

The discerningly  
different estate agency.

**MR. *and* MRS.**  
Clarke.

# Our story. Your future.

Paul and Alex founded Mr and Mrs Clarke in 2015 after feeling what many people feel when part of the property process – detached and undervalued.

Rather than this being a negative, it was seen as an opportunity – an opportunity to create a residential sales and lettings brokerage that recognised the value of customer service and incredible marketing when selling or letting a property.

Mr and Mrs Clarke are now a team of talented people, who are running their own businesses in their local area, supported by the In-House staff and The Belvoir Group PLC.

Welcome to the modern estate agency.



**“We have created an award-winning brand and developed efficient systems for you to plug into and run a lucrative and enjoyable business.**

**Mr and Mrs Clarke is an estate agency brokerage like no other.**

**We are Discerningly Different.”**



ALEX CLARKE  
CO-FOUNDER

# The opportunity



“We provide everything you require to set-up, launch and grow your business. It’s our job to serve you. We get no better feeling than helping our team succeed.”



PAUL CLARKE  
CO-FOUNDER AND HEAD OF GROWTH

“The Instagram Agency.”



THE TELEGRAPH

Mr and Mrs Clarke is an estate agency brokerage that gives you the platforms, support, training, tools and technology that means you can run your business with confidence.

It’s literally an industry leading business in a box. We’ve crafted all the systems, processes, training and infrastructure so that you can just bring the energy, aspiration and drive to plug in and start going.

# Our support

“We have built strong foundations for you to use to grow your local estate agency from.”



ALEX CLARKE  
CO-FOUNDER



## Training

You have access to a bespoke learning platform so you and your team can get the qualifications required to provide a discerning service.

We will design a tailored training programme to help you develop yourself and business.



## Design studio

We aren't just an estate agency. We are a design and marketing agency. Our talented team of social media execs, marketers, graphic designers and content creators are on hand to help you grow your business.



## Culture

Our team hosts weekly workshops where you will be able to learn from and collaborate with our amazing team of agents. You are invited to regular get-togethers where there is a focus on both business development and well-being.



## Estate Agency software

You are provided with an industry leading CRM system that has been set up for you to run your business. The system is mobile compatible so you can work from anywhere you choose.



## Mr and Mrs Clarke portal and app

You will be given access to the Mr and Mrs Clarke portal, where you will find a wealth of resources as well as a social network to collaborate with the others in the Mr and Mrs Clarke family.

The Mr and Mrs Clarke portal is available via an App so you can be working, learning and collaborating on the move.



## National exposure

Our PR and marketing team work tirelessly to promote Mr and Mrs Clarke in national press and across social media, to ensure that your local consumers know about the discerningly different service they can access from you.



## Lead generation

Everything we do is focused on driving local brand awareness and to generate leads for you. Our systems and marketing generate leads from day one.



## Prop tech

The best technology is at your finger tips. From instant valuation tools, AI driven analysis and block-chain systems to help you speed up property transaction time.



£12.5k

## Financial assistance

Franchisees can access a £12.5k loan to help launch and grow their business.



£495

## Support fee

A monthly support fee contributes to all the support provided.

# Franchise options

## DISCERNINGLY DIFFERENT

Our franchisees are industry leaders, creative thinkers and most importantly, great people. We welcome people from a variety of backgrounds but we only work with people who are ambitious, passionate and discerningly different.

There are two franchise options available so you can join Mr and Mrs Clarke on terms that suit you.

## Franchise

### CHECKLIST

- ✓ Joining fee depends on territory size and demographics. Minimum territory fee is £2.5k
- ✓ Exclusivity within territory for 5 years
- ✓ Receive 75% of commission
- ✓ £495 monthly support fee
- ✓ Access to £12.5k loan

This option suits an ambitious business person who wants to set-up an estate agency and grow it into a lucrative operation. You can employ people within the business and you can confidently spend on local marketing because you have exclusivity within your territory. You can set up High Street offices, drive around in a fleet of branded cars and become the best agency in your area. We are here to help you realise your potential.

