



# IPG FRANCHISING INC



Florida Vacation Homes

A Short Term Rental Property Management Franchise  
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# WHY VACATION RENTALS?

- Vacation Rentals are Becoming Major Competition for the customary hotels
- Major online OTA's such as Airbnb, Expedia, Booking.com and many others are promoting vacation rentals
- Over 60 million tourists a year visit Florida alone, with an ever increasing number choosing to stay in vacation rentals. With such a dramatic and continuous increase in demand, it is clear to all that the expansion of this industry is set to explode.
- A vacation rental has so much more to offer than the customary hotel room
  - Private Pool (with homes, not condos)
  - Fully Equipped Kitchen
  - 2-8 Bedrooms
  - Expansive living and dining areas
  - Washer/Dryer & Much More



# THE UNIQUE IPG CONCEPT

- The vast majority of vacation homes are owned by individuals or their families who occupy them maybe a few weeks or perhaps a few months each year.
- A large number of vacation homes in Florida are owned by non US residents who, due to visa requirements, are unable to occupy the properties as much as they would probably like.
- Such vacation homes are contracted to our property management company so that we can maintain them and so that we can rent them out as vacation homes for the vast majority of the year when not being used by their owners.
- Many homeowners seek a management company that is large enough to be able to operate an extensive marketing campaign to fill the homes with vacation rentals year round.
- Many homeowner seek a small management company that can provide a personalized service. Yet such companies are rarely able to provide the rental income support that large management companies can
- Hence the IPG Franchise system was created. It combines the abilities and strengths of IPG Corporate with the personal attention that each set of franchisees can provide by each managing a small number of homes – typically 15 to around 50 or so.
- With the IPG Franchising concept, homeowners really do get the best of both worlds – a small management company and a large management company – both at the same time.

# WHAT DOES A PROPERTY MANAGER DO?

- Pool Cleaning (license required)
- Property Cleaning (after each guest party departure)
- General Maintenance (from changing a light bulb to fixing a hole in the wall)
- Landscaping/lawn maintenance
- Liaising with homeowners regarding their long distance investment
- Dealing with any requests or concerns of guests vacationing in the properties
- Generating rental income for the properties in your portfolio (optional)
- Most tasks can be undertaken by the franchisees themselves or sub contracted (with an appropriate profit margin)
- Taking general care of a number of vacation homes – single family residences, townhomes or condominiums



# WHY AN IPG VACATION RENTAL FRANCHISE?

- Generating Income – our property management franchisees purchasing one of our portfolio packages can generate income virtually from day one of the business's launch.
- Proven business model – The IPG Group of Companies has been established in Florida for over 20 years with the franchise program now in its 16th successful year. IPG currently has 16 franchisees with over 550 vacation rentals under management
- **Exclusive contract replacement guarantee! – if a franchisee loses a management contract through no fault of their own before that contract has been active for 12 months, IPG will replace that contract for no charge!**
- Multiple Revenue Streams
  - Landscaping/lawn care (excluding condos)
  - Pool maintenance (excluding condos)
  - Cleaning Fees
  - Pest Control
  - General Maintenance and Repairs
  - Ongoing fixed monthly management fee for caring for the unit
  - Generate rentals & earn commission
  - And for those wishing to embark in the sale of real estate this is another revenue source available to suitable franchisees (subject to gaining the necessary real estate license)

# THE SERVICES WE PROVIDE

- Customized Property Management Software at no extra charge
- Use of our 6 days a week welcome center – enabling franchisees to operate from their homes.
- Bespoke web site
- Use of our board room and meeting rooms for meetings with homeowners and potential homeowners
- Homeowner Accounting – monthly sales tax returns, payments to and from homeowners, payment of homeowners' utility and other bills, withholding taxes, license renewals and the preparation and issue of monthly statements to all homeowners. All designed to ensure that the franchisee can concentrate on managing their homes and growing their businesses
- The production of strong streams of rental income ensuring that each homeowner's rental income is maximized.
- Customer Service
- Ongoing assistance, advice and general support
- Dedicated Franchise Manager
- Unique marketing programs to help your business to grow

# E-2 VISA OPPORTUNITY – COME LIVE AND WORK IN THE USA!

- For non US residents seeking to live and work in Florida, the purchase of a suitable business can facilitate the issuance of an E-2 Investors visa
- Many IPG franchisees currently hold E-2 visas. Over the years IPG's franchisees who have applied for an E-2 visa and for subsequent renewals have had a 99% success rate.
- With an IPG franchise being so "E-2 visa friendly", with a program that provides virtually immediate income, full training and ongoing support avoiding any need for prior experience, it is hardly surprising that so many overseas residents seeking a new lifestyle in Florida, are choosing to purchase an IPG Franchise.

