

A New Business

A New Lifestyle

A New Future



Florida Vacation Homes

IPG Franchising, Inc

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IPG Franchising, Inc

Who are we? What are we?

The International Property Group was formed in 1990 in the United Kingdom by Graham Greene. It began with the marketing of properties for sale in Florida and soon expanded its activities to include properties for sale in Spain, Cyprus, Tenerife and South Africa.

Due partly to a personal affinity for Florida and partly to the demands of the market, the Florida division of The International Property Group (or IPG as it soon became known) expanded rapidly and became the most active division within the IPG Group of companies.

The philosophy of the enterprise has always been that of high ethics and professional standards, honesty and integrity. Whilst such ideals were strictly followed by the company's personnel in the UK, operating in association with several real estate and management companies in Florida meant that there was little control over the adherence of such associates to the high standards that had been set. With a view therefore of providing IPG clients with a superior service still, the decision was made to establish the group's own companies in Florida. As a result in September 1996, IPG Realty and IPG Professional Management were formed.

IPG Realty is a real estate brokerage that is licensed by the Department of Business and Professional Regulation to Broker real estate sales anywhere in the State of Florida. IPG Professional Management is a full service property management company specializing in the management and short-term rental of absentee owned homes. In 2001 the Group acquired a 5 acre site and impressive 5500 square foot office building, prominently located at the western end of highway 192 in the thriving Kissimmee/Davenport/Clermont area.

At the present time, the IPG Group of companies have offices in Clermont (Florida), Atlanta (Georgia) and offices and associated offices in Marbella (Spain), Fuerteventura (Canary Islands), Bedfordshire, London, Devon, Liverpool, Carlisle (UK) and Oslo (Norway).

In addition there are 8 franchised offices in the Central Florida area.

IPG Franchising, Inc.

The property management and vacation rental business

In just 13 years, IPG Professional Management, Inc has grown to the extent that it now manages nearly 500 homes in the Orlando area of Florida. Whilst this represents tremendous growth for a company that began business with just a handful of homeowner clients, the number still represents a fraction of the total number of short term rental homes within the Central Florida area. Indeed, it is estimated that there are presently over 25000 such homes with the number growing on a monthly basis.

The attraction of Central Florida as a place to own a second home that can generate a stream of rental income is clear. Walt Disney World® is of course the best known draw that entices over 40 million people a year to visit the area. Since the beginning with the park now known as The Magic Kingdom, the ever-popular parks of Epcot, MGM Studios and Animal Kingdom have been added and within each park there exists an ongoing expansion program ensuring that seldom has any returning visitor seen it all. Yet Universal Studios with its more recently opened Islands of Adventure is arguably a close contender in the theme park popularity stakes. Add to these, attractions such as Wet & Wild, Bush Gardens, and Sea World (to name just a few) and it is not surprising that the Orlando area is known as the Vacation Capital of the World.

The many attractions, along with an enviable climate virtually year round, bring a seemingly ever-increasing flow of vacationers literally from around the globe. For many years the concept of self-catering holidays has been popular with the UK market. Yet the concept is becoming increasingly sought after by other Europeans and, since relatively recently, from the huge US market. For families as well as groups of friends too, the idea of spending one's vacation in maybe 2 or 3 cramped hotel or motel bedrooms just does not compare with the space, privacy and flexibility of staying in a home. And when the prices are compared, most marvel at the fact that it is normally less expensive to rent an entire house than one or two hotel bedrooms.

Hence the demand for homes is huge and the demand appears to be expanding to an ever-increasing worldwide audience.

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The franchise opportunity

Whilst the demand for homes in the Orlando area is strong, it is inevitable that in such an active marketplace, competition will be fierce. There are a large number of property management companies ranging from small husband and wife teams who manage say a handful of homes to well established companies that manage 100, 200 or more homes. Some of the smaller enterprises may provide a management and maintenance service alone whilst some, and especially the larger companies, will provide a comprehensive service that includes a rental service too. Many homeowners seek to generate their own rental business by advertising their homes to rent in the national press along with a number of specialist vacation rental magazines.

The ideal for a large number of homeowners is for them to appoint a company that will provide a comprehensive service, enabling the homeowner to relax in the knowledge that their investment is being well maintained, that the property is well presented and ready for the owner's use when required and that the financial performance of the property is maximized. A small management company with a limited number of homes is considered best placed to provide the optimum management and maintenance service along with the personal attention that is so much appreciated. Such a small company however rarely is able to attract the attention of the major tour operators that are crucial if a steady stream of rental income is to be assured. Several large management companies are of sufficient substance to attract the major tour operators whilst being able to expend substantial sums on marketing the homes for rental. Yet for such companies, the "personal attention" that many homeowners expect and indeed merit is just not possible. The maintenance and other support services needed cannot be provided in as effective a way as a small locally based company can provide them, when there are a large number of homes spread over a wide geographical area to service.

It is as a result of the above that IPG decided upon and developed the franchise opportunity through its group company IPG Franchising, Inc.

IPG Franchising, Inc. offers to establish suitably qualified teams as franchisees of the IPG system. As such, each franchisee acts very much along the lines of a small to medium sized management company providing a personal and high quality service to the homeowner clients. As part of the IPG organization however, each franchisee enjoys the support and other advantages that come from a larger organization. Such advantages include the ability of IPG to offer a large inventory to, and consequently to attract, major tour operators as well as the ability for IPG to engage in substantial marketing campaigns with the cost thereof spread over a number of franchisees as well as the corporately owned operation too. Another material benefit is that which comes from utilizing the skills, experience, connections, systems and branding that have been compiled over a period of considerable time at not insubstantial expense.

One of IPG's phrases is "Quality is Affordable" and the combination of a high quality product with competitive but not cheap pricing is something that is not necessarily easily achieved. The systems that IPG have worked so hard in devising and perfecting are invaluable in providing a product of the kind of quality that is not necessarily found in many, if indeed any other management companies in Central Florida. The franchise offers the opportunity to become a real part of this dynamic, respected and successful organization.

It is believed that the purchase of an IPG franchise should enable a suitably qualified franchisee or franchisees to qualify for E-2 Investor visas, entitling them to live and work in the USA. An introduction to a visa specialist will be provided upon request.

Hence the opportunity for not just a new business but for a new lifestyle too. Indeed, there lies the opportunity for a new future.

This is not an invitation to apply for a franchise. Applications can be considered only upon the basis of the Franchise Disclosure Document. This will be made available to suitably qualified interested parties.

IPG Franchising, Inc.

The approximate investment required

A breakdown of the estimated costs of establishing an IPG franchised business will be provided upon request. The approximate total investment amounts to between \$308,675 and \$348,475.

Full details are provided within the Franchise Disclosure Document.

What now?

The Franchise Disclosure Document (FDD) sets out the franchise in considerable detail. If the program is of interest to you please download the FDD application forms by clicking on the link below. Complete the forms and mail them to our Atlanta Georgia office. If, based upon the information you provide, we feel you may have what it takes to be a successful IPG franchisee, we will be glad to send you the FDD for you to review in detail with your legal, visa, and financial advisers. Applying for the FDD places nobody under any obligation whatsoever. Yet it could well spell the beginning of your quest for

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DOWNLOAD UFOC APPLICATION FORMS

And mail completed forms to:

**IPG Franchising, Inc PO Box 862067, Marietta, Georgia, USA 30062.
Tel +1 770 650 5985 Fax +1 770 650 5949 E mail ipgatl@bellsouth.net**

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