### LOCALLY CONNECTED

Franchisees operate within their own territory - an area they love and understand, where they can bring home sellers, buyers and landlords the highest levels of service through their connection to the local community.



## Associate franchisee

### CHECKLIST

- ✓ No joining fee
- ✓ Receive 60% of commission
- ✓ £495 monthly support fee

This option suits someone who wants to be a discerningly different estate agent and run a lucrative and enjoyable business from their home. We have helped lots of entrepreneurial people launch and grow their businesses and we have enjoyed watching them flourish with our support.

### NO EXPERIENCE REQUIRED

You don't have to have worked in estate agency for decades to be an Associate Franchisee with us.



# Money matters



**“I sold a property for £1.5m and I received £14k commission. The pipeline I have built up is worth over £250k.”**

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# £684,000

Average price of a home advertised by Mr and Mrs Clarke from 2019-2022.

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**“I run my business alongside being a busy mum. I only pay £495 per month and I get all the support I need to grow my business. I am about to complete a property and I will receive £4k commission. My aim is to be sell two properties per month.”**

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# 1.25%

Average fee charged by Mr and Mrs Clarke franchisees between 2019 and 2022.

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# Fees

## Monthly support fee

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### INCLUDES:

- Training & Support
  - Systems & estate agency infrastructure
  - Marketing & Design Studio
  - Property Advertising - Copywriting, Property Portals, Web listing, Social media, PR, floor-plan design, For Sale board.
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### OTHER COSTS:

- You are responsible for the photography and videography of the properties you list. We have access to talented people across the UK to help you keep costs low and ensure the perfect property advertising.
- You pay for local advertising. We will work with you to create a bespoke marketing campaign to ensure you are spending your budget wisely. We can design anything you want to get your name out there and our marketing team will help you get the most bang for every buck.



# Financial support

## £12,500

income support to get you off to a flying start

Mr and Mrs Clarke have created a loan to help you make the leap into business ownership and grow your business.

## £2,500

Start-Up loan

## £500

Listing loan

Here is an example of how the Mr and Mrs Clarke loan could work for you.



You receive £2,500 when you become a Franchisee. We work with you on how this can be spent to generate awareness and get leads. You can allocate some of this for the set up costs and the territory fee. You can also use this to pay yourself and ease the bump after leaving employment.

Say you list five homes in month one, you can take a loan of £2,500. You then list four homes in month two and you can take £2,000 as a loan.

The Listing Loan caps at £10,000 and it is available within the first 12 months only. The maximum monthly loan that can be taken is £2,500.

At 12 months the loans you have taken are rolled up and are repayable within the next 12 months.



# Success stories



**“Last month I received £40k in commission.”**

Beth is a rock star of an estate agent. She is a busy mumpreneur and she is changing the estate agency game in Leicestershire. Beth is looking like she will earn over £125k in her first year as an Associate Franchisee with Mr and Mrs Clarke.

**“I am in control of my business and I can pull on the support from Mr and Mrs Clarke when I require it. I’ve just listed a £2m property in Monmouthshire and when it sells I will receive £20k commission.”**

Mike has been a Franchisee at Mr and Mrs Clarke for three years. Last year he made a life changing profit. He is on course to beat that this year, which is mainly due to the introduction of a lettings department and the recruitment of three agents.



