


# Marketing

## Brand

- Existing and well-known brand
  - One of the most popular real-estate companies in the world
  - Existing branding and networking

## Social Media

-  Instagram - **@century21northdallas**

## Blog/Website

- <https://century21-bluerockbrands.com>
  - Creating a personalized website for the Century 21 North-Dallas franchise.
  - The website includes information about the franchise, BlueRock Brands, our products/services, and our new innovative effort

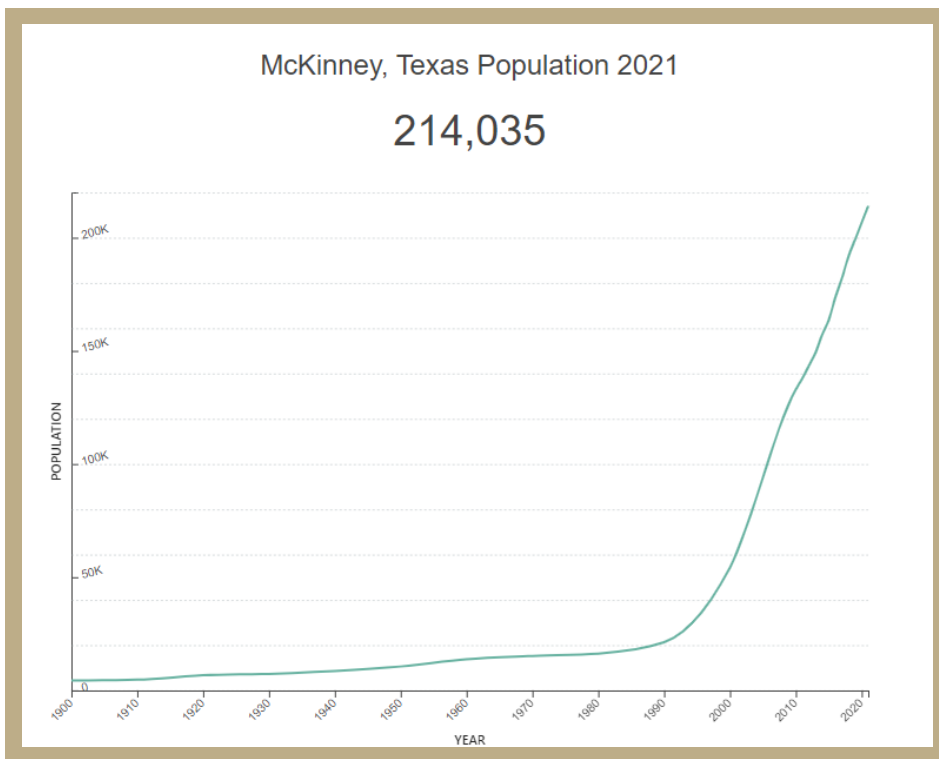
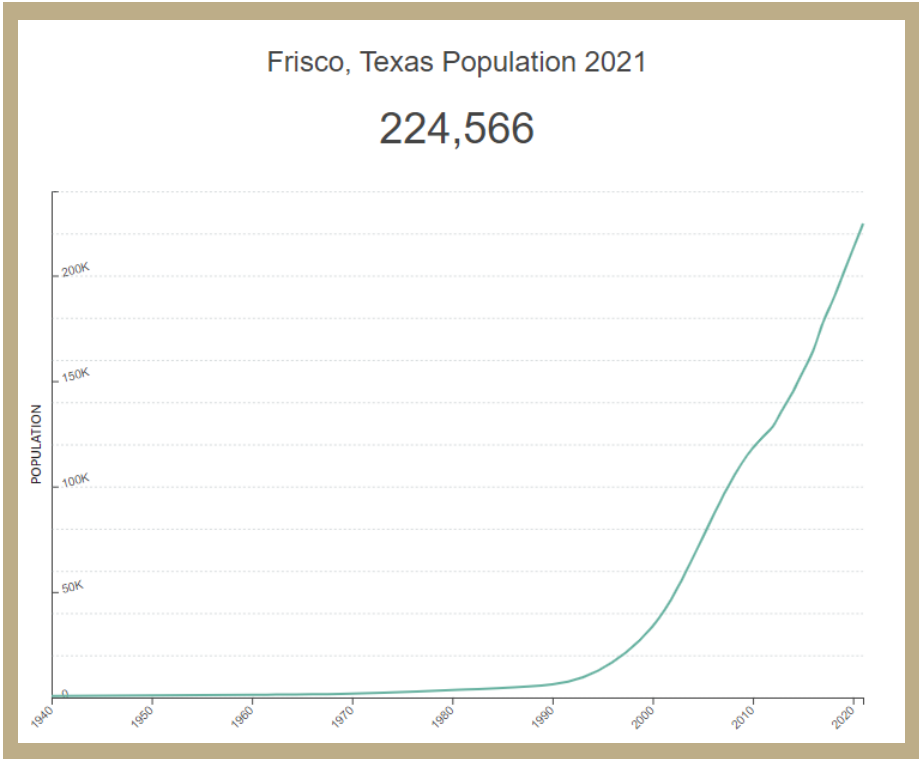
## Community