# TERRITORY

- Franchisees operate within a pre agreed territory.
- Each territory is designed to ensure that each franchisee has the opportunity to solicit business from a pool of at least 400-500 vacation rentals – providing ample opportunity for expansion.
- We currently offer franchises in just two areas of Florida. However, we are pleased to report that we are now in the process of expanding the reach of our franchise to many other U.S states. We will notify you as other locations become available.





# TRAINING & ASSISTANCE

- Comprehensive training is provided as part of the franchise package. No prior experience of property management is needed!
- Ongoing assistance and support is provided by an experienced franchise manager. If a franchisee encounters a problem, IPG is always on hand to provide the support required.
- The training program encompasses the following departments/subjects:
  - Reservations Department
  - Accounting Department
  - Front Desk
  - New property set-ups
  - Maintenance
  - Pre arrival and post departure inspections
  - IPG's customized property management software
  - Growing the business

# COST OF PACKAGES AVAILABLE

- IPG currently has franchise portfolio packages available in 2 prime locations: Bonita Springs/Fort Myers Beach (along Florida's Gulf Coast) & Central Florida (The Disney Area)
- Portfolio Packages:
  - 15 Short Term Rental Contracts - \$135,000 (includes franchise fee and cost of contracts)
  - 25 Short Term Rental Contracts - \$205,000 (includes franchise fee and cost of contracts)
  - Bespoke packages available with pricing upon request
- Whilst most candidates opt to purchase one of the above packages, IPG also offers:
  - A "New Market Franchise" (where the candidate is responsible for securing their own book of business or
  - A "Conversion Franchise" (suitable for those with an existing property management business but who would like to enjoy the many benefits of becoming part of the IPG network)



# FINANCIAL INFORMATION

- Item 19 of IPG's Franchise Disclosure Document includes detailed income and expenditure projections (Orlando area only)
- The time between closing on the franchise purchase and the generation of revenue can be as short as just 2 weeks!

# WHAT NOW?

- We are always happy to speak with a candidate either over the phone or in a face to face meeting.
- Please complete a candidate profile/application form (available from our web site [www.ipgflorida.com](http://www.ipgflorida.com)). Upon receipt of that form, if you appear to be a suitable fit for this franchise (and vice versa) we will issue you with the FDD (Franchise Disclosure Document) which sets out all aspects of the franchise in considerable detail.
- Questions arising from a review of the FDD can be answered from our Marietta Georgia USA office over the telephone or in suitable cases in a face to face meeting. We encourage all prospective franchisees to meet us and we can usually arrange for you to speak to and/or meet some existing franchisees.
- For clients requiring an E-2 visa, arrangements can be made for funds to be placed in an attorney's escrow account pending the issuance of the visa. We receive payment only once the visa has been successfully obtained – much reducing the financial risks of purchasing a business in the USA that has to be dependent upon the issuance of a suitable work visa.
- If you have an interest in this excellent program please call Graham Greene on +1 770 650 5985 or e mail [graham.greene@ipgflorida.com](mailto:graham.greene@ipgflorida.com). He will be happy to answer your questions and to discuss the best actions to take to ensure that you can move forward swiftly and comfortably once ready to do so. We recognize the importance of your having complete confidence in the enterprise with which you choose to invest your money and whom you will rely on for the future livelihood of both your family and yourselves.

## DISCLAIMER

This presentation and the franchise sales information in this presentation do not constitute an offer to sell a franchise. The offer of a franchise can be made only through the delivery of an FDD. California, Hawaii, Indiana, Illinois, Maryland, Minnesota, Michigan, New York, North Carolina, North Dakota, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin require that we register the FDD in those states. The communications in this presentation or any web site or social media are not directed by us to the residents of any of those states. Moreover, we will not offer or sell franchises in those states until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the FDD to the prospective franchisee in compliance with applicable law. This presentation is not an offering in the State of New York. An offering can only be made by a prospectus first filed with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of law.