# Lead generators

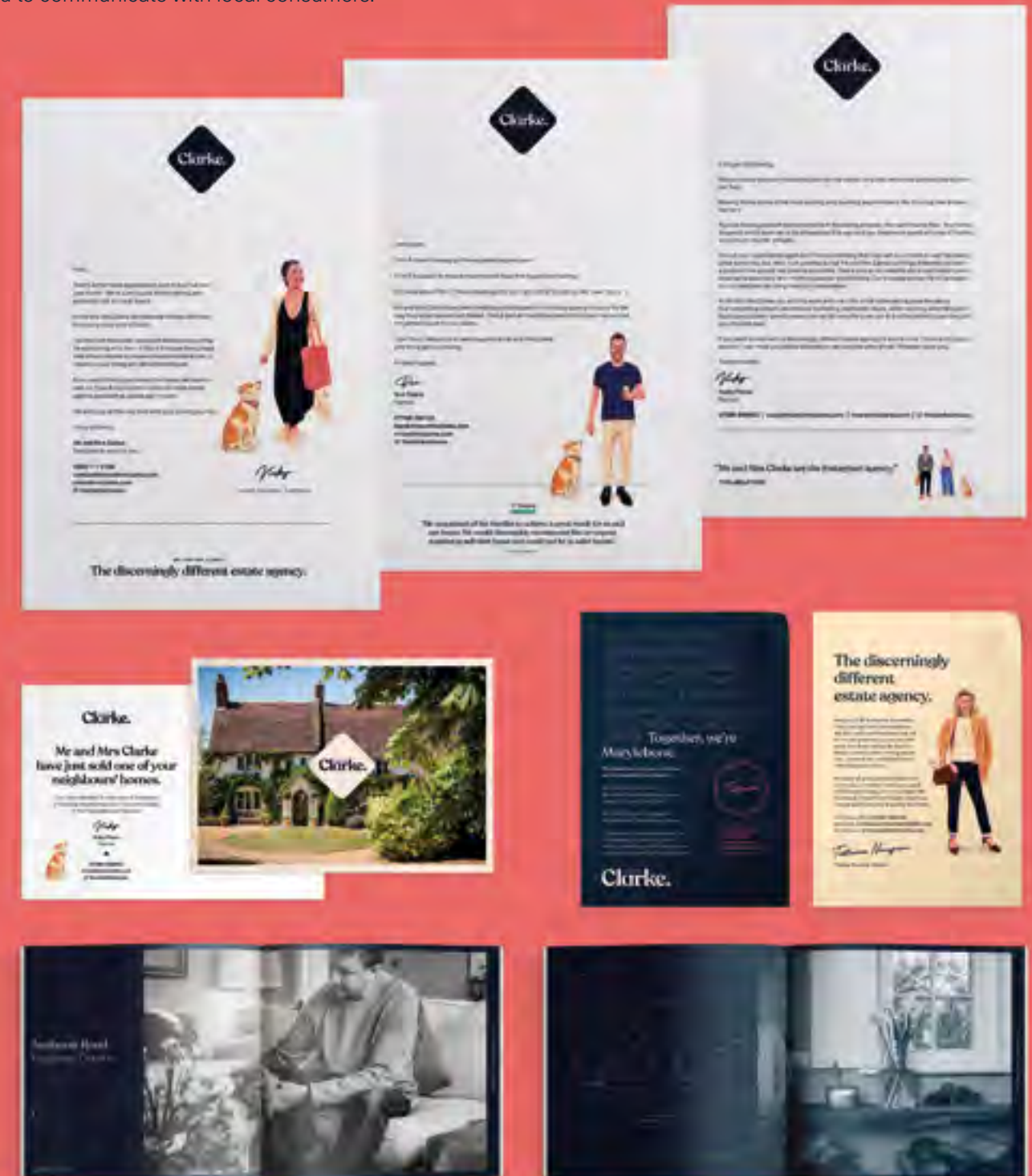
**We are leaders of a generation and we are here to generate you leads.**

This is where the magic really happens at Mr and Mrs Clarke and it is where we provide exceptional value to you. We have created a series of systems and campaigns to get your phone ringing. We use the best tech to get your inbox buzzing. And we use social media to get your TikTok account dancing.



