

# Agent of Distinction

*The choices **you** make now  
determine **your** future*



*Our Prospectus*

# Hello and Welcome....

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All journeys start with a destination.

Wherever you are in your journey, pursuit of happiness and satisfaction we appreciate you taking the time to consider our unique opportunity. It is always wise to make an informed decision rather than take a calculated risk.

The founder of the business, James McGing, is a well respected and knowledgeable business entrepreneur with a particular passion for all things property.

When the COVID-19 pandemic came it changed all our lives. Family, work, business, health and dreams were surely impacted. However, surprisingly estate agency, online shopping and how we buy, sell and pay for goods was revolutionised. Customer service and meeting client expectations are paramount for continued success for any business. This is always one area of concern for potential clients.

With all his knowledge, experience, awards and accreditations James decided now was the time to develop a unique estate agency brand with core values, integrity and a bespoke offering. Any successful business and service is based on their people. Homes of Distinction and Homes of Choice want only the very best agents.

To enable growth and evolution of our exclusive brand we decided 2024 would be the year to launch. Regardless of market trends and world affairs everyone still needs somewhere to live. As an Agent of Distinction you will represent the finest of properties. Why not join us on this exciting journey. Our offering allows you to be your own boss, build a business, create a lifestyle and be the very best.

## Distinction:

***‘Excellence that sets one apart from others’***

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**Accreditation and professionalism are our core values.  
We Trust you are the same.**



# The Future of Estate Agency

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Since the COVID-19 pandemic the estate agency model of business has changed and evolved. The days of walking down your local high street to visit an agents office are no longer necessary. With online property portals, social media, dedicated and knowledgeable local agents, auto prospecting and networking we have entered a new era.

The modern agent is an individual who lives local, understands the market trends and is available 24/7 at your disposal. Would a vendor have an agent who works 9-5 for five days per week (maybe six) or a professional agent of distinction available when they need them. We believe it is all about experience, communication, local knowledge, availability, bespoke marketing exposure and client interaction. The priority is to achieve the best price from the most proceedable buyer, while at all times keeping the client informed and updated. The directors of Homes of Distinction Group will only recruit the very best agents to represent their brand. We appreciate that buyers and sellers are busy with family, friends or work commitments. Our agents will use the latest technology and all their experience to meet the expectations of a modern agent.

We believe property has become a person-to-person service. Today's estate agent has to evolve with the times. It is important to remember that we are not an online estate agent. Yes we are online however an Agent of Distinction is local to the property, they are not based in a call centre. From the outset a vendor will have access to videography, drone footage, immersive tours, floorplans, twilight pictures, bespoke viewing experiences, social media presence, portal advertising, access to industry partners...above all an Agent of Distinction working in their best interests. The future is here.

**Good marketing, customer service and YOU equals the future**





# Are You an Agent of Distinction

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To be the best you must believe. Ambition, motivation, desire and self-belief are the characteristics we are looking for. In return you will have the freedom to start, evolve and develop your business on a self-employed basis.

We will provide the framework, support, training, as well as our expertise, knowledge and infrastructure to enable you to be the very best. The estate agent industry has changed. It's not just about computers, portals, years of experience, software or shop fronts on the high street. The COVID-19 pandemic prompted a new and exciting approach. Yes technology has evolved, however more importantly the modern agent has come to the fore. An Agent of Distinction will create trust, integrity and a professional relationship with their clients. Your personal attention to detail will ensure success. Sellers and potential buyers will benefit from an enjoyable experience. Your focus will be achieving the best piece from the most proceedable buyer. Treating everyone with respect and having the right attitude is what will set you aside from other agents.

Homes of Distinction Group will provide the best marketing and promotional material. However, an Agent of Distinction must be prepared to go the extra mile, set yourself apart and maintain that positive approach. Potential clients will engage with your services and ultimately recommend you by becoming an advocate.