- Helping and assisting the local community
  - Holding volunteer events and community service
  - Gaining promotion and advertisement through local events
  - Local businesses have a strong connection with the community and help them with partnerships and events

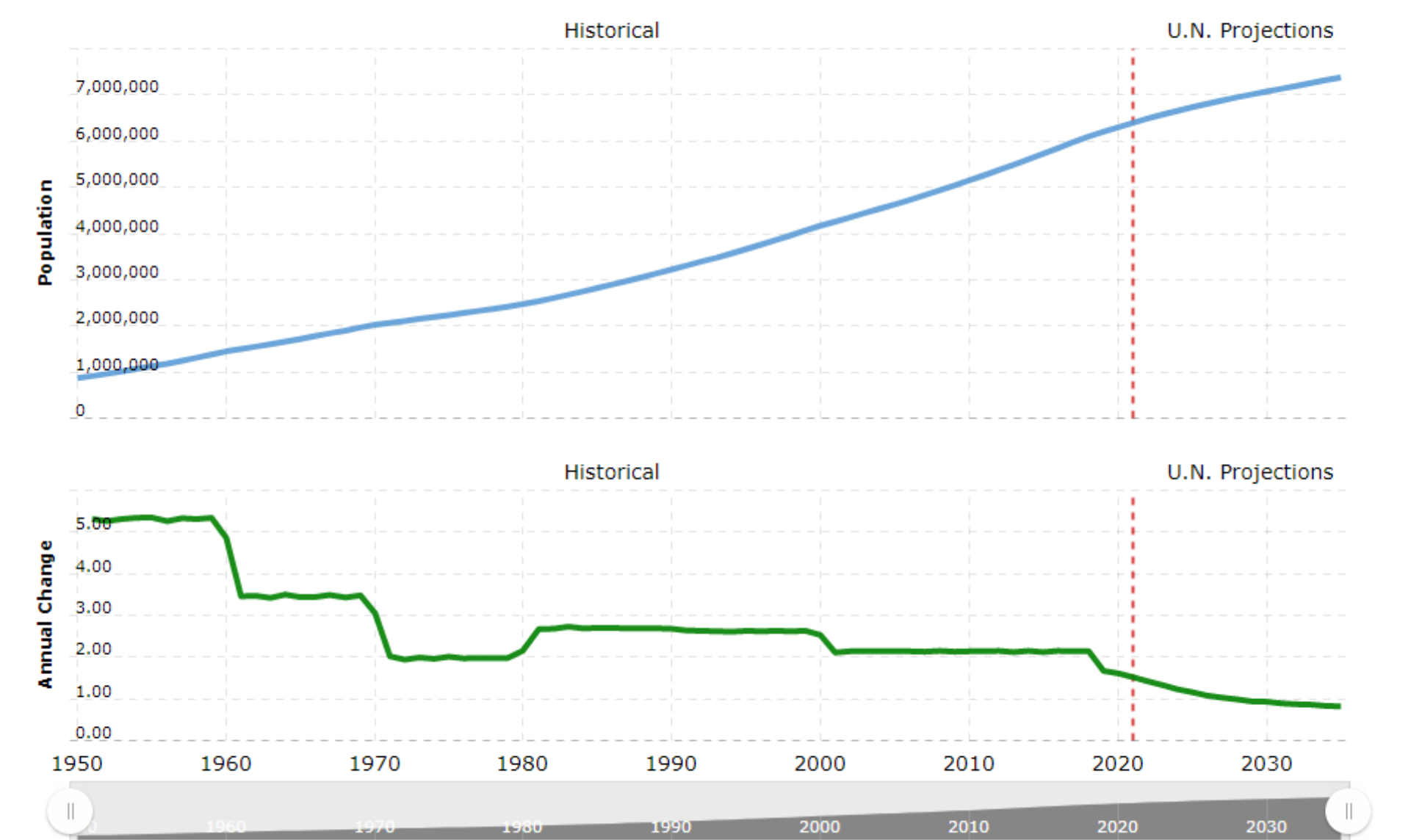
# Geographic Advantage

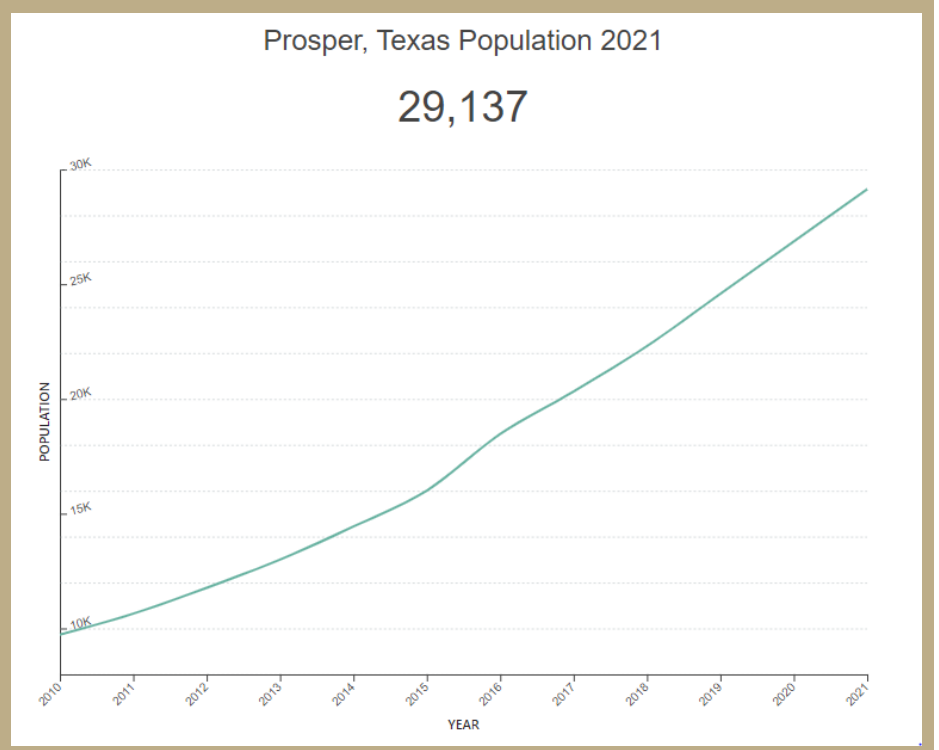
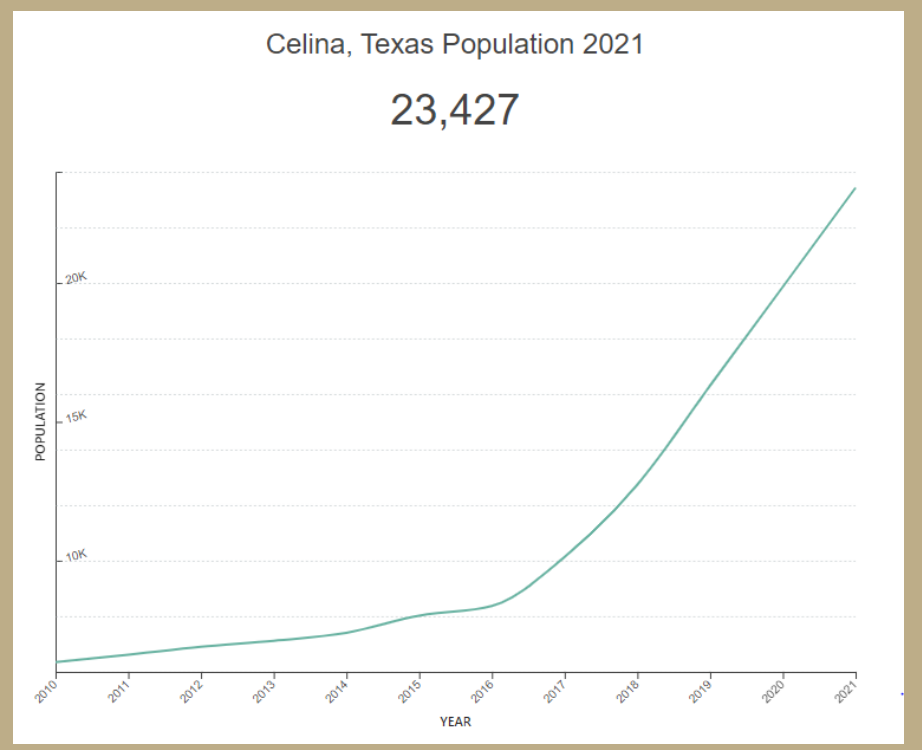
## Long Term

