



The award winning
van based franchise



IRELAND



Sign up to an award winning van based business with unrivalled rates of success

Providing you with

- Excellent business package
- Industry leading technology
- Superb earning potential
- Daily repeat business

Franchise opportunities now available in Ireland



Hear from a franchisee

"Being on furlough allowed me to explore what I wanted to do with my career. Choosing the right business to work with can be a minefield, but from the first steps of finding out about Agency Express, it was clear to me that I would be moving into a business that would reward me for hard work rather than offering empty promises. I have no doubt that by using my skills and working with the team at Agency Express, I can turn my business into a big success and something that I can be proud of."

Agency Express, Leicester



Market Leaders

Agency Express is the only estate agency board company to provide professional services across the UK and Ireland.

The Market

At any one time there are approximately 1.5 million 'For Sale' boards displayed on the streets of the UK & Ireland, each one of which will have to be erected, serviced, changed to display 'Sold' when a sale is agreed and finally, be removed. In short a multi million pound service industry, the results of which can be seen on virtually every street in the country.

As a low cost/low overhead, van based business, our franchise operators service over 90% of the UK & Ireland, covering areas from Scotland to Kent and now opportunities are available across Ireland from Belfast to Cork.

Some of these 'For Sale' boards are currently erected by members of staff employed by the estate agencies themselves, whilst others are erected and maintained by local sign companies that offer very limited geographical coverage and generally offer a poor standard of image and service. Agency Express was formed specifically to offer nationwide coverage, via its network of franchise operators, to both corporate and independent estate agencies across the UK & Ireland. Whilst offering a cost effective solution to all estate agency board requirements, our smart liveried vans are seen as complimenting the strong corporate image displayed by most estate agencies.

Our industry leading online board management system SignMaster3 ensures that Agency Express operators offer an unrivalled service to estate agents, allowing them to manage their boards and accounts online as well as viewing valued statistics about their activities.

Our business is a growth industry and one that is virtually unaffected by the ups and downs of the property market itself. Each working day Agency Express operators conduct over 5000 individual board movements, making over 100,000 property visits every month.



100k

Agency Express conducts over 100,000 property visits per month



The unique Agency Express franchise package costs €27,500+VAT* and has been carefully designed to get your business up and running straight away.

We provide you with



Territory Licence

A 10 year renewable franchise agreement to trade under the fully protected Agency Express identity (European Trademark protected) within your own exclusive territory.



Comprehensive Training

An extensive eight day training programme covering all aspects of our business from manual application to marketing strategies, legalities and legislations to SignMaster3.



Corporate Branding

All the start-up corporate stationery supplies you will require to market your business, including business cards and a wide range of core marketing literature. Plus, an all-weather range of high quality banded corporate clothing and essential day to day safety wear.



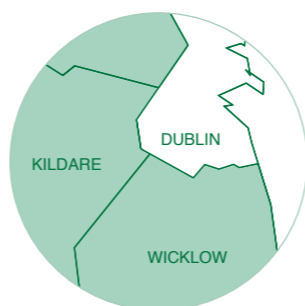
Operations Manual

Digital and hard copies of the comprehensive Agency Express Franchise Procedure & Operations Manual. Covering all aspects of the business the manual provides detailed information about the working methods and practices of the franchise.



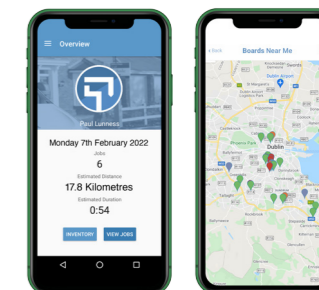
Enhanced Revenue Streams

Access to new features and services such as AgencyQR and Agency KeySafe introduced through our continual product development program.



Access to SignMaster3

A 10 year licence to access SignMaster3 and the SignMaster3 Franchisee App. Enabling you to seamlessly manage daily aspects of your business, from route planning to account management, and access essential business information including the franchise Manual, legislation, customer contracts, how to guides plus lots more.