Why not contact us for an informal discussion on why you believe you can be the next Agent of Distinction. We only want the best of the best. We can meet you in person, video call or an initial telephone conversation to ascertain if you have what it takes.

Our projections would expect you to earn in excess of **£250,000** per annum. This would be achievable if you could consistently sell and complete on one property per week. This also does not take into account all the other potential income streams you could benefit from. The rewards will be reflected by your effort to work hard. This is a most exciting opportunity available to the right person or couple. Make no mistake we will be selective. Our focus and priority is to develop and build a team of talented individuals.

**Do YOU have the desire and mindset to succeed?**





# Be Your Own Boss

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- ✔ Unlimited earning potential
- ✔ Unrestrictive locations available
- ✔ A unique opportunity
- ✔ Growing national network
- ✔ Full training provided
- ✔ Low capital required
- ✔ Business plan preparations
- ✔ Immediate start
- ✔ No premises or stock required
- ✔ Ready to go starter pack
- ✔ Freedom to Work
- ✔ Full ongoing support
- ✔ Arrange a Discovery Day
- ✔ Our Directors are with you

## **You + Belief + Desire + Motivation = Reward**

We believe that in life we all strive to be happy, content, successful and healthy. Spending time with family, friends, children, partners and friends is paramount to our wellbeing and a positive mindset.

If you believe you have the desire, motivation and self-belief to succeed as an Agent of Distinction then we want to hear from you. Before making that call why not consider the potential rewards you could achieve (dependent upon your input and self-belief).

An Agent of Distinction will be expected to develop reciprocal business relationships. Hence we highlight the potential areas of focus that will enable you to earn multiple income streams.

### **The rewards will potentially be:**

- ✔ Residential sales
- ✔ Bespoke services
- ✔ Lettings & Management
- ✔ Conveyancing
- ✔ Specialised lending
- ✔ International sales
- ✔ Client database prospecting
- ✔ Property Sourcing
- ✔ Property Investment
- ✔ Third party introductions
- ✔ Mortgage/Finance
- ✔ Auction referrals
- ✔ Opportunity knocks
- ✔ Work/Life/Family balance

## **Your network is Your net worth!**

# Do You Have What it Takes?

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To be successful in any role takes a combination of many qualities and attributes.

## Is this **YOU**?

- ✓ Possess knowledge of your business
- ✓ See the benefits to your client(s)
- ✓ Desire to work hard with determination
- ✓ You know how to identify opportunities
- ✓ A good communicator and listener
- ✓ You understand the power of presentation
- ✓ An understanding of Social Media
- ✓ Confidence to build a rapport with potential

## What else do I need:

- ✓ A reliable car
- ✓ A mobile phone/laptop/iPad
- ✓ Know how to nurture and retain clients
- ✓ Have a flexible approach to working
- ✓ A desire to succeed
- ✓ A belief in yourself and reaching your goals
- ✓ Position yourself to earn substantial rewards
- ✓ Understand that **your** network is **your** net worth

“ **YOUR** desire for success should be greater than **YOUR** fear of failure ”

# “If **YOU** don’t build your dreams, someone will hire **YOU** to build theirs”

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Becoming the best at what you do is a lofty goal that requires dedication, hard work, and continuous improvement. Whether it's in your career, a specific skill, or a personal endeavour, here are some steps to help you on your journey to excellence:

**Set Clear Goals** - define what "the best" means to you. Be specific about your objectives and what you want to achieve. Pursue something you are genuinely passionate about. Your enthusiasm will fuel your motivation and drive you to excel. Become an expert in your chosen field or skill. Invest time in learning, training, and gaining knowledge.

**Never stop learning.** Stay updated with the latest developments in your field. Read books, take courses, attend workshops, and seek out mentors. The old adage "practice makes perfect" holds true. Consistent and deliberate practice is crucial for improving your skills.

**Don't be afraid to receive constructive criticism.** Feedback helps you identify areas for improvement and grow. Failure is a part of the journey to excellence. Learn from your mistakes, adapt, and keep moving forward.