- The graphs show that the distribution of the population has begun spreading to suburban areas.
- Establishing a real-estate franchise in a location that covers 2 established and growing cities snd 2 cities that have a great potential for the business



From: 1950 To: 2037 Zoom: 10Y 20Y 30Y 40Y 50Y All





# Century 21 Real Estate Proposal

## By: BlueRock Brands

### Overview

Century 21 is a world-renowned franchise based real-estate company founded by Art Barlett and Mark Fisher in 1971, Orange County, California

- Acquired by Trans World Corporation during their decision in investing in the hospitality and housing industry
- Currently headquartered in Maddison, NJ
- Over 14,000 franchises in 86 countries and territories
- 147,0000+ Sales Professionals

### Purpose

BlueRock Brands plans to buy a franchise in the Dallas metropolitan area, specifically in the Frisco, McKinney, Prosper and Celina regions

- The initial capital investment we are looking for is 150,000
  - Will allow the franchise to function and grow in its early stages
- Through lowered expenses, high projected growth, and a clearly illustrated management structure we can oversee the success of the franchise and company

## Goals

### Short Term

- Promote/Advertise to gain customers in targeted regions
- Analyze the current market situation and future potential
- Ensure the operation of the franchise is complete and efficient

### Long Term

- Gain a consistent source of revenue and profit
  - projected 1 million USD by the first year
  - 5% annual growth
  - Break-even at Year 3
- Open multiple franchises in similar geographic locations to maximize sales and profit

## Requirements

### Franchise Required

- Net worth close to \$100,000 USD
  - Expected as the initial franchise start-up costs are already \$25,000
- 10-year franchise agreement.
- Apply to Century 21. If you are chosen then there is an interview process

### Additional Requirements

- General business licenses, tax registrations, health permits, and occupational licenses
- File for Texas Corporate Reporting and Texas Franchise Tax Report
  - PPC's, LLC's and corporates do not need to submit the annual report, instead they the state tax report