Specialist Tools & Equipment

All tools and equipment are provided for you to get your business up and running with ease. An Android smart phone, bespoke racking, a specialist vinyl printer, together with supplies of vinyl, 4mm correx, an SDS drill and Impact Driver, a supply of Agency panels and KeySafes, plus a variety of other specialist tools make the completion of all work straightforward and efficient.



Public Liability Insurance

The total premium paid on your first 12 months Public Liability, covering you for up to €6,000,000.



Preferential Rates

Access to preferential rates across vehicle manufacturers including VW and Stellantis and vehicle signwriting by Signs Express.



Business Launch

Pre-launch and post-launch business support. Comprising extensive territory research, customer database creation and an in-territory business handover.



Ongoing Support

Ongoing customer support from account support, credit control and debit collection, to daily operational support, marketing and business development.



*Which is fully reclaimable



bfa Franchisor of the Year Award Winner*

117 franchisees across UK*



62% of all UK estate agents use Agency Express*



No experience or business qualifications are necessary to become an Agency Express franchisee as we include full training within the franchise package.

You should however be able to get along with people, enjoy getting out & about and be able to motivate yourself - our training will thoroughly prepare you for running your own business.

8 days comprehensive training

2 days at our Dublin office

Covering all the theory you will need to operate your own business, including such subjects as legislation, board fixing, board ordering, book keeping requirements, VAT, marketing, company systems and computer basics.

3 days in established territory

Located in our established Dublin territory, which is used for ongoing training, we give you the opportunity to work under the supervision of one of our experienced operators. Each operator used for this part of the training is fully experienced in our business and is always available to offer technical support and help as your business develops.

3 days in marketing & business launch

Following mailshots to all the estate agents within your territory, we will provide intensive in area marketing support to launch your business. It is important to note that we use dedicated support staff for all training, support and marketing duties and do not ask you to simply rely on advice from existing franchisees as many other franchise businesses tend to do. Your dedicated Business Development Manager will be available to guide you through each stage of your business' growth and will liaise with our corporate clients on your behalf.

Ongoing assistance, advice & support

Our comprehensive training course ensures that your business should get off to a flying start - but it doesn't end there! We at Agency Express realise that on-going advice, assistance & support is an important factor in the success of your business. The Directors and senior staff of the company have unrivalled experience within both the franchising and estate agency industries. Assistance and the answers to any questions you may have in the day to day running of your business are only a telephone call away.

Our centralised accounts department takes care of your customer accounts and invoicing for you. This means that your paperwork is kept to an absolute minimum and we even chase payments for you so you don't have to worry about bad debts. We work hard to continue to research & develop new procedures that help to maintain our position as the UK & Ireland's largest estate agency board contractor.

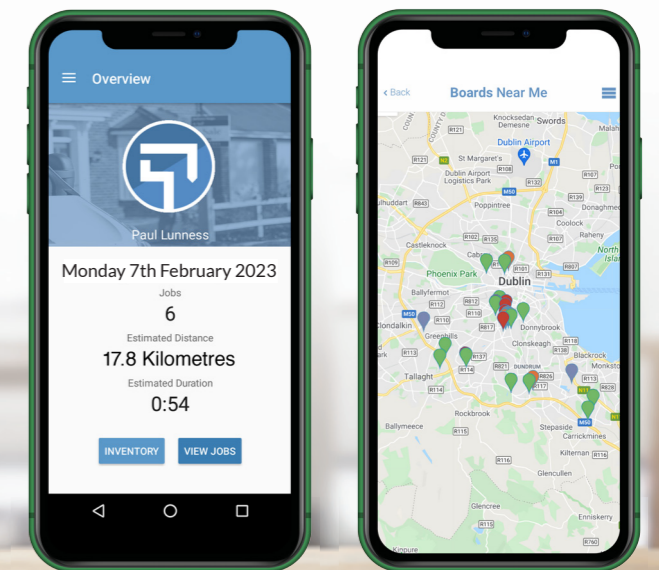
SignMaster³ is the industry's leading estate agency board management tool and exclusivity to Agency Express ensures our services remain unparalleled.

SignMaster3 system is the most advanced board management system in existence. As well as being an essential board management tool for estate agents, SignMaster3 is also a complete business management tool for our franchisees.