**Manage your time efficiently** - prioritise tasks, set deadlines, and eliminate distractions.

**Build a network** of like-minded individuals, mentors, and peers who can provide support, advice, and opportunities. Develop resilience and mental toughness to overcome challenges and setbacks. Innovate and look for creative solutions and innovative approaches to stand out in your profession. Consistency is key. Stay committed to your goals, even when the going gets tough. You must be open to learning from others, and recognise that there is always more to learn and improve. Hold yourself to high standards of performance and quality. Strive for excellence in everything you do. Thereafter track your progress and set milestones to see how far you've come and where you need to improve to reach your goals.

**Above all take care of your physical and mental health.** A healthy mind and body are essential for sustained excellence. To be the best you must feel the best. Be adaptable and willing to change course if necessary. The best may need to evolve to stay on top.

**If this sounds like YOU then maybe an Agent of Distinction is YOUR dream role.**

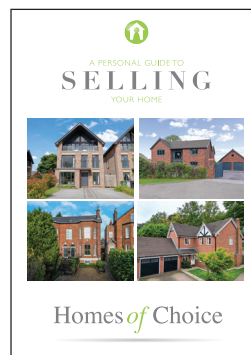
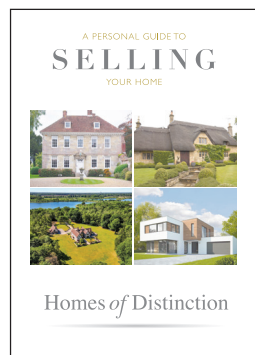




# Marketing and Exposure to Help You

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- ✓ Full support from our directors
- ✓ Property portals
- ✓ Homes of Distinction Group websites
- ✓ Fellow Agents of Distinction
- ✓ Social media exposure
- ✓ Bespoke marketing brochures
- ✓ E-newsletters
- ✓ Public perception
- ✓ Multi platform intergration
- ✓ Network of professional businesses
- ✓ Third party reciprocal relationships
- ✓ Word of mouth and advocate referrals
- ✓ Trade shows and events
- ✓ The latest technology
- ✓ **YOU**, we believe in you!



# You are in Safe Hands

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At Homes of Distinction Group we believe a successful business is built on a strong foundation. Positivity, motivation, belief, good systems, structure and the right people are the key factors. With this in mind we are totally committed in providing support and training. With our ever-growing network of professionals as well as designated managers and ambitious directors, **your** future is our future.

What you can expect:

- ✓ A dedicated manager
- ✓ Full in-depth training (2 or 3 days) dependent upon experience
- ✓ Bespoke marketing materials
- ✓ Regular video meetings
- ✓ Social media support
- ✓ An ever growing network of agents
- ✓ Business plan and goal setting
- ✓ Quarterly team meetings (virtual or in-house)
- ✓ WhatsApp group
- ✓ Lead generation referrals
- ✓ Bi-monthly agent e-newsletter
- ✓ Business in a box / Welcome Pack
- ✓ Client database compiling
- ✓ Corporate membership to governing bodies

## CAPACITY BUILDING



# Your Journey Starts Here

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There comes a time in our lives where we reflect and ask ourselves many questions. Ultimately there is a common theme, one of them is 'am I happy?' Happiness comes in many disguises, contentment, achievement, success, joy, accomplishment or have I reached my destiny. Our natural instincts are to doubt and question. Have we taken the wrong turning, reached a cross road or going in the right direction.

Money and material items contribute but are not essential. Unlike our health and mental wellbeing. If you are reading this page then maybe you are contemplating your next career move.

There is a great sense of achievement and satisfaction in being your own boss. We all want to be happy in our work. To have freedom and choice as to when and from where we work is an incredible feeling.

Only you can make this happen. Having a belief in your ability coupled with a desire to succeed can bring many rewards both financially and personally. We believe our business is person to person. Confidence, positivity and integrity, as well as an understanding of your role are paramount to success.