## Demographic

### Primary Demographic

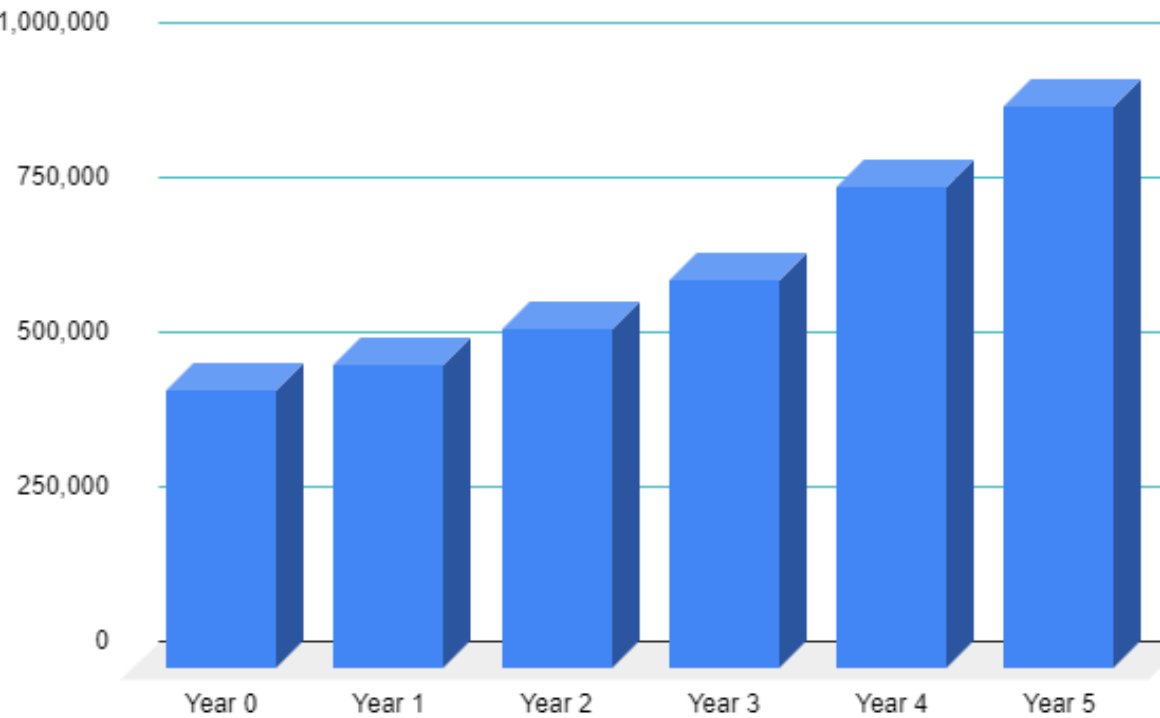
- Individuals moving in from out of Texas to sub-urban areas near populated cities
  - Dallas has a fast-growing population but also a high density
  - Suburban areas have cheaper real estate and have commute
  - Seasonal factors

### Secondary Demographic

- Individuals moving from populated-urban areas into suburban areas
  - Mainly from the Dallas metropolitan area
  - Also from other cities in Texas including Austin, Houston, El Paso, San Antonio

