



28 Good Reasons to
Franchise with YONG



YONG Does it Better!

28 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 top agent at right location, you could also be appointed as a Master Franchisee for a state or country, 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.

4. USP - MULTI-LINGUAL 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 giving your company long term upswing and security. It is also an important listing tool due to its unique selling proposition (USP).

05. USP - 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.

06. 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.

07. AN ETHICAL BRAND - YONG FOUNDATION

YONG represents the ethical brand and is arguably the only international real estate network in the world which contributes 20.2% of the total franchise fee in Queensland, and 51.3% of the total franchise fee received by Master Franchisor for the rest of the world where master franchisees are appointed to the YONG Foundation, a charity trust officially set up by YONG founder, Peter Huang, in 2009. This 51.3% contribution from the Master Franchisor's gross income is arguably the highest percentage of contribution to Charity from any organizations in the world. 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 started in 2009 to kick start the foundation.

08. "MINI MASTER FRANCHISEE" - SUPER OFFICE FOR POTENTIALLY HUNDREDS OR THOUSANDS OF "IN HOUSE FRANCHISEES"

In an internal super office structure, you are more like a "Mini Master Franchisee" of a large number of "In House Franchisees" / Associates. While you could choose to start small by adopting YONG's proven systems, your gross income could potentially be \$5 million - \$20 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 2010. 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 hundreds or thousands of people following the Singapore model. It is absolutely possible.

09. "MINI MASTER FRANCHISEE" - SUPER NETWORK OF POTENTIALLY DOZENS OF EXTERNAL FRANCHISEES

Apart from an "In House Franchisee", you could also develop a large number of external YONG Franchisees from your aspiring "In House Franchisee"/Associate or external agents in stead of losing them completely. In turn, this generates an ongoing long term residual income for you and your family by sharing the franchisee fee while receiving full support from the Franchisor/Master Franchisee/Sub Master Franchisee.

10. YONG'S SKY CHANNEL 8 LIVE AND ANNUAL 5 DAY CONVENTION

Apart from weekly in house and corporate trainings, monthly, quarterly and annual award events, YONG also hold annual 5 day convention each year which incorporates **BWIREC** (Balance, Wealth & International Real Estate Convention) a most unique and rewarding event in the international real estate industry, the black tie award gala dinner, YONG Principals Conference, Wealth Creation Conference and the Master Franchisee & Sub-Master Franchisee Conference. YONG principles conference, Wealth Creation and YONG Master Franchisees Conferences are all free to all YONG franchisee or master franchisees.

All YONG associates will have access to YONG's Sky Channel 8 intranet and global live, multiple voice interactive corporate training every week as well as 24/7 replay across the globe with many outsourced guest speakers and trainers. All franchise owners will also have face to face or live online management training and coaching each month. There is also extra free 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, Carol Cooper etc. Apart from personal contact, you and your whole marketing team will also receive personal emails at least twice a week from CEO/COO, 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.

11. 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.

12. YONG GIVES BACK MORE - WEEKLY MENTORING PROGRAM

At YONG, we give more back to our franchisees and the community. Apart from the weekly e-news, monthly training and case study reviews and monthly corporate training, you will generally get

at least one telephone call a week from our Master/Sub-master Franchisee or their experienced franchise development manager as part of the executive coaching and mentoring to keep you on track all the time to build up your team and business.

13. VERY FAIR AND AFFORDABLE FRANCHISE FEE WITH NO HIDDEN CHARGES

After tax, the franchisee's average contribution is generally just over 1%. YONG offers a very affordable 4.95% base franchise fee including the Master Franchisor's large donation to charity, subject to the minimum monthly fee. For any franchise business, because you normally only pay your "in house franchisee" or marketing associates commission after the franchise fee, you have only paid a 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, ethical branding, a unique system and network, cross referrals, bulk buying discounts, joint venture opportunities and much more.

14. 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 pledge 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.

15. E-BULLETIN DATABASE MARKETING - E-YONG

With the support of our full time in house IT Manager and full-time Graphic Designer from our Corporate Office, YONG could market properties through our large corporate and in house email database and generate more direct results for your clients. The unique e-yong software could help you manage the listing strip lists, automatically upload to multiple websites, database marketing, office management and much more. 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.

16. 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. All their team members will also get a free yong.com.au email address for higher profile and professionalism. Each office is also required to order and upload 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.

17. STRONGER AND UNIQUE BRANDING - POWER OF TWO

For those existing independent offices, you could combine both YONG and your previous brand to embrace the local market as well as extend you and your client's International reach, like the richest Australian Clive Palmer did through China in the mining industry in 2010.

18. 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 suffers.

19. 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, investment selling, finance, construction, research, development management and joint venture opportunities with franchisor etc.

20. STRATEGIC ALLIANCE

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

21. 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.

22. 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 Strategies" to help our franchisees create real wealth. This workshop, which is only held once a year, normally costs \$9,000 + 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 now.

23. 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.

24. 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.

25. 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. YONG helps the right franchisees to grow a lot faster by thinking big, thinking long term and thinking outside the square.

26. 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, 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, for the first three months, our franchise owners can borrow from our Corporate Office or master/sub-master franchisee free of charge.

27. 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.

28. 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 2009 when his autobiography/property investment business book, *The Australian Dream & \$1 Properties*, was launched. Using 10-20% of his spare time available in sale, he is also regularly a multi-million dollar fee producer personally while predominantly involved in managing one of the largest and complex real estate companies in the industry. Go to www.yong.com.au, email coo@yong.com.au or call (07) 3373 9877 for more information.

Welcome to YONG Territory!