

Become part of the XT Properties
FRANCHISE





BRAND STATEMENT

I AM THE BEARER OF A BANNER. I HOLD IT HIGH.

While its lofty height above my head stands towering and strong,
its weight reminds me of my beginnings. As it presses my feet into
the dusty earth from which I've come, *I remember.*

The echoes of the greetings on the street by familiar voices ring with
reminiscence, and the glow of friendly faces warms my soul.
They forge a mirror in my mind's meandering, and as I muse,
my own smile reflects in the eyes of those around me...

ubuntu is my radiant reality.

My banner is hope & inspiration. I hold them high.
Some may say I am a leader, but I say more a passionate pursuer, an
inspired seeker. Those who are passionate pursue with me, and those
with inspiration seek alongside me.

THEY HAVE SEEN MY BANNER, AND HOPE IS IN THEIR EYES.

While my feet are pressed into the ground, my heart is at the lofty
height of my intentions and *dreams to win, to triumph, to victor.*

ONE DAY THERE WILL BE ANOTHER BEARER,

and they will reminisce about my familiar voice of passion and eyes
of purpose...may their minds' meanderings forge a mirror, as they
muse, of *fortitude, precision and passion!*

I am the bearer of a banner. I hold it high.

I SOUND MY CALL. I TELL A STORY OF LEGACY TO THE
FOLLOWERS OF HOPE AND INSPIRATION...LONG MAY THEY
LIVE, AND HIGH MAY THEY RISE!

raising the standard

A portrait of Xoliswa Tini, a Black woman with short, dark, curly hair, wearing a dark blue blouse with a large bow at the neck. She is looking upwards and to the right with a thoughtful expression. The background is a solid grey.

AN INVITATION

TO BE PART OF A PROUDLY AFRICAN REAL ESTATE BRAND

Qualified individuals are invited to become part of this dynamic, fast growing company

With the right credentials and attitude, you could soon be a principal of a successful franchise in your community.

This franchise comes with the support of an experienced and committed franchisor principal of a real estate office who helps establish your brand that empowers people and the community.

From a woman who can show how to become iconic brand and business. Xoliswa Tini has come a long way.

SO CAN YOU!

Xoliswa Tini
CHIEF EXECUTIVE OFFICER

ABOUT THIS PROUD AFRICAN BRAND

XOLISWA TINI IS
AN ENTERPRISING
BUSINESS
WOMAN WITH A
POSTGRADUATE
DEGREE IN
EDUCATIONAL
PSYCHOLOGY FROM
THE UNIVERSITY OF
CAPE TOWN.

She began her career as an English and guidance teacher, teaching in Nelson Mandela Bay for 10 years.

Early on, Xoliswa realised she had a love for business and went on to buy a supermarket in Mdantsane in East London which ran successfully for two years. This was followed by her move into real estate. She fell in love with the business while searching her current home in East London.

Xoliswa went on to join an established estate agency and it was here where she gained insight into real estate, building the company which is now testament to her success. After two years with an established real estate firm, she opened XT Properties in 2003.

In the first year of business, she single-handedly generated R25 million in turnover.

From there, there was no turning back.

With her operation running from her private residence, she went on to employ her first agent and then another.

This led to further training of agents that gave them confidence and helped them become competent agents. Growth has been rapid so the business moved the Amalinda Shopping Centre.

Today the company's head office is located in Tecoma Street in the affluent business suburb of Berea, East London.

WHERE WE
WOULD
LIKE TO
**GROW OUR
FOOTPRINT**



AT XT PROPERTIES, WE STRIVE TO MAKE THE
SELECTION AND PURCHASE OF A HOME PAINLESS
AND REWARDING.

We believe that people should love their home because it is their sanctuary. We try to match each owner with their dream home...a house should not just be a dwelling; it should be a home."

XT Properties is a home of happiness, commitment and dedication driven by passion, motivation and a will to succeed.

Our objective is to develop long-standing relationships with our clients. This approach flows throughout our business, starting with the principal to our office housekeepers.

This approach is evidenced through the continuing number of referrals we receive daily. It can also be seen in our approach to service excellence.

We are 100% committed to service and never lose focus for what we stand for. Honesty and integrity with our clients is very important.