As an Agency Express franchisee, SignMaster3 streamlines the day to day management of your business, allowing you to seamlessly manage daily jobs, plan routes, invoice and communicate with customers. It is a complete business management system which minimises the need for daily administration and paperwork.

SignMaster3 also enables the organisation of pending jobs across multiple territories and vehicles, including the optimisation of routes using the online route optimiser. Removing all manual planning the route optimiser can incorporate traffic data and saves mileage and fuel costs by up to 20% over manually planned routes. At the forefront of cutting edge technology is the SignMaster3 App. It takes online estate agency board management to the next level, allowing franchisees to manage work on the move and navigate from job to job.

For estate agents, SignMaster3 is the most advanced online estate agency board management system in the industry. Its impressive array of functions enables estate agents to manage their boards via a desktop computer or mobile app; including requests for new boards, changes and retrieval of existing boards and the ability to view the history and current status of all boards and movements. Agents can also view invoices, including a full breakdown of costs down to individual board movements.



One of SignMaster³'s greatest assets however, is that it is the best marketing tool available, offering estate agents something that no other contractor can offer – and allowing Agency Express franchisees to build their businesses with ease.

Earning Potential



We work hard to ensure that every franchise territory has maximum earning possibilities and the correct mix of clients to ensure your success.

The earning potential for a single van operation

Each franchise territory is carefully designed to give you the maximum reward for your efforts and to enable you to put other vehicles and employees on the road as your business expands. We work hard to ensure that every franchise territory has maximum earning possibilities and the correct mix of clients to ensure your success.

Unlike many franchise companies that quote seemingly unobtainable earning potential forecasts, we believe that it is important to report actual average earning figures based on our many years experience in the estate agency signage business.

The figures shown reflect a typical projected build-up of the business and it is important that these are read as a guide to the achievements that can be expected from a committed and able franchise owner and should not be considered as the limit of possible earnings, nor necessarily as the minimum achievement.

The above expenditure figures include van finance costs and the ongoing management service charge. Detailed cashflow illustrations, notes and further information are provided following our initial meeting. The complete franchise package is €27,500 (plus VAT which is fully reclaimable) and you will need to be able to provide a minimum of 30% from your own funds - the balance can normally be financed by the high street banks and we have arrangements with the franchise departments of all high street lenders.

	YR 1	YR 2	YR 3
Income	€36,500	€71,000	€92,100
Expenditure*	€15,300	€25,000	€31,500
Profit	€21,200	€46,000	€60,600

Our pedigree

There are very few UK franchises that have been established as long or are as successful as Agency Express. The company was founded specifically as a franchise in 1998 by Stephen Watson, an experienced franchising and property professional, having been involved in both industry sectors since 1979. He saw a need for a reliable nationwide sign service dedicated solely to the needs of estate agencies, lettings agents and other property professionals. Agency Express Ireland is the Master License operator for the Island of Ireland, holding the unique rights to offer franchise opportunities in both Northern Ireland and Republic of Ireland respectively. Agency Express Ireland is owned by a bank of seasoned industry and business professionals from a variety of backgrounds, and are well placed to offer the required support to their franchisees.

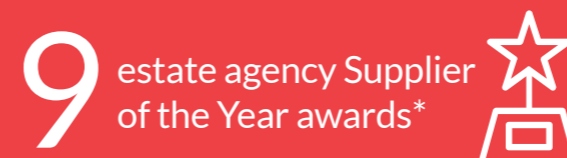
Agency Express now has 117 franchisees across the UK, many running multi van territories. The company and its franchisees are now responsible for erecting and maintaining over 60% of all estate agency boards displayed on the streets of the UK – a huge market share that is virtually unequalled in any industry sector by any other UK franchise.

Over the last 25 years Agency Express has built a strong & dedicated support team working out of the company's 2,200sq ft. head office based in Norfolk. The Agency Express support team has unparalleled experience in both estate agency support services and franchising collectively. Over their successful 25 year history, Agency Express has invested heavily in ground breaking industry specific technology in the form of the bespoke online board management system SignMaster3 and the SignMaster3 App. SignMaster3 has been exclusively.

