

OWN YOUR FRANCHISE REAL ESTATE AGENCY/ BROKERAGE WITH GROUNDLOOR24

Start Your Exclusive Real Estate Business Today

IF YOU'RE READY TO BECOME A BUSINESS OWNER IN REAL ESTATE, GROUNDLOOR24 GIVES YOU THE CHANCE TO LAUNCH YOUR OWN FRANCHISE/ BROKERAGE REAL ESTATE AGENCY IN AN EXCLUSIVE TERRITORY OF 300,000 INHABITANTS.



Franchise Opportunity at a Glance

- FRANCHISE FEE: 20.000 EURO (ONE-TIME, DEPENDS ON TERRITORY SIZE)
- TERRITORY FEE: 20.000 EURO (ONE-TIME, EXCLUSIVE AREA)
- TOTAL INVESTMENT RANGE: 80.000 EURO – 150.000 EURO
- TERM: 10 YEARS + 5-YEAR OPTION
- TERRITORY SIZE: 300,000 INHABITANTS (EXCLUSIVE RIGHTS)

Groundfloor24

INFO@GROUNDLOOR24.EU

WWW.GROUNDLOOR24.EU

(English)

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Ongoing Fees

- TECHNOLOGY FEE: 69 EURO PER USER PER MONTH (1.-3. MONTHS PAYABLE UP FRONT, FROM THE 4TH MONTH ONWARDS ON THE 1ST OF THE MONTH)
- ADMIN FEE: 500 EURO/MONTH (DISCOUNTED TO 300 EURO/MONTH IN YEAR 1)
- NATIONAL MARKETING FEE: 500 EURO/ MONTH + 4% FROM REVENUE (EXCLUDING AGENTS' REVENUE)
- ROYALTY FEE: 5% FROM REVENUE (EXCLUDING AGENTS' REVENUE)
- 3% OF FIRST 3 MONTHS REGULAR RENT (WITHOUT FREE AND/OR REDUCED MONTHLY RENT), MAXIMUM 40 EURO EACH LEASE/ RENT

Commission Split with Agents

- 90% REAL ESTATE AGENT LESS ROYALTY FEE (CAP 10.000 EURO = 10% FROM 100.000 EURO REVENUE)
- 6% FRANCHISEE (MAXIMUM 6.000 EURO)
- 4% NATIONAL MARKETING FEE
- TOTAL CAP: 10.000 EURO = 100.000 EURO REVENUE

Why Join Groundfloor24?

- ✓ EXCLUSIVE TERRITORY RIGHTS
- ✓ CLEAR INVESTMENT AND EARNINGS MODEL
- ✓ NATIONAL & REGIONAL MARKETING SUPPORT
- ✓ TECHNOLOGY, CRM, AND BACK-OFFICE SERVICES
- ✓ GROWTH PATHWAY: FROM AGENT → FRANCHISE OWNER

Franchise Real Estate Agency/ Brockerage

(English)

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Franchise Growth Requirements

- YEAR 3: OPEN AN OFFICE IN YOUR TERRITORY
- YEAR 3: MINIMUM 3 REAL ESTATE AGENTS
- YEAR 4: MINIMUM 5 REAL ESTATE AGENTS

**Franchise Real Estate
Agency/ Brockerage**



Support from Headquarters

REAL ESTATE AGENTS CRM INCLUDING
TRANSACTION DOCUMENTATION AND DOCU
SIGN WITH MOBILE APP
BILLING AND BOOKKEEPING
NATIONAL MARKETING
REAL ESTATE AGENTS SUPPORT

Extra Franchisee Support Incentives

IF YOU OPEN AN OFFICE, GROUND FLOOR24
SUPPORTS YOU WITH UP TO 0.25%
REVENUE BONUS PER AGENT (CAPPED), WITH
ADDITIONAL BONUSES IF YOU SHARE YOUR
OFFICE WITH OTHER GROUND FLOOR24
FRANCHISES (PROPERTY MANAGEMENT,
MORTGAGE BROKER, INSURANCE BROKER,
PROPERTY VALUATION).

👉 EXAMPLE: WITH 8 AGENTS + 2 FRANCHISE
PARTNERSHIPS, SUPPORT CAN REACH 8.000
EURO/YEAR (DEPENDING ON AGENT REVENUE).