## Financials

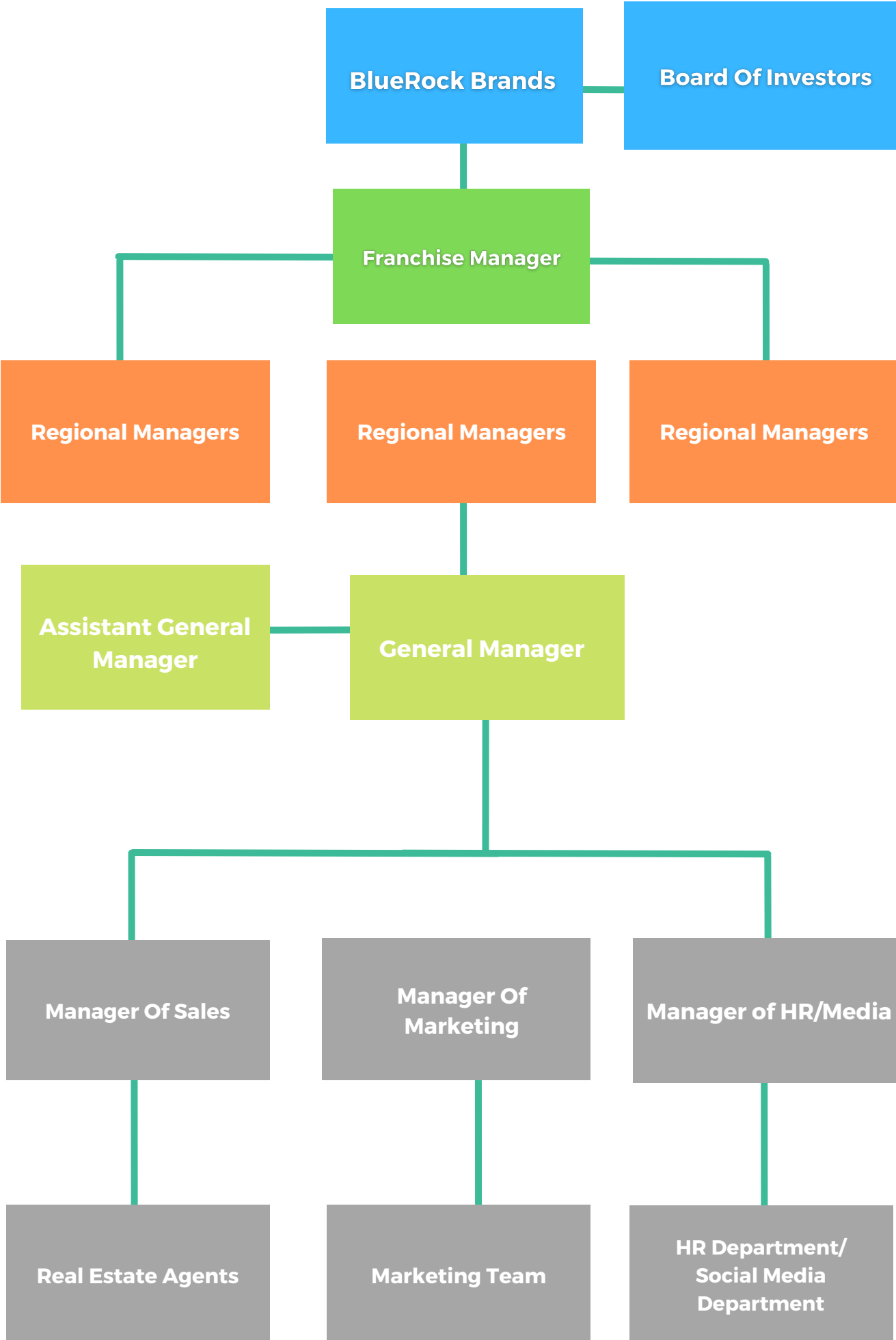
### Sales and Profit Trend



### Projected Cash Flow & Operating statements

Year	Year 1	Year	Year 1	Year 2
Initial Capital	150,000	Revenue	695,000	750,000
Profit	450,000	Expenses		
Liquid Assets	600,000	Payroll	60000	77500
Expenses		Supplies & Othe	30000	17500
Start-up Costs	450,000	Office	80000	80000
Payroll	60,000	Advertising	35000	27500
Supplies & Other	30000	Professional Fee	15000	27500
Office	80000	Recruiting	25000	30000
Advertising	35000	Operating Costs	245000	260000
Professional Fees	15000	Net		
Recruiting	25,000			
Operating Costs	695,000			
Net	-95,000		450,000	490,000

## Management



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graph TD; BR[BlueRock Brands] --- FI[Franchise Manager]; BOI[Board of Investors] --- FI; FI --- RM1[Regional Managers]; FI --- RM2[Regional Managers]; FI --- RM3[Regional Managers]; RM1 --- AGM[Assistant General Manager]; RM2 --- GM[General Manager]; RM3 --- GM; AGM --- MS[Manager Of Sales]; GM --- MS; GM --- MM[Manager Of Marketing]; GM --- MHR[Manager of HR/Media]; MS --- REA[Real Estate Agents]; MM --- MT[Marketing Team]; MHR --- HRD[HR Department/ Social Media Department]
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## Market

