Copyright - Engel & Völkers 2007

Engel & Völkers

Luxury German/International Franchise Now In U.S.

Engel & Völkers, one of the world's most respected names in fine international estates, has recently expanded its global reach to the United States, beginning in the state of Florida. Engel & Völkers has developed a high quality worldwide estate-selling network that literally opens the U.S. up to a truly global market, unlike any other existing U.S. agency.

The Engel & Völkers Group was established more than 20 years ago in the western suburbs of Hamburg, Germany as a purely residential estate agency. Today the Engel & Völkers Group has achieved a leading position in the European market and a prominent position in the global luxury real estate market. Wherever you find the world's most desirable luxury estates, you will find Engel & Völkers.

Engel & Völkers currently operates in 25 countries on four continents with offices in the best locations in Germany, Switzerland, Austria, Spain, Portugal, France, the United Kingdom, Ireland, Italy, Belgium/Luxemburg, Hungary, Czech Republic, Canary Islands, Romania, Croatia, Slovenia and Cypress. In addition to Engel & Völkers' strong and respected role in European estate sales, the company also has a significant presence in the fine estate markets of Oman, Saudi Arabia, Iran, Lebanon, Yemen, Bahrain, Kuwait, Qatar, UAE, South Africa, Thailand, Singapore, Vietnam and now in Florida, USA.

Engel & Völkers

European Quality – German Precision – International Presence

If a company is broken, re-engineering may be right thing to do. Hearing brokers at conferences talk about the re-establishment of brand and broker control is admirable but the truth is, it is always easier to do something right from the start than it is to modify a business. Engel & Völkers may be the prototype of what successful real estate companies will look like over the next century. Consider:

- Engel & Völkers did not go through the evolution of real estate companies seen in the last 30 years in the United States. Since their beginning, they have maintained solid and consistent control over their brand as they have expanded world wide. The company controls quality and brand, not the individual agents.
- They have a standardized property shop system proven to appeal to exclusive property buyers and sellers in 25 countries on four continents. Their system is different, exclusive and obviously repeatable.
- Engel & Völkers maintains strict control over their property shop system from the look and design of every office to the extensive training provided to all license partners and agents.

Copyright - Engel & Völkers 2007

Agents, in turn, are rewarded by dealing with some of the most exclusive property throughout the world.

- Engel & Völkers has invested substantially in technology and is connected worldwide by a multi-lingual customized technology system that provides significant advantages over their competition. All of their brokers share these tools world wide.
- The world is shrinking! The Engel & Völkers international network connects every Engel & Völkers broker to an exclusive set of buyers and sellers throughout the world.

What Makes Engel & Völkers Different?

Engel & Völkers opened their first shop in Hamburg, Germany in 1977. Now, Engel & Völkers has exclusive property shops in the finest locations in 25 countries. A new shop is opened every 3 to 4 days! Each shop has the same clean, white, upscale design. Shop locations must be approved by Engel & Völkers and are always in the premier sections of any area.

Christian Völkers, the founder, recognized that to be the premier property shop serving the top market buyers and sellers in each area, you have to put your shop in the absolute best locations! Location is just the beginning, however! Through their boutique style shops Engel & Völkers serve buyers and sellers worldwide through a standardized system that is frankly a step above anything being used today in the U.S.

Engel & Völkers is not for everyone and interested license partners must commit to a level of excellence to become part of the Engel & Völkers family. Broker and agents that want to do their own thing, and don't recognize the value in the Engel & Völkers system need to apply. Becoming a license partner with Engel & Völkers requires more than writing a check. They understand that their future success is dependent not just on obtaining more license partners but the "right" license partners.

The Property Shop

When you visit an Engel & Völkers shop you will notice several things immediately. First, it doesn't feel like a typical U.S. real estate shop because it isn't! There is a level of professionalism and red carpet service that permeates the organization. When you work with Engel & Völkers you don't just work with one agent you are supported by the entire company! Looking at the property brochures in the front window you will see fine properties not just from the local area but also from around the world. Every Engel & Völkers shop has an international display showing exclusive properties from the finest locations around the world. This international exposure is a natural draw to discriminating buyers and sellers in any location who demand the best when they realize their properties may be displayed in the same way, in a similar office window, in the U.K, or Mallorca, Spain!