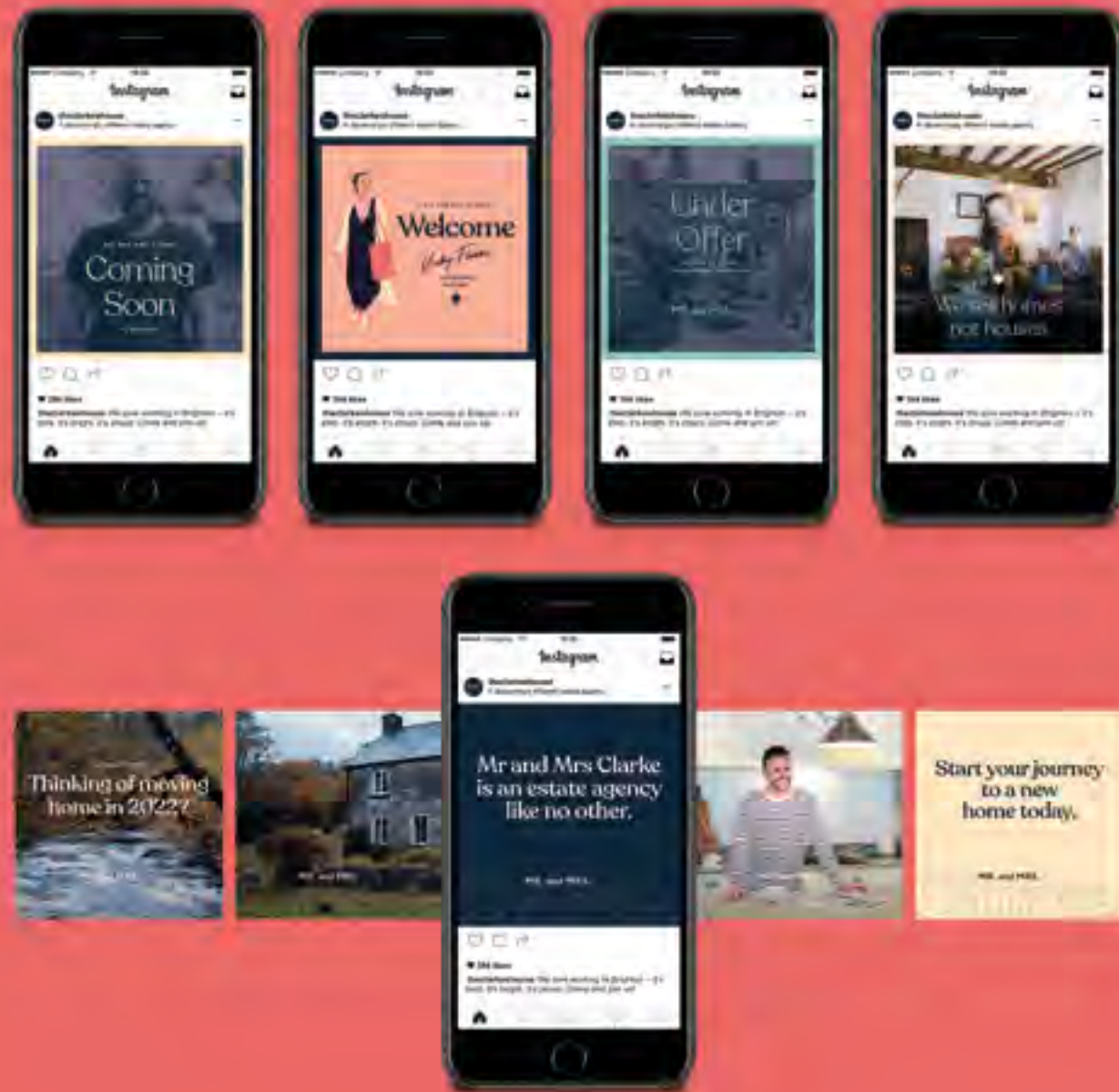
## Direct mail

Print is not dead. Print is very much alive at Mr and Mrs Clarke. We produce a range of letters, fliers, postcards and brochures for you to communicate with local consumers.



