



DOING PROPERTY A WORLD OF GOOD

When you have an
entrepreneur's soul
why not use it?

Get started as an independent property consultant*!





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iad, a key player doing property a world of good!

Since its creation, **iad** has been a dazzling success and has established itself as the ideal partner to change your life.

iad is a real success story! Founded in 2008 in a garage in Seine-Port, **iad** is relentlessly pursuing its mission to be the most innovative network supporting individuals who wish to sell or buy a property in a different way.

Today, we are very proud to have made **iad** the key player that is doing property a world of good. Our unique model is experiencing significant growth and developing its full potential internationally.

What if tomorrow you were part of this network of property consultants? Today, our collaborative model offers thousands of people the opportunity to become their own boss. This very present notion of entrepreneurship is essential in the history of **iad** because it puts people at the heart of the project.



At **iad**, we have **4 inseparable pillars** which operate in **total harmony** and **make our model unique**.



1 Entrepreneurship

We offer thousands of people the opportunity to change their lives and succeed by becoming their own boss by being supported and trained throughout their entrepreneurial adventure.

Property 2

We provide an essential service for something that we all need. Our work is meaningful, our consultants* make your property goals a reality.



3 Community

iad is a community of interdependent entrepreneurs based on a collaborative model supported by mentoring.

International 4

We see tomorrow's property and entrepreneurship as "borderless". We are already supporting our consultants* and our customers in this spirit... in 8 countries!



These **4 essential pillars** are supported by **technology** and **training**, providing optimum, **comprehensive support for all our consultants***.

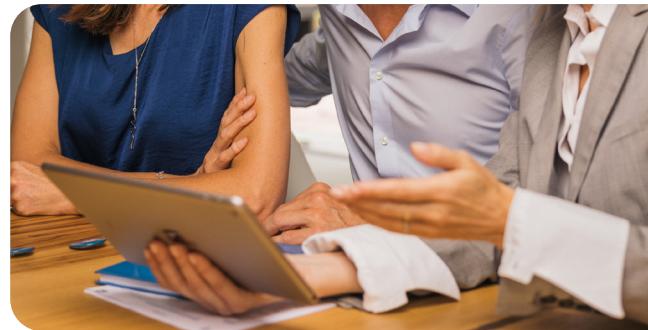


Technology

At **iad**, we develop our own digital tools, in line with the needs of our business, and the daily needs of consultant*, clients, and employees. This need for innovation has cemented us as one of the unicorns of the Europe and a leader in Proptech.

The training

At **iad**, we never stop learning, thanks to our comprehensive training programme that accompanies the network every step of the way. Whether they come from a property background or not, all consultants* follow a tailor-made training programme that guarantees professionalism and career development.



Property consultant*: a job that makes sense

Your future tasks

- Prospecting for new properties;
- Marketing the properties you have been instructed on;
- Organising viewings and collecting feedback;
- Communicating and negotiating;
- Providing support and guidance with the property transaction.

The skills you need

To be a property consultant*, you don't need a qualification! The skills of the profession are acquired through continuous training on the job.

Professional skills:



- Have a good understanding of the technical aspects: marketing transaction management, legal process, etc. (at **iad**, we train you and accompany you from A to Z on all these topics)



- Build and deliver a proactive growth strategy (thanks to our digital tools and the support of our local teams on the ground, you will build an extensive knowledge of your local market).

Personal skills:

- 👉 Demonstrate diplomacy;
- ❤️ Excellent interpersonal and listening skills;
- 👍 Competitive spirit;
- ⭐ A taste for a challenge.



All about **onboarding** and administrative procedures

In the UK, setting up a company is not too much of a headache and to tell you more about this very administrative and more than essential part, you will find below our advice and process!

The status of the property consultant*

When you join the **iad** adventure, you will work as a property consultant, also known as an estate agent or real estate broker in other parts of Europe



Good to know

There is no management between the principal and the property consultant*. In other words, there will be no management requirement between **iad** and you, as a property consultant*.



Getting started in the adventure of entrepreneurship

Becoming an independent property consultant* at **iad** requires the creation of your company. You must choose your legal status as an individual entrepreneur to do this.

You can choose between:

- Sole Trader
- Private Limited Company (PLC).

Once your company has been created, it is time to officially join us.

