working with leading brands from USA, Europe, Africa and Middle East
- Achieving, supporting, facilitating you to become a top performing Franchise
- Both face to face training in the class room and online at our virtual Training Academy

Excellence is an art won by training & habituation
Aristotle
Asteco Franchise | Intangible benefits

**Access to Tried and tested systems and procedures**

Our tried and tested systems and procedures mean you are up and running from day one. With a comprehensive range of supporting advisory manuals, covering basic legal, best practice, training and employment matters, accessible all day everyday, you can feel comfortable that you’ll be spending your time getting the business, not worrying about it.

- Brand Value and 30 years of transfer of knowledge
- Performance Management Techniques and Scalable systems/procedures designed to grow your business to the next level
- Professional and Service orientated sales procedures designed to keep you ahead of the competition
- The secrets to how we’ve grown over the last 30 years during recession’s and booming times
- Ongoing Support: Dedicated Relationship and Compliance Manager to provide regular business guidance and support and work closely with the Franchisees
- Continuous Training: Dedicated Training Head to train the Franchisees and their employees

**Access to Advice and Support**

You run your business your way, but we are always here to offer you support and advice.

**Support comes in many forms, including online, best practice manuals, telephone support or face to face. You need not feel alone**

- Receive the expert advice and assistance of a business partner dedicated to your success

**You can benefit from a dedicated Relationship and Compliance Manager who will:**

- Inspire and motivate Franchise Owners and their teams
- Deliver incisive advice and expertise to help Franchise owners grow their business
- Coach and mentor on the latest techniques for business development
- Manage the launch of new Franchises and their offices
- Mentor and motivate Franchise’s Owners to improve results
- Help Franchise Owners recruit staff and encourage the development of a staffing structure which could ultimately free the Franchise Owner from day to day involvement in the business
- Champion, train and encourage the use of new techniques and initiatives
- Fully manage a launch process and conduct coaching and health check calls following the launch to review trading results
- Provide regular on-site productive visits
Intangible benefits

Brand Recognition

The day you open as Asteco, your name is recognised by all

Through our extensive advertising campaigns, affiliations and the combined power of marketing and brand support by a growing number of affiliates and franchise offices, Asteco is one of the best-known names in the MENA Real Estate industry:

> Opens doors to more Buyers, Sellers and leads for you
  It’s easier to attract leads as our brand is recognised, giving you credibility in the market place from sellers and owners, making it easier to list property
> Saves you money, as the power of our brand makes it easier and cheaper to attract and retain top talent. Asteco, a brand people want to work for and with
> Helps you recruit and retain top performing Real Estate Broker
> Ever-growing number of franchises, simultaneously investing in the brand and effectively in your business
> Helps your business stand out from the crowd

Specially negotiated discounts through economies of scale covering items such as: Insurance, Printing, Stationery, Marketing, Property Portals, Press advertising and much more.

An award winning Company

Recognised as an industry leader in the Middle East

So you have read the testimonials on the early pages from our Franchisees, not only do they think we are praise worthy and the right choice, many industry and sector leaders think we are the best at what we do too. Asteco is a multi-award winning company, demonstrating our commitment and drive, raising the benchmark within the Real Estate sector.

> Largest Real Estate company in the Middle East
> Fastest growing Real Estate Franchise in UAE
> Largest independent Property Management company in UAE

A SAMPLE OF OUR ACHIEVEMENTS

Technology Award  Superbrand Award  IFCE Recognition

Tradeshow Award  Entrepreneur Award

Our Alliance Partners
Summary of benefits | Owning a Franchise

Start up
With set up support and advice, you’ll hit the ground running. Your business could be trading within weeks.*

*Subject to necessary/required permissions.

Building a valuable asset
Grow from strength to strength, while building a tradeable asset that appreciates in value.

Marketing
Plug into a high quality marketing programme and marketing suite, no need to invent it all yourself. Spend time with your customers and benefit from pre-designed marketing/media templates.

