

Houssmax Regional Partnership

Overview

Houssmax Real Estate Marketing Ltd. offers a comprehensive range of internet marketing and media services for Real Estate Professionals. Our comprehensive list of services includes Virtual Tours, Video Tours, Floor Plans, Websites, and Feature Sheets.

Opportunity

Regional Partner/ Marketing Manager Houssmax Solutions Ltd. www.houssmax.ca is looking for individuals as partners to expand its services Canada wide. This is a full time position with profit sharing as revenue without franchise costs for a limited time. We are **ONLY** looking for committed individuals who can assist us in opening in a new market. You will be the point of contact for your key area. Again this is not a job but a business opportunity. You would be responsible for bringing the products to the local market while we would be responsible for staffing, administration and production. This may take a few months to establish with results in 2-3 months.

We are **only** interested in determined applicants who are going to put their full time effort.

Position Overview

- Primary liaison with our multiple services in the area assigned.
- To work and secure clients into a full portfolio of our products.
- Examples:
 - Arrange meetings in Brokerages
 - Set Meetup groups in your area
 - Run newspaper or online ads

- Present at trade shows
- Report Quarterly Results
- To think outside of the box
- Bring on 4-5 full portfolio clients every month for the first 3 months
- To deliver on an exceptional customer experience

Responsibilities

- Lead the development, communication and implementation of marketing plans in various sales
- Analyze, present and explain to counterparts in other provinces the need for specialized products for your area. I.e. development of certain form of video tours or websites unique to area and requested by clients.
- Ensure competitive responses are tracked and that the implications of important changes are well understood
- Develop and adjust marketing plans in response to competitive landscape and business performance by working with cross-functional teams
- Manage and be accountable for campaign work plans, documentation, execution and analysis of programs
- Present training and/or communication materials to internal and external stakeholders
- You will tailor your approach to various sales channels/audiences
- Lead and be responsible for full engagement in the go to market process, working together with cross functional teams to execute campaigns internally and externally
- Review advertising material including mass, online and in-store collateral for product and legal accuracy, alignment of message to marketing strategy and consolidate feedback from various stakeholders

- Build and maintain consensus with multiple stakeholders around the marketing strategy Conduct post mortems and implement process improvements

Qualifications

Required Knowledge:

- Market/Industry knowledge
- Understanding of each product use in Real Estates and how these services are an asset to help Real Estate Professionals market.
- Have good knowledge of online marketing

Required Skills & Abilities:

- Attention to detail
- Willingness to challenge the status quo to sell and implement new and innovative ideas
- Highly organized
- Strong analytical, written, verbal communication and time management skills
- Ability to communicate ideas clearly
- Proficient in program management
- Ability to adapt and drive results in a fast paced, ever changing environment
- Self-starter who takes ownership and initiative
- Works with a sense of urgency and is solutions driven
- Ability to develop and maintain strong relationships with stakeholders, meet tight deadlines, tolerate ambiguity and work well under pressure
- Familiarity with Microsoft tools such as PowerPoint, Word and Excel an asset

Houssmax Responsibilities

- Support from Head Office:
 - Office Staff from Monday – Friday 9:00 – 6:00 PM PST
 - Answering questions from existing and new clients for all departments
 - Provide support to staff en-route to job
 - Provide support on billing / payment
 - Includes development of new Client sites or custom designs on feature sheets and floor plans.
 - IT concerns.
 - Development or assistance in new technology through Houssmax.
 - Hire and train new staff
 - Photographers
 - Floor Plan Techs
 - Production
 - Retouching
 - Delivering
 - Customer Service
 - Online system for
 - Scheduling
 - Clients can now book all services online 24/7. Will show availability of the techs and hours for them to select and automatically list it as a task for identified employee.
 - Billing
 - Sending Invoices
 - Collecting Payments
 - Ability to update credit card
 - View detailed account statement based on dates
 - Websites and client admin sections
 - Photography
 - Floor Plans
 - Websites Feature Sheet builders
 - Billing and Online Billing Task Lists

- Basic Marketing Materials
- Feature Sheet Builders
 - Exclusive feature sheet builder with the ability to generate 2 or 4 page sheet for open houses used by the Real Estate Agent
- Training
 - We will train you at no cost, however you will need to make your own arrangements regarding flight and accommodations.

Revenue Breakdown

Final cost for services usually vary from 60%-75% depending on the service. Our order average approximate \$170 per orders.

1 photographer technician, 4 properties a day @ an average of \$170/job would be \$680. After paying the photographer, processing, and merchant fees the profit would be \$272 (approx. 40%). The remaining profit would be \$408.

Your share of profit would be \$204 (approx. 30%).

To be our local exclusive officer will share extra 10% when reach the order volume and dollar value.

In GTA, we currently have 6 photographers who shoot an average of 4 properties/day with jobs ranging from \$80-\$250/job. In the month of Apr 2015, Houssmax sales were over \$100K.

Current Competition and Market

Our business is built upon service and volume of transactions. The business gets more profitable as the volume grows and so does your income. There are many real estate photographers, floor plan companies and website companies but there is no company other

than Houssmax throughout Canada that does it all in house. Real Estate Agents have to call 3-4 different providers to get marketing services done for their house and then coordinate to get them all right. With Houssmax all they need to do is call one number or go online and have everything taken for them.

Top Real Estate Agents have a marketing plan to market their homes which at a minimum includes professional photographer. Top agents work with reputable and reliable companies. Houssmax is brand trusted since 2009 by Maximum the service and Minimum the cost.

Freelance photographer can shoot but do not have the platforms to deliver, host and provide the service that a real estate agent requires. They need availability, presentation, quick turnaround, competitive pricing, ability to make feature sheets, sending pictures to their board and more.