THE MORTGAGE STORE
Associate Partners

THE MORTGAGE STORE ASSOCIATE PARTNER PROGRAMME

An excellent package to build a highly profitable and successful business in a large geographic area

THE MORTGAGE STORE

The Mortgage Store was established in 2003 offering bespoke mortgages and life products for everyone's needs and requirements. The business is focused on offering a vast range of personal services and products that are delivered by a team of professional and fully trained Advisors.

Our distinctive services cover the full array of customer needs –

- 1st Time Buyers
- New Build Purchasers
- Home Movers
- Remortgages

We have excellent client feedback, fantastic testimonials and a strong reputation for quality, service and exceptional attention-to-detail, resulting in satisfied clients who further refer business to us.

We have forged close relationships with a range of New Home Builders and have invested in robust systems that enable great communication with all parties. Our client base includes major new home builders including the likes of Barratt Homes, David Wilson Homes, Bloor Homes, Keepmoat Homes, Hill, Davidson's Homes, Millwood Homes, and Notting Hill Genesis (Housing Association).

Our vision is all about finding the right mortgage and associated life products for our clients and we are focussed on delivering this vision to continue to build an outstanding reputation with our ever-growing client base. The business already holds a number of Industry Awards recognising our quality assurance.

OUR KEY VALUES

CUSTOMER SERVICE

We build relationships that last because of the impact we make to our clients' lives

TEAMWORK

Working together is absolutely vital to meet the needs of our clients and network

QUALITY

Our goal is to surpass the expectations of our clients and our network by providing an outstanding level of service and value to all our clients

OUR PEOPLE

At all times we respect our people, encourage growth and reward performance

AN EXCITING OPPORTUNITY

The Mortgage Store business is well established and has a record of fast, sustainable growth and profitability. The business is supported by high levels of client demand, retention and advocacy with a strong reputation for exceptional quality and service delivery.

To help grow the business and its aspirations, as well as developing national coverage across the UK we are now offering the opportunity to become an Associate Partner to a select number of individuals.

Associate Partners will be given a territory offering an excellent opportunity to build a highly profitable and successful business in a large geographic area. We will actively assist and support Associate Partners to grow sales revenues in their designated territory and will work collaboratively with them.

Here at The Mortgage Store we are fully committed to sharing the rewards in our business and to abide by ethical partnering principles. We will advise, support and work closely with Associate Partners to develop each territory. Our comprehensive, on-going support and administration package results in a strong relationship between The Mortgage Store and Associate Partners – a "partnership relationship".

You will be part of a growing network of Associate Partners and have the backing and strength of The Mortgage Store team.

THE ASSOCIATE PARTNER PACKAGE

We have developed a comprehensive Package to help our Associate Partners set up a success business, which includes-

- A geographic territory
- Rights to Use The Mortgage Store Trade Mark and Brand, including a "start-up package"
- Rights to use The Mortgage Store Operating Methods and Systems
- Comprehensive Initial Training & Support – for you & your team
- On-going Training & Support
- A tailored marketing support package including your own web pages, local and targeted social and digital campaigns
- Advice & assistance with all aspects of starting your new business
- Comprehensive administration support allowing you access to The Mortgage Store's customised software renowned within the industry T Solutions – our operations and administration processes
- Operations Manuals for you and your teams

TRAINING PROGRAMME

Training is a vital part of any business and at The Mortgage Store we pride ourselves in delivering quality, focused training across the business. During your initial training you will meet and work with the Management Team of The Mortgage Store and their key personnel, and what's more the training doesn't end there with a full ongoing training programme keeping you fully informed of latest developments and services.

The training will be specific to your individual requirements and will cover-

- Introduction to The Mortgage Store, including our vision and ethical approach to market
- The company systems and processes
- Legislation and Regulatory controls
- Practical, on-site training
- Training on the use of the customised software
- Administration, financial systems, general administration systems training
- Sales and marketing processes
- Day to day operations
- Time management, setting goals, networking & relationship management
- Communications
- Recruiting and training staff
- Membership of local organizations, local marketing activity

