

That is your home.  
Here is your Real  
Estate Business

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Master Franchise Dossier  
International Division





# The support of a great brand

The Brand Alfa Inmobiliaria, has been in the real estate sector since 1997, adding value to its franchisees with its own Work System. The Experience has allowed us to develop and improve it.

Behind a Brand, there are a series of values and objectives that are clearly transmitted to the final public, and that is got with the application of a practices, which end up being part of a Mission.





# The support of a great brand

**MISSION:** To form the Real Estate Network No. 1 as a result of professional and innovative work, responsible for the people who form it, and committed with the transparency and service, always searching the profit of both: the owner and the buyer, thus changing the real estate world .

**QUALITIES:** Transparency, excellence, communication, teamwork, continuous training, cutting-edge tools and adapted to the real Market.





# The real estate network

**Alfa Inmobiliaria**, is not only a Brand, but a Network with its own philosophy, where all the Franchisees share the Database. This allows, from the first day, to offer its customers more than 25,000 properties.

**Collaboration** between offices is essential to formalize the operation as soon as possible. The main Objectives are to obtain the best property for your client, according to the search characteristics requested and in the shortest possible time. The **Professional Service** must be latent in All the Gestures.

From **Alfa Inmobiliaria** we support the collaboration with other real estate professionals outside the Network, as we understand it necessary in our Activity.



# Own work system

The Work System developed by **Alfa Inmobiliaria**, has as purpose the fulfillment of our Mission. For this, there are internal rules, which allow the correct operation of the Network.

Work Area: 5,000 homes? 15,000 homes?  
In Alfa Inmobiliaria we solve it with freedom  
of Zone of Capture and Sale, in the whole  
national territory.

The **Innovation** is necessary in the real estate sector, and the knowledge acquired in other matters, are transferable to ours, therefore special courses are given where Sales Techniques are dealt with from emotional intelligence, such as  
**"The Sale with the Heart - The Art of Convince without manipulating "**

# Continuous Training

**Continuing Education** is essential for the development of real estate activity, as the market is constantly changing.

**Alfa Inmobiliaria**, offers *free training* in all areas of management for the proper development of your business:

- Capture Techniques.
- Sales Techniques.
- Negotiation Techniques.
- Management Techniques.
- Closing Techniques.
- Document management.
- Financing.

This training is necessary, but what happens if all this knowledge is applied from another vision? From **emotional intelligence**, you can perfect the different techniques, becoming differentiating elements over your Competitors.

**"Neuroscience applied to Business".**

# Emotional Intelligence

- How can I maximize the profit of my company?
- What are the characteristics of the best commercials?
- Does it have anything to do with being a good person with earning money?
- Why does positive thinking work?
- How do you constantly think positive, during 24 hours?
- Is there reality or are they realities? Or are they perceptions?
- Do we know how the empathy works?

All of this, is key in our relationship processes with our customers.

NLP neurolinguistic programming applied to real estate brokerage. In Alfa Inmobiliaria we bet on the New Emotional Studies to get a step up to the training level, becoming a Training of Excellence.



# Alfa Real Estate Application

Likewise, the specifications that differentiate us from the competition, are transferred to the Computer Application, which is the most important **Tool**, and shows the work done in capturing the property to the final customers.

**Alfa Inmobiliaria** has its **Own Computer Application**, whose technology allows a simple way to enter the data collected in the capture process.

Also, it allows the registration of customer data, whose purpose is to be able to carry out informative «crosses». The Application will indicate if there are properties that may interest to your customers and conversely. These crossings are made with the **Database of the Whole Network**, to expand the options of obtaining the desired property by the client.