## Social media

Our in-house social media team have built a loyal following across a variety of channels. The Telegraph even called us “The Instagram Agency”. We will work with you to develop your social media following and create great adverts.



## Award-winning website and local web pages

The Mr and Mrs Clarke website has won awards and we have been heralded as “Resi-Trailblazers” by industry commentators.

You will have your own page on the website and you can keep it current with blogs, journals and seasonal updates.

Every property is advertised on the website and we carefully craft the adverts to get the most eyeballs on each listing.



# Press

Our PR team get exposure for the homes we sell. In the past six months Mr and Mrs Clarke has been seen by over 58m readers across national and international publications.



# Out of home

We can work with you to get maximum exposure for you and your local business. Mr and Mrs Clarke have sponsored sports teams, launched a pop-up office and wrapped lots of cars. Our creative team rise to the challenges they are set.



## Portal

The Mr and Mrs Clarke Portal is a business in a box. You can login and do some training, chat to the team and share your ideas in forums.

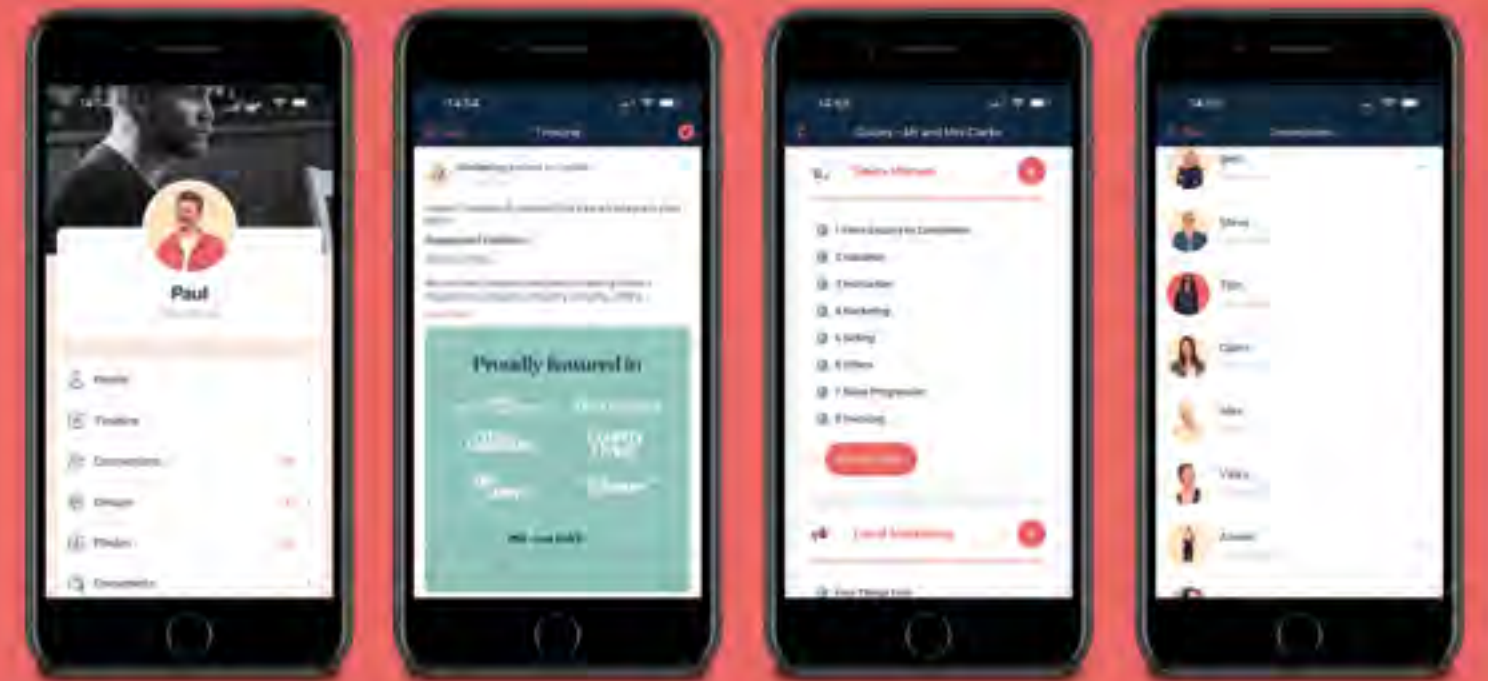


**“The Mr and Mrs Clarke Portal is my business in a box. It has everything I need and I can collaborate with the back office and other franchisees.”**

◆  
BEN EVANS  
AGENT, SOLIHULL

## App

Life is busy. That's why we created the Mr and Mrs Clarke App. You can run your business on the move and from wherever you are.



**“The App allows me to run my business on the go.”**

◆  
TISH BADEN-SIDHU  
AGENT, SHROPSHIRE & STAFFORDSHIRE

# Advertising homes

“When you win a listing, the magic really starts to happen. Our marketing team kick into action and we will create a stunning property advert then list it on Rightmove, Zoopla, across social media and our website, we can also produce brochures, bespoke For Sale boards and messages to send local buyers. We are a property marketing agency, not the usual estate agency.”



PAUL CLARKE  
CO-FOUNDER AND HEAD OF GROWTH



## WE PROVIDE:

- Copywriting
- Floor plan design
- Rightmove
- Zoopla
- Database advertising
- Brochure design
- Social media adverts
- For Sale boards
- Web listing

## YOU PROVIDE:

- Photography
- EPC
- Client and customer handling
- Compliance

“Imagine if the clothing company Boden diversified into property - you’d expect scatter cushions and a labrador dozing by the fire. That’s the welcoming look radiated by Mr and Mrs Clarke, a boutique brokerage.”