Save money
Brand Awareness campaigns are costly but are essential when establishing a new or less recognised brand. Customers and potential employees need to recognise who you are and to want to work with you. Spend your hard earned money elsewhere, because we’ve taken care of this for you.

Attracting top performing employees
Want to attract top talent? Top performing employees are drawn to strong recognised brands, just as much as potential clients are. Asteco, a brand people want to work for and with.

Networking
As an integrated member of Asteco you will receive and be able to refer business between all other Asteco franchises and the principal business. This means real rewards for real referrals.

Passport to profit
A well established, strong, recognised brand for both sales and leasing. No need to spend large amounts on brand marketing campaigns. The Asteco brand…... A magnet for buyers and sellers, landlords and tenants.

Information systems
A leading fully functional and robust technology platform that helps you track and grow your business. A tick in the technology box, what a relief.

Business advice and information
The executive Asteco management are your partners. With the discipline planning and reporting, and the best advice in the business, you’ll be able to grow your business with confidence.

A better chance of success and less chance of failure
Opening a new business or running an existing business always carries the risk of failure. According to a recent survey, there is a 91% Success Rate for Franchises, 42% Higher Than Typical Small Businesses*. Can you afford to fail?, if not then Asteco could be for you.

*Source: Recent FranNet Survey

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The next steps | Because we commit ourselves wholeheartedly to the success of our Franchisees, we need to be confident that we are investing in the right people.

To partner with us and become a franchisee, you should be:

- **Prepared to take initiative** and be resilient having a fierce determination to succeed.
- **Passionate** and service oriented.
- **Self motivated** and prepared to learn new skills, whilst motivating the people you work with.
- **Good communicators** thrive in this business. Real Estate Brokerage is a people business, in the office and out and about dealing with customers and suppliers.
- **Commercially minded**
  When you are in charge of the business it’s just as important to make the business profitable as well as to love the job of selling. It will make your rewards so much more rewarding.
- **A good all-rounder**
  If you are prepared to turn your hand to anything, to try new approaches, and to undertake challenges and have a good attention to detail your business will succeed.

- **Able to invest** capital, time and of course hard work in your business.
- **Ambitious** and driven.

In order to ensure that we have the right people in the right places with the right attitude, we take the utmost care in selecting our Franchisees.

“Good communicators thrive in this business.”

Omar Binder
Director - Licensing
FAQ

Franchising is becoming an increasingly popular business model around the world, but as of today, Asteco is the only locally established, full service Real Estate business offering such a unique and bespoke proposition. Here, in layman’s terms are the answers to some immediate questions.

What exactly is Franchising?

Technically a Franchise is granted to an individual or firm to run a business in an assigned territory using another firm’s proven brand and systems. In reality, while it is all of these things, it is also a partnership between the Franchisor and the Franchisee which, although underpinned with a legal agreement, is dependent for its success on the delivery of the products and services by the Franchisor and the continuing commitment and motivation of the Franchisee.

What costs are involved in purchasing a Franchise from Asteco?

Costs of acquiring a Franchise are dependent on a large number of factors including area size, property sales activity, existing goodwill associated with the brand and office set-up requirements. It also depends on whether one is buying an existing operation with agents or setting up a new operation in a previously unoccupied territory. There is a one-off premium payable for the Franchise (informed by the aforementioned factors) - in some cases, we provide partial financing for the purchase of Franchise if we feel it is justified. In addition, one would require working capital to invest in one’s business.

Are there any other Franchising costs?

There are additional charges for start up costs (such as shop fittings and signs), permits, government licences and approvals from the necessary governing entities and there may also be charges for ongoing technology. There may also be charges from a third party supplier. Additional operating charges are agreed and highlighted in the Franchise agreement.

I can see it works in other types of businesses, does Franchising really work in the service sector?