### Products/Services

- Residential Real Estate
  - undeveloped land, houses, condominiums, and townhouse
- Commercial Real Estate
  - office buildings and retail store buildings
- Industrial Real Estate
  - factories, mines, and farms

### Pricing

- Texas State Real-Estate Commission Rate = **6%**
  - Divided **3%** each to buyer and seller side
  - Divided **1.5%** between agent and franchise

# Innovation

## Drone

- DJI Phantom 4 Pro Plus V2.0**
  - 8 drones, \$2050 USD each = 1\$6,400 USD
- Clients are given complete access to view properties without leaving their homes
  - Covid 19
    - The pandemic situation can impair clients, however with the introduction of drones they are able to still view properties in a safer situation
- Provides financial benefits
  - Lowers budget for payroll by decreasing the number of real estate agents needed as well as allowing them to work with more clients

# Competition

## Advantages

- Recognized brand providing existing customer base and credibility
- Largest & Fastest growing franchise in the world
- Provide a large network of connections due to franchises in over 60 countries
- Promoting innovative ideas set us apart from the competition
- A management plan that would provide effective and efficient through a complex structure

## Disadvantages

- Initially, we do not have the same financial support a corporation has
- The franchise must pay a portion of its profit to **Century 21**, lowering the total profit

# Employment

## Part-Time

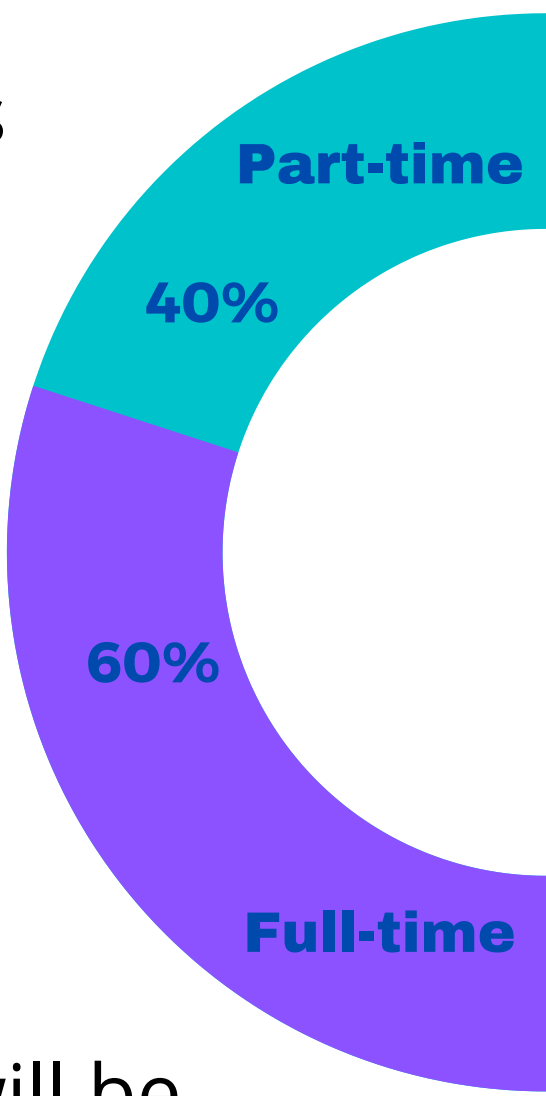
- Incorporate real estate, marketing, and HR aspects of the franchise
- Provide specialization in their fields

## Full-Time

- Do not require a high payroll, so they save expenses for the franchise
- Flexible in learning new skills
- Have a greater availability than full-time employees

## Recruitment

- The application/Interview process will be carried out by the HR department
- The selected recruits will be trained, then briefed on the responsibilities of their current projects



# Budgeting

## Budget Costs

- Payroll : **\$60000**, Supplies & Other : **\$30000**, Office : **\$80000**, Advertising : **\$35000**, Professional Fees : **\$15000**, Recruiting : **\$25000**
- Projected increase in payroll & supplies while a decrease in advertising and recruiting after Year 1