Copyright - Engel & Völkers 2007

Location! Location! Location!

Anyone involved in real estate knows the importance of these three words but for some reason real estate companies in the U.S. have lost site of this. Look around at many local real estate offices and you will understand. They may be in office buildings or strip malls and in many cases agents don't even bother going to them anymore as they act like independent businesses. For many agents, offices are just a place to hold their license. Engel & Völkers takes a totally different approach!

Engel & Völkers believes that to properly attract and serve the finest customers you need to place your office where these people will see it and also want to go! This means that Engel & Völkers offices are seen in the finest locations world wide. Locations like this are not inexpensive, of course, but Engel & Völkers appeals to those who demand quality and are willing to pay for it just like the customers that will choose them to help them with their real estate needs! This carefully engineered system has been successfully deployed in 25 countries with total success. It will be successful in the U.S. as well where license partners in Florida are already signing up for prime locations! Many more prime locations are still available.

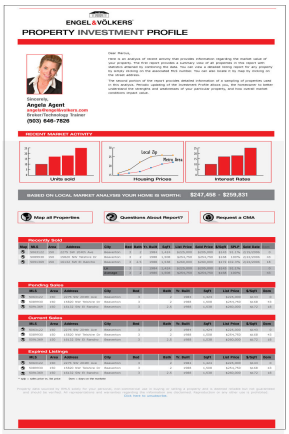
Few argue with the logic of joining an established network or franchise to better compete in today's environment. The problem is, even if you want to join a great network all of the good locations are already taken. The only way in is to buy an existing business or pick a substandard area. For a short time, Engel & Völkers can offer early partners the pick of the crop in terms of location. Location, location, location!

Technology

According to information provided in a recent study by the California Association of REALTORS® today's Internet buyers and sellers are different from traditional buyers and sellers. They still use real estate agents but they do more research upfront before contacting an agent. When they do finally choose an agent, they spend more and look at fewer homes than a conventional buyer. Why do they choose a particular agent? Well, there are many reasons of course, but some of those mentioned include an agent's ability to demonstrate local market knowledge, their responsiveness and their use of technology in providing support and communication to the client. Engel & Völkers is very aware of the need to provide state of the art tools for their license partners, agents and the consumers that work with them.

Engel & Völkers has developed a customized, fully multi-lingual system that is far beyond technology typically found in the local real estate markets today in the U.S. While taking advantage of multiple listing services in the U.S. they provide a level of reporting and analysis only available through their company to enable their customers to be fully informed in ways that meet their individual needs.

Reports like automated market comparisons automatically update customers on activities in their local area showing recent sales and comparable values. Even customers that are not currently buying and selling receive periodic market reports to keep them apprised of their home's current value and overall market conditions. The Engel & Völkers system has been designed not just to make a quick sale but to provide their customers ongoing support for their real estate needs, before, during and after a purchase or sale!



Training - Another Key!

Everyone who joins the Engel & Völkers family receives ongoing comprehensive training through the Engel & Völkers Property Academies. From the license partner to the support staff, Engel & Völkers has developed comprehensive systems that work and each person is fully trained to successfully learn and carry out the Engel & Völkers system. This attention to detail is a key to their success and why if you visit an office on the island of Mallorca or in Naples, Florida you will be provided the same red carpet, professional experience that Engel & Völkers has become know for.

In addition to initial an ongoing training programs Engel & Völkers sponsors local, regional and international seminars every year attended by their world wide partners. Last year's international conference was held on the beautiful island of Mallorca, Spain!

Engel & Völkers

Engel & Völkers is the leading European Real Estate Company. Operating boutique style shops in high end markets in 25 countries worldwide the Engel & Völkers brand is known for serving exclusive property buyers and sellers with a worldwide standardized system that is frankly a step above anything being used today in the U.S.

To learn more about license partner opportunities with Engel & Völkers contact:

Franchise Sales Information: 212-452-7882
Email: Usa.northeast@engelvoelkers.com