The world of Real Estate Brokerage is becoming ever more complex as the industry has to embrace new concepts in marketing and applied technology in a competitive environment. There is also the increasing burden of regulation, both specific to the property sector and generally in recruitment and compliance. In light of these developments, the concept of operating a service sector business under an established brand becomes ever more compelling.

So what are the critical success factors for a Franchisee?

- Using the CRM portals properly
- Assessing the leads conversion from each media of advertisement
- Adhering to advice from the Relationship and Compliance Manager
- Attending the training workshops scheduled by Asteco both at the management and the sales personnel level
- Franchisee motivation, commitment and skill applied consistently to achieve first class results

Serious candidates will want to contact us direct to discuss on +971 600 54 7773
What do I get apart from the brand?

- Access to Sales and Leasing listings
- Access to leads and buyers
- Access to referral network / influential network
- Access to marketing suite, technology and infrastructure
- Access to tried & tested systems and procedures (business model and know-how)
- Access to advice and support
- Access to training
- Access to additional benefits
- Access to success

How much money will I need to set up a Franchised Asteco Real Estate Brokerage?

In addition to the initial Franchise fee, there will be other set up costs for the office in particular redecoration, wiring, lighting, fittings, furniture, computers and phones. From this point there is also the need for working capital to run the business until the income streams materialise.

Why is Asteco engaging in Franchising?

- Franchising helps spread the Asteco brand name
- The possibility of launching Asteco internationally multiplies
- Growth as an organisation would be faster. There are better results per Franchise as they are motivated due to a vested interest and this in turn increases business for Asteco
- It is easier to manage as Franchisees are more accountable for their own individual businesses

Are there any restrictions?

Franchises are characterised by the setting of business activities and operating areas/limits and this is the case with The Asteco Franchise. Areas/limits are agreed between the Franchisor and Franchisee and often reflect natural tangible and/or intangible boundaries. The objective is to provide the Franchisee with a bespoke market place sufficient to make an honest profit with a sensible and achievable market share. Please see the Franchise agreement for a full list of restrictions.

Can I open additional offices?

The Asteco Franchise mission is to help its members grow their businesses, so the opening of additional offices is a natural extension of this and an obvious way forward. This long term view will form part of the discussions prior to signing. If commercially judicious, Franchisees may open additional offices but each is subject to its own Franchise agreement. Asteco will offer options on additional office locations from Day 1 should this be required, subject to an option agreement and time limits.

Do I need to be a Real Estate Broker?

The UAE residential property market is a very competitive, fast changing environment. An Asteco Franchise may suit an existing Real Estate Brokerage operator or ambitious employee wishing to set up on their own. Suitably motivated entrepreneurs, self starters or even people from outside the sector could make successful Real Estate Brokers as has been proven by some of our success stories, but in the early months the Franchisees will be required to commit to recruiting experienced personnel.

Do I have to participate in the other business activities?

Sales and leasing may be the core business activity of most Real Estate Brokerages. The appeal for Asteco partners / Franchisees, is that they can participate in specific additional business activities on a plug and play basis i.e. with the existing business model and without the time, effort and money required for invention and long lead-in times. The Asteco Franchise allows these to be optional activities, but if adopted must operate through the established Asteco referral systems on a referral basis only.

I’m interested, I think I qualify, what do I do next?

Now that you are ready and have considered some of the costs associated with this commitment - then make contact with us by phone or e-mail. We understand you may still be currently employed and assure you of total discretion and confidentiality.

Infoline +971 600 54 7773

Asteco Franchising
Wealth building

Enjoy the freedom and success of being your own boss

Unlimited Earnings and the lifestyle of choice

Grow your business into a saleable and tradable asset for the future

Like the idea of working for yourself?

To become part of one of the strongest brands in Real Estate, contact us

Infoline +971 600 54 7773

Email Licensing@asteco.com

Web asteco.com/franchise

“What you do today can improve all your tomorrows.”

Ralph Marston