

PRESS RELEASE

NEW WEB AGENTS NOVAHOMES GOES FROM STRENGTH TO STRENGTH

Novahomes web agents have seen the business grow from strength to strength since the launch of the first licence in Feb of this year. There are now 13 agents open and trading with more set to come on line. The simple approach to agency allows a new franchise to set up very quickly and cheaply as all of the material required is provided by the central company. Set up costs are low as all that is required is for the agent to settle on the area in which they will trade, sign an exclusive agreement for that area, obtain their log ins for the web site and order boards and marketing materials.

Demand has been stronger than anticipated and with the run away successes achieved by the fore runners it cannot be long before novahomes businesses appear all over the UK. Typical of the first branches is Exmouth run by novahomes agent Mark Salter. Mark had a background in estate agency but had hungered to run his own business for some time. With very low set up costs and all of the material available Mark was able to get started on 1st April. Since then the business has rocketed with Mark now being one of the most active agents in the town having already over taken some of the established competitors.

Said Mark Salter “the concept is incredibly simple. We do not carry the burden of large overheads and can therefore charge an incredibly cheap fee to the seller. Many agents did not believe that such a simple concept could work - but we have proved them wrong! The acid test is not what agents think but what the public think - sell your home and pay a fraction of the traditional agents fees is definitely what they want! I have seen incredible levels of activity to the point where I am now one of the mainstream agents in Exmouth. I am targeting to be number one - an objective that is well within my sights!

Commented Mark Savill, one of the co-directors and founders of novahomes - “we not only sell the concept to other agents - we run these ourselves. The freedom to trade in the market responding to the needs of the sellers to provide a good service but at a heavily discounted price means that the businesses have grown very quickly. We are now well established in most of the markets we are in and have already overtaken many of the established old guard. Never mind what agents think of the concept - the public want it and the agents that are doing it love it - me included!”

Co director Jane Desforges has not been surprised by the fast take up. “The cost compared to setting up any other agency business means that it has



made agency affordable for many of the good agents out there who have been desperate to run their own businesses and work for themselves. Exmouth has been a resounding success, as have Chard, Taunton, Yeovil and my own branch in Crewkerne where independent researchers For Sale Sign Analysis did a recent survey showing us to be the number one agent on terms of market share. Our aim is to take this national and I do not think it will take many years for that to happen.”

Start up costs to reserve an area are only £250 which includes all of the material to get started as a novahomes agent. After that the ongoing fee is only £100 per month. Compared to traditional franchise opportunities this represents incredible value. On the market share results seen so far there is no doubt that novahomes has a long way to go yet!

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Embargo date None

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Directors details are below.
Novahomes allows good estate agents to set up their own businesses very cost effectively and trade under the novahomes banner and use the web site

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