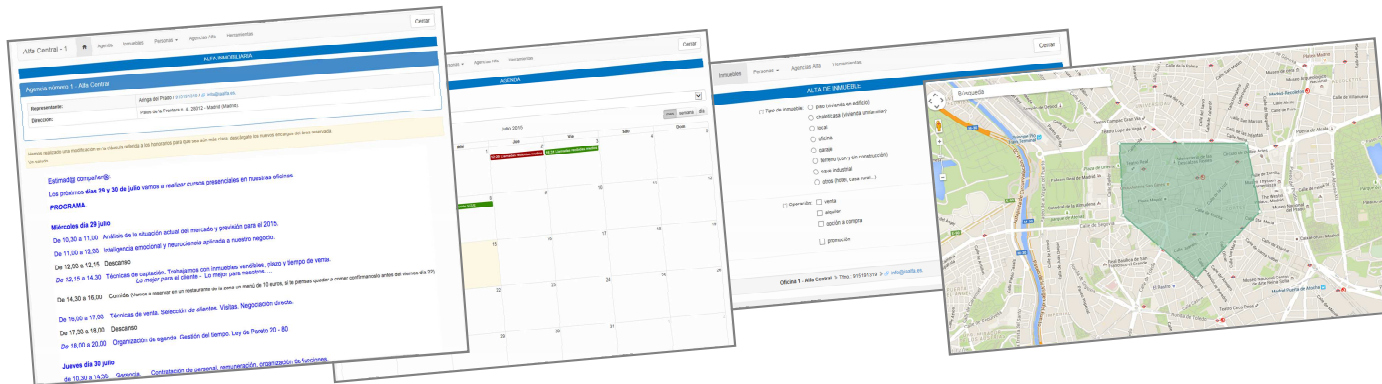
Having its own Computer Application, allows us to adapt and improve this important Tool to our needs, without depending on external companies to limit or delay it.





# Characteristics of the Computer Application - Alfa 2.0

- On-line application available 24 hours a day, 365 days a year.
- **Dynamic** and intuitive, **modern** image.
- The properties are **geolocalized** for more information of the public.
- Freedom of use with **different devices** and browsers.
- Online update of the files published on our website.
- Through enabled gateways your database will be dump in the different portals with which we have agreements automatically.
- Integrated **CRE** (control of effective results), that will help in the control and follow-up of its clients and owners, with record, diary, alarms ....
- Reports of **control of the actions** carried out by the Real Estate Advisors of his office. Essentials to run your business



# Transaction fees

Within the Work System, the fees to be applied and their distribution are **determined. Alfa Inmobiliaria** recommends a **5% fee**, establishing a minimum according to tables, but the Master Franchise will determine the percentage recommended by our market.

In the rental operations, a monthly fee is established.

Alfa Inmobiliaria establishes the distribution of fees as follows:

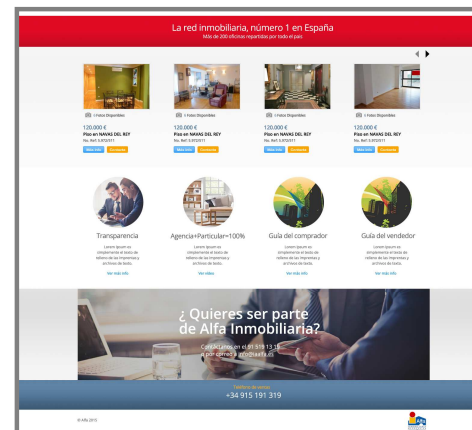
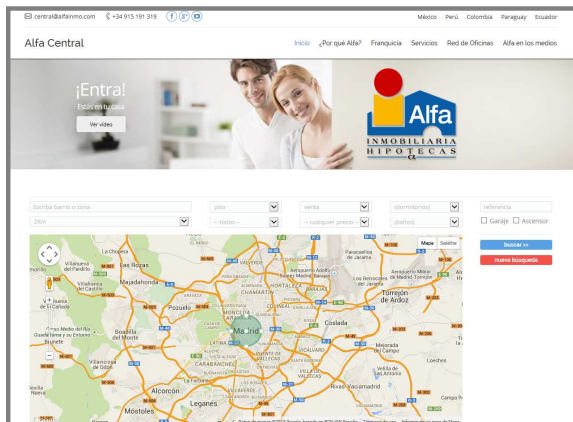
- 50% for the Property Collector.
- 50% for the Customer Picker.