Acquiring property is like a marriage - you have to plan well. When choosing your bride or groom (that's your property), make sure it is available and then put in an offer which can't be refused. You also need to know you are making a long, if not lifetime, commitment from the day you buy the property.

It is a decision that can change your life, for better or worse.

MORE ABOUT OUR BUSINESS ETHOS



THE PROCESS

THE RECRUITMENT PROCESS COMPRISES **FOUR STAGES**

1

THE INITIAL ENQUIRY

Enquiries can be made through the **www.xoliswatiniproperties.co.za** website as well as through the Head Office in East London. Email enquiries can be directed to **franchise@xtp.co.za**. We will respond with the XT Franchise prospectus and the initial application form.

2

FULL APPLICATION

As a potential franchisee who successfully meets the criteria of the initial phase, your enquiry will be acknowledged with a letter which explains the recruitment process. **An application form will accompany the letter.** The application will require personal details, educational qualifications and work experience as well as business references and the financial background of the potential franchisee.

3

FIRST INTERVIEW

Applicants who have completed the full application form may be invited to a meeting (or to a presentation if there are a number of potential parties) regarding the opportunity. **At this meeting, the franchisor will answer your queries.**

4

FINAL SELECTION

Firstly, applicants will be required to complete an **online psychometric test** after which the comprehensive results will be sent to the franchisor. The results summary will be shared with the applicant.

Thereafter, a battle plan will be provided to the applicant. It is **your business plan** and needs to include typical unit projections together with the information from your local market. Additional information may be requested such as the growth plan, people, financial feasibility and the local area marketing initiatives you plan to conduct.

Upon review of the franchisee's business plan by the franchisor, any unrealistic expectations may be revised through discussion and consultation.

A final interview is also part of the process. This will take place with the management team. The applicant is engaged after the interview and then a final decision is made.

THE FINAL DECISION WILL BE CONFIRMED BY LETTER.



WHO IS A GOOD FIT FOR XTP?

WE ARE LOOKING FOR LIKEMINDED FRANCHISEES IN SELECTED AREAS WHICH WE HAVE IDENTIFIED AS AREAS IDEAL FOR EXPANSION FOR OUR BRAND AND SERVICE OFFERING.

Our ideal candidate will be:

- ▶ **Financially stable**
- ▶ Hardworking – not afraid of **weekend hours/“after hours”**
- ▶ Unashamedly an **entrepreneur** (entrepreneurial qualities)
- ▶ Hands-on owner entrepreneur with **initiative and creativity**
- ▶ Committed with a level of **maturity**
- ▶ **Well-presented** – eloquent with good command of the spoken and written language
- ▶ **Customer service-orientated** – professional with strong interpersonal and intrapersonal skills
- ▶ **Problem-solving** ability with objectivity and a cool head
- ▶ Able to listen, be empathetic and **resolve situations**
- ▶ **Community operator** – understands the culture of the area
- ▶ **Strong in sales motivation** (motivator of staff, strong leader) – strong sales record especially in real estate
- ▶ **Marketing** – experience in local area marketing
- ▶ **Training ability** (train the trainer)
- ▶ **Computer literate**
- ▶ **Matric** with tertiary education as an advantage
- ▶ **Financial management skills** and business acumen
- ▶ Registration with the **Property Practitioners Regulatory Authority (PPRA)** – **NQF level 5 an advantage** (or **NQF level 4 qualification** with full status as an estate agent and a **sales record** is very important)
- ▶ **Real estate experience is an advantage.**

WHAT SUPPORT WILL I RECEIVE?

XT PROPERTIES WILL PROVIDE:

- The brand** and the market opportunity
- Marketing programme and tools**
- Initial training and ongoing training** for the franchisee and agents
- Access to information** – system, marketing material, for example
- Business management system** for managing agents: Pipelines, leads and sales
- Business support and analysis**
- Ongoing business support services**
- Financially attractive (ROI)**
- Service knowledge and innovation**
- Culture of the franchisor** – grounded, accommodating and looking to empower people.

Franchise price will be given on application only.



For further details on our franchise opportunity, please visit our website:



www.xoliswatiniproperties.co.za

You can also make enquiries via email:



franchisesales@XTP.co.za

Details are available at:

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