



YONG Does it Better!

25

GOOD REASONS TO FRANCHISE WITH YONG

01. MASTER FRANCHISEE/PARTNER/BRANCH MANAGER

YONG founder, Peter Huang, walks the talk. YONG is the highest ranking real estate company in Queensland amongst the state's top 400 private companies since 2003. Apart from YONG's 100% company owned super offices and the franchise owner option, for the right people and location, you could also choose to be a Master Franchisee, a 50% partnership with Peter or with another partner or investor with the possibility of no or little upfront capital from you in some cases. There is also the opportunity of you being appointed as a branch manager receiving 72% net profit, risk free.

02. FAST EXPANSION PLANS AND MISSION TO BE NO. 1 IN THE WORLD

Peter Huang has set his vision in his autobiography for YONG to become the largest real estate network in the world potentially employing over 300,000 people globally in the future. The Chinese market alone could enable YONG to reach this target.

03. USP - TOYOTA PHILOSOPHY & UNIQUE YONG EXPERIENCE

Like Toyota and Lexus, the most successful and profitable (BRW Sep 2006) car makers in the world renowned for their quality, reliability and value for money, we would like people who are looking for results, ethics, quality, reliability, value for money as well as a 100% solution for complete international marketing, to think of only YONG Real Estate. The unique YONG brand is aiming for 10% of the world market while the other 20,000 real estate brands in the world, which are very similar to each other in their branding and marketing approach, have to compete between themselves for the balance 90% of the world market.

04. MONEY BACK GUARANTEE - 120% INCOME IMPROVEMENT

When you switch to YONG, no matter what happens in the world, if you fail to improve your office's gross income to over 120% of your previous year's audited income in your first year, YONG is willing to return your first year's franchise fee by waiving your franchise fees for the second year. YONG is arguably the first and only real estate network in the world that is willing to offer this success guarantee.

05. "SUB-MASTER FRANCHISEE" - SUPER OFFICE OVER 1000 PEOPLE

In a super office structure, you are more like a "Sub-Master Franchisee" of a large number of "In House Franchisees". While you could choose to start small by adopting YONG's proven systems, your gross income could potentially be \$5 million - \$50 million per year once the office is fully established as per our typical super office like YONG Corporate Office where 60 people were employed in 2009. There is no boundary for your business. You can save more due to the scale of economy. It is a fact that a franchised business's success rate is a lot higher. A super office can enable you to become the dominant force in any area you are in and it offers a relatively hassle free corporate governance lifestyle for you, so you can enjoy a better quality of life. Your office will be better designed and equipped to attract better quality "in house franchisees," "hot desk contractors" and more VIP clients. Eventually, we would like to see some YONG franchisees potentially employing over 1000 people following the Singapore model. It is absolutely possible.

06. YONG'S SKY CHANNEL 8 LIVE AND BEST TRAINING

Apart from world class corporate training sessions or in house sales training sessions held twice a week, as well as the yearly international YONG sales convention and black tie award gala dinner, all YONG associates have access to YONG's Sky Channel 8 intranet and global live voice interactive corporate training every week as well as 24/7 replay across the globe. All franchise owners will also have face to face or live online management training and coaching each month with many outsourced guest speakers and trainers. There is also extra corporate training for administration and property management team members each year.

Apart from the constant supervision and corporate coaching from the legendary YONG founder Peter Huang, our live training and guidance is also from the best agents and trainers in the country including Peter Gilchrist and Lee Woodward etc. Apart from personal contact, you and your whole sales team will also receive personal emails at least twice a week from Peter, the Master Franchisee or the Franchise Manager (Admin and Property Management team once a week). Our multiple in house auctioneers could also help your business grow further.

The value of constant coaching and training to you and your whole team alone is worth tens of thousands of dollars a year.

07. MOST POPULAR REMUNERATION STRUCTURES IN THE WORLD

YONG has 16 remuneration structures which are a combination of the American, Singapore, New Zealand and Australian models plus a unique recruiting system to attract and retain better quality and loyal 'in house franchisees' to spread your risk when going through rough periods. In fact, it is the only system which could possibly make you work on the business, rather than having to work in the business all your life because of the unique YONG System. It is better for both you and the sales team in the long term.

08. YONG FOUNDATION

YONG is arguably the only international real estate network in the world which contributes 20.2% of the total franchise fee to the YONG Charity Foundation, a charity trust set up by YONG founder, Peter Huang, in 2009. The funds from the foundation are used for the research of cancer, diseases affecting the elderly, women and children, as well as significant national disasters. Peter himself has committed \$500,000 in its first year of operation in 2009 to kick start the foundation.

09. YONG GIVES BACK MORE

YONG offers a very affordable 4.95% base franchise fee. At YONG, we give more back to our franchisees and the community. For any franchise business, because you may choose only to pay your "in house franchisee" or sales associates commission after the franchise fee, you have only paid tax deductible 0.25% (2% or more for others whose commission might be 30 - 50% lower anyway) franchise fee for independent contractors and you get corporate support, auction and recruitment training, a unique system and network, cross referrals, bulk buying discounts, joint venture opportunities etc, etc.

10. YONG'S 6 STAR SERVICE

At YONG, we care and deliver six star service as part of our culture. Each team member is required to sign the "YONG 6 STAR SERVICE PLEDGE" and we always strive to offer our clients this level of service. A "YONG 6 Star Service Feedback Box" is required to be set up at the counter of each Yong office. Our Global 6 Star Service poster is prominently displayed and the feedback hotline 1300 YONG 88 (1300 9664 88) or yong@yong.com.au is promoted for our brand image and support.