LAUNCH MARKETING

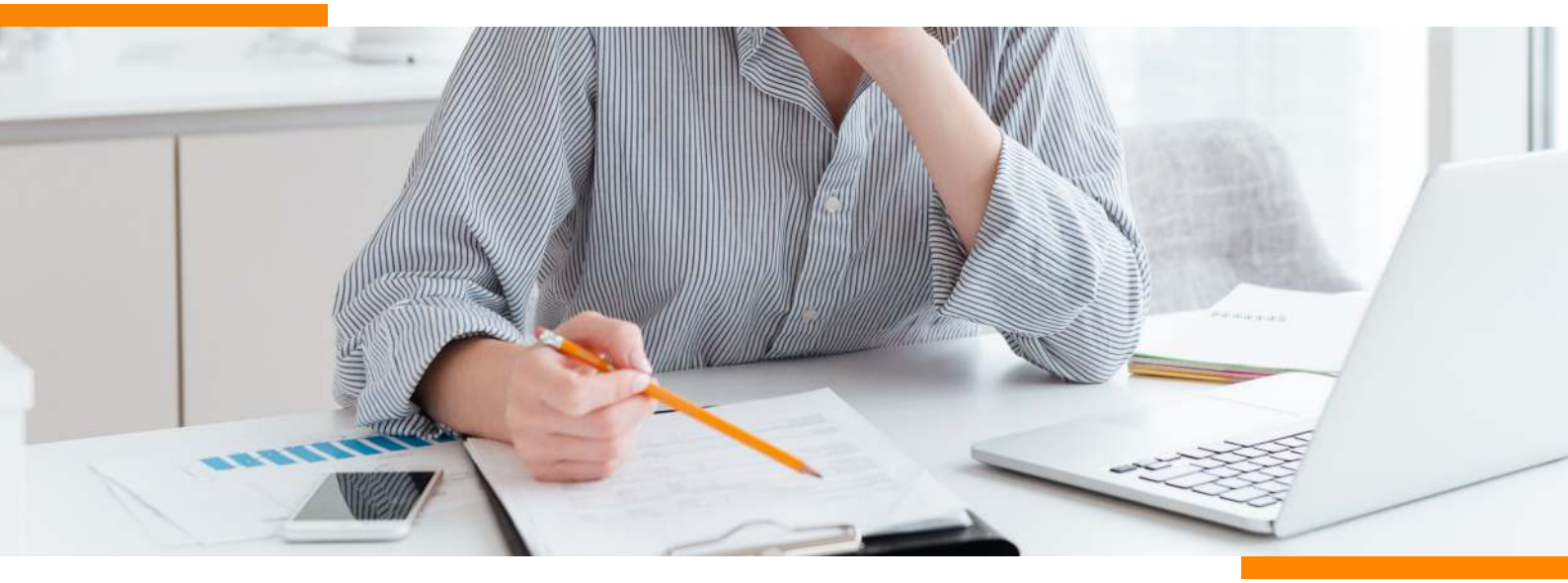
The Mortgage Store will help you launch your business to create maximum local awareness in your territory and will include-

- A fully personalised web page promoting your business and launch
- A full social and digital media plan
- Sales training, lead generation and relationship building
- Pre-launch contact to existing and potential new relationships in your territory e.g. New Build
- Personalised emails to existing The Mortgage Store clients to introduce and promote your new business
- Targeted client mailing
- Establishing contact with local, regional & national construction companies

SELECTION PROCESS

Due to the regulatory nature of the business Associate Partners must be fully qualified with CeMAP qualifications or equivalent.

However, as our professionalism and our reputation are extremely important to our success to date, it is more important that Associate Partners have the necessary sales and relationship management expertise to develop and sustain strong professional business relationships. Associate Partners will also need to demonstrate excellent people management and leadership skills, as well as exceptional business administration, management and customer service.



HOW TO PROCEED?

1 If you meet our criteria, we will invite you to an initial meeting during which we will explain the business in greater detail, discuss the figures, answer questions you may have and, if appropriate, discuss possible locations. We have a detailed, robust Franchisee Recruitment Process which we will inform you about at our 1st meeting.

2 We will ask you to sign a Non-Disclosure Document at this meeting and we will also share our Agreement and Business Planning Kit

3 After the meeting, you will need time to consider the opportunity, and complete your own Business Plan, review the figures with your professional advisors, talk to your family, and undertake market research.

4 Then we can meet again to review your Business Plan and also answer any queries that you might have.

5 At no point will we pressurise you to come to a decision, indeed we want you to recognise the value of this exciting opportunity.

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