In addition Agency Express has invested heavily in ground breaking industry specific technology in the form of the bespoke online board management system SignMaster3 and the SignMaster3 App. SignMaster3 has been exclusively developed for Agency Express and for the benefit of our franchisees and their customers.



*Inclusive of overheads/running costs.



* Agency Express Ltd, 2023

95% of our clients rated our services as excellent

and said they would recommend Agency Express to other companies*



Award Winning

Award winning services

We are passionate about the services we provide, the foundations of our successes and of our franchisees are built on excellent customer service and unrivalled solutions. This is why Agency Express are multiple Gold award winners in the The Negotiator, The ESTAS and The Sunday Times 'Supplier of the Year' awards.

Our award winning range of comprehensive estate agency board services and their unique benefits are highly regarded throughout the industry.

The most revered of these being SignMaster3 agents interface. SignMaster3's impressive array of functions enables agents to order and manage all of their agency board work online through one simple interface. It takes online board management to the next level, providing effortless control at the click of a mouse or on the move with the SignMaster3 mobile App.



As a result of our success all of the top 20 estate agency chains across the UK now use Agency Express franchisees on a regional or national basis, as well as an extensive and ever growing number of independent offices in local territories. Although we cannot guarantee that every company will use our services in any particular area, our knowledge and expertise within the business gives us unparalleled access to the top decision makers within these organisations.

Don't just take our word for it

"Having dealt with other board companies over many years, Agency Express' service has been impeccable, a clear concise ordering system with straightforward user ability has led to promptness when erecting Reeds Rains boards. The erectors themselves are always polite, courteous and always pop into the branches to say hello when passing."

Reeds Rains

Reeds Rains Estate and Letting Agents

"Best board contractors we've ever had in our 17 years of agency. Always prompt, nothing is ever too much. Just genuinely nice guys."

savills

Savills (UK)



*Conducted by the 2023 ESTAS estate and lettings agent awards.

The Next Step



If you're looking for a proven franchise and like the sound of our business, we'd love to hear from you.

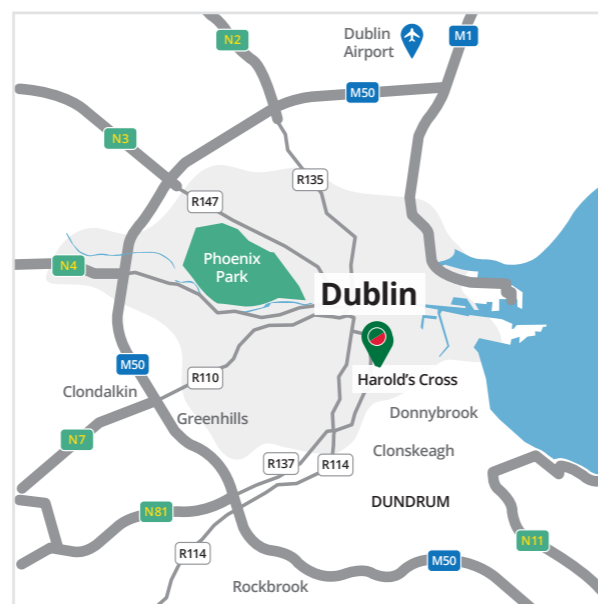
Get in touch with us

1. Simply complete the brief Initial Application Form and return it to the address below. We will be pleased to arrange an initial meeting, to answer your questions and tell you more about the business.
2. Subject to your ongoing interest, we will then forward you more detailed information, and urge you to speak to some of our existing franchisees about their success at running an Agency Express franchise.

Our franchisees come from a very varied range of backgrounds, none were experienced in our business when they started their franchise and like them you could share in the success of Agency Express. Few businesses are as carefully designed or serve such a unique market as Agency Express.

As the only nationwide company of its type, with a proven successful formula and a valuable professional reputation, we are already the clear market leaders in the UK and now we're expanding in to Ireland.

We are actively looking for franchisee operators to complete the coverage of our network and join in the increasing success of the company.



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Contact us today

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Keep up to date with
our latest news via
our social media

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 @AgencyExpress



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