**The Alfa Inmobiliaria Central does not receive any fees for the operations.**

# Own website

The office will have its own website which will contain ALL properties registered in the database, with their contact details on each file.

You can select the properties you want to highlight from your office the main page.





# Transparency (win-win)

One of the qualities that Alfa Inmobiliaria stands out for, is the **Transparency** offered in real estate mediation, based on the win-win method.



Following this particularity, before being part of **Alfa Inmobiliaria**, we offer a Training period, **free of charge**, so you can know both our Work System and the Real Estate Application, as well as the Services and Tools at your fingertips. With all the information acquired, you will decide.



# Master Franchise

Outside the Spanish market, we are looking for Master Franchises, to develop the work of Growth, positioning itself quickly and more closely to the new franchisees, and exercising the Alfa Inmobiliaria Center in your country.



Spain  
Mexico  
France  
Costa Rica  
Argentina  
Ecuador

# What is a Master Franchise?

Basically, it would be to exert Central of Alfa Inmobiliaria in your country.

To do this, you must provide a series of Services to your franchised offices, most of which we provide:

- Real Estate Application.
- Corporate Website.
- Alfa Email Service.
- Work system. Know-how.
- On-line training. (Requires translation)
- Trademark.

In other cases, the Master Franchise must be developed, such as management documents, legal support, collaboration agreements with suppliers, creation of an advertising fund, Network expansion.

# Master Franchise Managements

The Master Franchise must acquire ALL the knowledge of the System of work proposed by Alfa Inmobiliaria, in such a way that it can be transferred to the franchisees of their country, through face-to-face training courses.

It must adapt the Work System to comply with the legal regulations of the country.

By default, the «Internal Regulations» and «Deontological Code» applied in Spain are applied in the country. Before you could make corrections/improvements for these standards to be operational in the country.

It will organize an Expansion plan that will allow the Network to grow exponentially, allowing the Common Database to grow and be the best weapon to distinguish itself from other real estate franchises, in addition to the services of the proposed Work System.

# Master Franchise Managements

The Master Franchise will charge monthly invoices to its franchisees. Having to have an organizational control that we will transmit based on our Experiences.

The economic conditions to be applied in your country, will be agreed by both parties, to facilitate the Expansion and consolidation of the Master Franchise, as has happened in Spain, Mexico, Costa Rica, Argentina, Uruguay, Bolivia and France.

Panamá, Colombia, Perú y Uruguay are in the process of constitution.



# Master Franchise's Rights

The Master Franchise will acquire the Exploitation Rights of the brand in your country, in rental regime, for which you will pay monthly amounts.

The economic counterpart of the Master, is that **ALL** the amount you invoice for the concept of Incorporation Fee, or monthly royalties, will be for the Master Franchise. Alfa Central in Spain **does not receive** any percentage.

From Alfa Inmobiliaria we understand that the expansion of the Brand is thanks to the Management of the Master, and therefore, we understand that the profitability must fall on it.

# Recognition in the Sector

In its 20 years in the sector in Spain, Alfa Inmobiliaria has been developing and evolving its Work System. To this day, we are a reference both nationally and internationally.

We offer a Service that really looks after the interests of our customers, since our **Goal** is the **satisfaction** of the final customer.

Meanwhile, the other options are aimed at obtaining fees / profitability, which means that its work system is more direct and aggressive, and therefore the interests of customers are depleted.

**Alfa Inmobiliaria** have found the Secret of Success, and now, we offer it so that you can develop it in your country.



# The Real Estate Network N° 1

Contact us and we will discuss the Real Estate Business. Knowledge + Practice is what makes us to be real professionals, we have to move to ACTION.

[expansion@alfainmo.com](mailto:expansion@alfainmo.com) or

+34 91 519 13 19

We invite you to keep a Videoconference through Skype or similar, to know our Work System, and clarify doubts.

"Get to know us for 15 days", you can have some DEMO Keys to the application and access to our Reserved Area of the Web.

Straightening the real estate sector



**The best option in the sector**