The directors of Homes of Distinction Group are committed to helping you. We believe your wellbeing, mindset and personal health are the most important considerations. We want to build a team of like-minded individuals. If we work together with a common goal the picture looks complete. We all play an integral part in each other's success.

**There is no better reward than being acknowledged as the best.**



# Your Next Steps

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We understand this is an exciting yet potentially nervous time for you. You are about to make a life changing decision and we don't want you to experience analysis through paralysis.

Our aim is to help, guide and where possible make the next step you take be one of confidence, trust and desire. At this stage there are a number of options.



**1:1 Call** with a senior member of our team. This will enable you to ask questions, share concerns and confirm your intentions. We can talk at length and thereafter follow up with a video call or personal visit.



**Video Call** whereby a senior member of our team will meet and talk with you online. A more detailed overview of our business than just a phone call. We can outline our vision and thereby have a more personal approach.



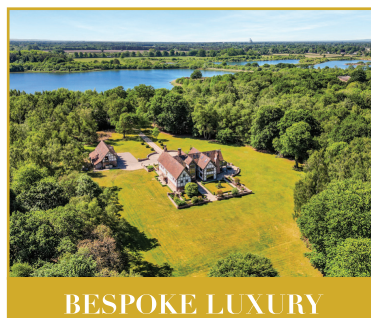
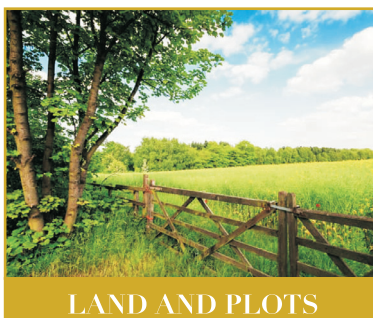
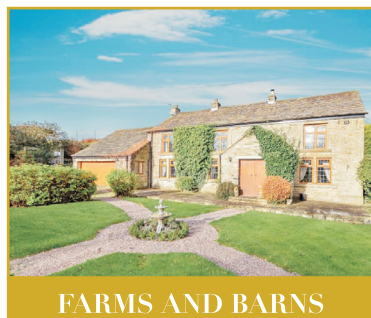
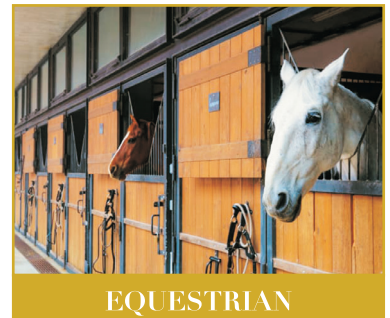
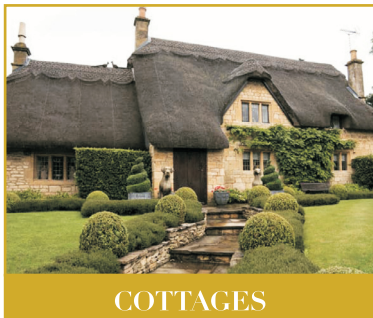
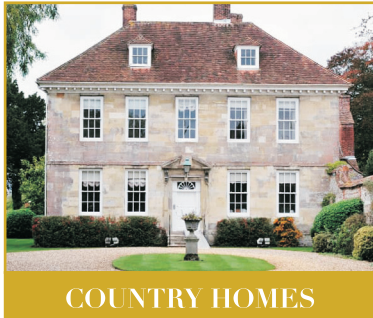
**A Personal Visit** where you are welcome to meet our directors, ask questions attend a bespoke meeting to enable you to make an informed decision and thereby depart with the confidence and a better understanding of our business opportunity.



**A Discovery Day or Show Attendance.** Please check with our team as to any discovery day/evenings or our attendance at a local property or business show. Dates will vary, however we may be closer than you think and potentially meet in person.



# WHAT MAKES A HOME OF DISTINCTION



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