THE TIMES

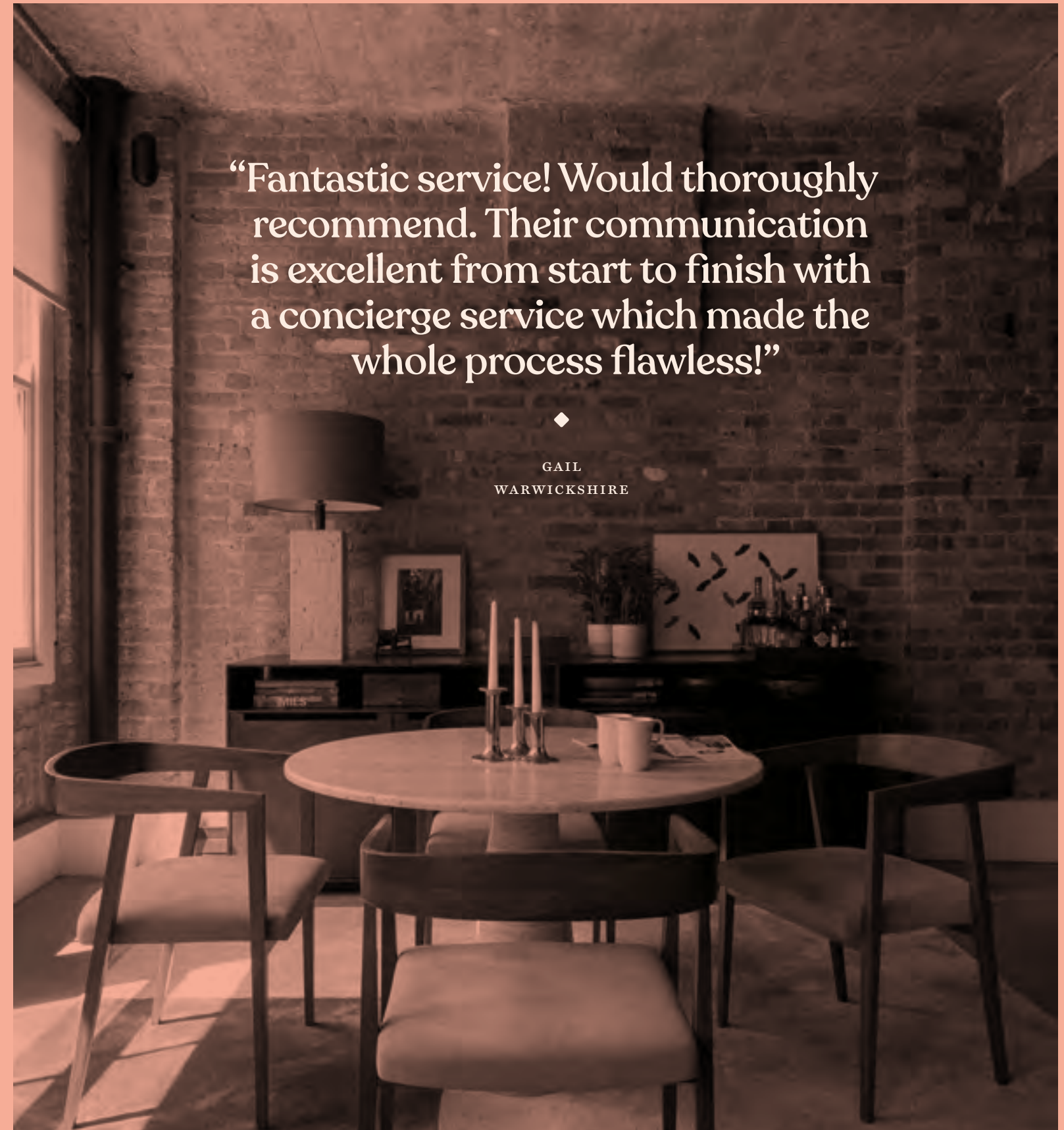


# Word on the street



**“Amazing! We recently purchased our new house through Mr & Mrs Clarke, a fantastic experience from our first viewing to post completion.”**

◆  
AMY  
SURREY



**“Fantastic service! Would thoroughly recommend. Their communication is excellent from start to finish with a concierge service which made the whole process flawless!”**

◆  
GAIL  
WARWICKSHIRE

# What our franchisees think



“The training and support is great. We have a weekly workshop, an online network to share ideas and I also have a 1 to 1 session with Paul to get bespoke training in areas I need to grow my business.”



TISH BADEN-SIDHU  
AGENT, SHROPSHIRE & STAFFORDSHIRE



“The In-House team are always providing resources for me to build my business.”



BEN EVANS  
AGENT, SOLIHULL



“I just really liked the vibe Mr and Mrs Clarke were giving on their social media. They are even better in real life!”



GEMMA PARR  
AGENT, MARLOW



“When I looked into Mr and Mrs Clarke and saw the care given to the whole process I realised that everything was bespoke and I wanted to be part of it.”



PHIL DODSON  
AGENT, MARLBOROUGH



# Part of Belvoir PLC



**Mr and Mrs Clarke are part of the Belvoir Group PLC. The Group spans 439 offices across six brands, with specialisms in residential lettings, sales, property management and property-related financial services.**

Despite our national presence, our success has been driven by the passion and understanding of local people. It's this unique blend of local strength and unrivalled experience that has seen the Belvoir Group attract a community of entrepreneurial and like-minded franchisees, on our journey to becoming one of the UK's largest property franchise groups.

By joining Mr and Mrs Clarke you will be part of a network of property franchisees that own and operate hundreds of branches nationally, and receive the backing of a central office that delivers an expert support system and an extensive training programme to enable your business to thrive.

# What's next?

If you are interested in finding out more then visit our website [mrandmrsclarke.com](http://mrandmrsclarke.com) and apply online.

Or you can email [mrclarke@mrandmrsclarke.com](mailto:mrclarke@mrandmrsclarke.com)





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