11. E-BULLETIN DATABASE MARKETING

With the support of our full time in house IT Manager and Graphic Designer from our Corporate Office, you could market properties through our large corporate and in house email database and generate more direct results for your clients. Peter Huang travels all over the world every year to study and make sure YONG keeps ahead and invests heavily in the world's leading technology and marketing strategies to improve our branches' and franchised offices' productivity and add in extra benefits to our vendors and buyers through YONG's Contact Management System, Property Alert Function and Market Watch E-Bulletin etc.

12. MULTI-CULTURAL AND INTERNATIONAL NETWORK

Multiple languages and dialects are spoken in the same network to tap into the local, interstate and international markets. Which is the obvious trend due to the ever increasing buying power of Asians, Europeans and other ethnic groups providing your listings with a better chance to sell and give your company long term upswing and security. It is also an important listing tool due to its unique selling proposition (USP).

13. STRONG INTERNET MARKETING

Our YONG Corporate website is professionally designed, constantly maintained and is linked to over 100 major websites and search engines to generate a higher profile and more business for you. Our Franchisee's listings can be uploaded to yong.com.au free of charge. Each office is also required to link their listings to major real estate portals like realestate.com.au, domain.com.au etc. Our widely promoted website, super marketing team or network alone are worth thousands of dollars of free advertising to your vendor's property.

14. MULTI-LANGUAGE MEDIA, 100% SOLUTION FOR MARKETING EXCELLENCE

Powerful and cost effective local and international marketing to attract 100% of the buyers and more high net worth individuals for a better result for your clients through both English and the very affordable Asian media, if requested - another USP.

15. RELATIONSHIP FOR LIFE

At YONG, we don't look at the short term gain; we always look after our franchisee's long term interest so they can become our raving fan and strategic partner for life. Under

YONG's super office concept and network, if you can recruit or retain one more associate, generate a few extra sales, or simply make the team more productive, you could receive a return many times more than your investment. Remember the story of "Paradise & Hell", using a one metre spoon. When we can feed each other, everyone wins and is happy. When we only think of ourselves, everyone loses and is suffering.

16. A COMPLETE REAL ESTATE COMPANY

YONG is not just a traditional real estate agency purely selling normal real estate. Our network offers a complete real estate solution including real estate marketing, property management, property investment as well as property development related services including project marketing, research, development management and joint venture opportunities etc.

17. STRATEGIC ALLIANCE

YONG has a strategic alliance with many finance, insurance, education and immigration agencies to bring more qualified cash buyers to our network.

18. EXTRA CORPORATE PROMOTION

On top of the franchisee's consistent local promotion, we constantly send out local and international press releases, offer promotions, attend public speaking engagements, as well as sponsor community and national events, to generate more business for our franchisees at no extra marketing levy.

19. WEALTH CREATION - 28 NO MONEY DOWN STRATEGIES

Apart from the best in house marketing training, you will also get personal coaching from the legendary Peter Huang who invented the "YONG System", "YONG Million \$ Secrets" and "28 No or Little Money Down Magic Property Investment and Development Strategies" to help our franchisees create real wealth. This workshop, which is only held once a year, normally costs \$18,000 + GST per person however it is free to all our franchise owners. According to Robert Bevan, only 10% of real estate salespeople or 20% of the principals in the country own investment properties while the majority of associates from Yong Corporate Office own multiple properties.

20. BALANCED QUALITY OF LIFE

YONG has designed the ideal day, week and year outline to offer a balanced quality of life for the whole team. At YONG, we do not require you to give out your home number, and we encourage our team members to switch

off their mobile phone as soon as they reach home after they have finished their productive and effective day.

21. JOINT VENTURE

We coach you how to fish so that the ocean is your market. At YONG, you are like part of our family, with close family values and permanent goodwill for you, your family and your whole team. Apart from business ventures, for a property development project in the right location, YONG founder Peter could be the right buyer, joint venture partner, project manager or simply an advisor for you.

22. THINK BIG, LONG TERM AND OUTSIDE THE SQUARE

YONG is a fast growing company and its unique brand is certain to get a bigger and bigger market share in the near future. Most other offices attract only 5 - 10 people after many decades in the business, if they are still there. YONG helps the right franchisees to grow a lot faster by thinking big, thinking long term and thinking outside the square.

23. THE LARGEST LIBRARY

Arguably, YONG has the largest in house real estate library in Australia at our Corporate Office containing the best training material in the world from NAR to AREC etc, including DVD's, CD's, books, tapes, magazines and more. While we do encourage each of our franchised offices to build their own in house library, initially, our franchise owners can borrow from our Corporate Office free of charge.

24. FORWARD THINKING, NETWORK REFERRAL OR JOINT MARKETING

YONG is a forward thinking and progressive company with prominent corporate logos and signage, growing network referrals for both associates and listings as well as joint marketing between offices and many other strategies to generate extra business for you.

25. A PROVEN TRACK RECORD - AN \$80M MAN

YONG founder Peter arrived in Australia in 1991 with only \$100 and increased his wealth significantly to \$80 million in net assets in 2008 when his autobiography/property investment business book, *The Australian Dream & \$1 Properties*, was launched. Go to www.yong.com.au, email coo@yong.com.au or call (07) 3373 9877 for more information.

Welcome to YONG Territory!