Here are the administrative steps to take:

- Conclude the independent contractor agreement with **iad** UK;
- Register with the Information Commissioner's Office (ICO);
- Take out professional liability and indemnity insurance, which is mandatory;
- Register and join the Property Redress Scheme (PRS) or *Property Ombudsman* (TPO)
- Register with HMRC for Anti-Money-Laundering (HMRC AML)

As an **iad** property consultant*, you must take all of these mandatory steps.



Good to know

In the UK, you cannot combine unemployment benefits and your **iad business.**



Support at every step of your adventure

At **iad**, we know that you are not born a property consultant*, but we know how you become one! Thanks to our tailor-made support and at each step of your entrepreneurial adventure, you will be trained and guided to succeed and flourish in your new profession.

Personalised support through mentoring



As soon as you join the **iad** network, you will be accompanied by a mentor. Who will be your reference throughout your **iad** adventure.

To gain autonomy, your mentor will suggest that you follow the Initial **iad** training. The objective of this programme is to enable you to acquire the basics of the independent property consultant* profession and the right reflexes in the field.

A complete and tailor-made training programme

E-learning: the **iad** online university

The online university offers a set of teaching sheets combined with videos to help you acquire the basics and deepen your knowledge, as well as a set of MCQs to validate what you have learned.



This will give you the key skills needed to **become a property consultant***:



RESIDENTIAL PROPERTY



NEW BUILDS



RESIDENTIAL LETTINGS



COMMERCIAL ESTATE AND TRADE



NON DISCRIMINATION



PROFESSIONAL ETHICS

Face-to-face training

From **iad** headquarters in the UK, we will share expertise and knowledge through business training, workshops and advanced courses throughout the year.

The **Monthly Pack** exclusive tools, services and partnerships to develop your property consulting business

iad provides you with innovative digital tools and resources on the playiad platform to support your day-to-day business, so that you can focus solely on growing your business.

Become an iad property consultant* for £360 /month.



Be accompanied and trained

- A manager to ease the administrative burden
- Daily support from the head office teams for your business (*digital, marketing, legal*)
- 24/7 online university
- A Marketing tools to boost your business organisation
- **iad** UK based training centre to improve your skills and share your experiences with the community of **iad** entrepreneurs



Find Sellers

- A powerful prospecting tool to obtain instructions
- A fast and accurate price estimation software
- An efficient tool for creating instructions and generating ads
- Negotiated partnerships to enhance properties (*home staging, video, virtual visit*)



Gain in productivity

- A digital work environment for more agility
- Digital Signature system for your contracts
- A management/finance tool
- Marketing tools to boost your business organisation



Find buyers

- Optimal distribution of property ads on the main UK portals (*inc. Rightmove,...*)
- A shop for promotional items and customer gifts with over 300 items.
- A personal digital showcase on the **iad.uk.com** website



Regular monthly pricing	Sales	Lettings: +£60 / month option
Up to 15 live listings	£250	£310
Over 15 live listings: +£50 / month	£300	£360



All consultants* will benefit from a 50% discount on the **iad** pack for 6 months when they join **iad**.



Good to know

All consultants* joining between July 2023 and June 2024 will benefit from a 50% cut on monthly price (up to 12 months):

- Consultants* joining from July 2023 to 31.12.23 will benefit from a 50% discount until 30.06.24
- Consultants* joining from 01.01.24 will benefit from a 6-month 50% discount (as per 2.)
- A consultant* doing sales and lettings with less than 15 live listings would be charged $310/2 = £155$



Income to match your involvement!

To follow your career development and allow you to achieve financial freedom, **iad** has set up three sources of income.

Transaction fees: 87% of the amount of the fees before tax

Scenario 1

You list the property and find the buyer



You receive
69% of the fees excluding VAT
on the sale

Your commission
is **£8,700 excl. VAT**

Scenario 2

You list the property but another **iad** consultant finds the buyer



You share
69% of fees excluding VAT
of the sale

Your commission
is **£4,350 excl. VAT**

The associate's
commission is
£4,350 excl. VAT

Income from your business referrals: 12% of the amount of the fee before tax

Can't handle a property sale? No problem, the business referral scheme allows you to pass the property on to another **iad** consultant*. If the transaction is completed, you will receive 12% of the fees, excluding VAT.

Mentor commissions on 5 levels

You have the opportunity to develop your business organisation through mentoring.

This organisation is made up of affiliates, members that you support in developing their skills and discovering the profession of a property consultant. So, when a transaction is completed through your affiliates you will receive a percentage of the fees (excluding VAT) of the transaction over 5 levels of depth, an example of which is given below in the "mentoring" section.

Mentoring to achieve financial freedom

The **iad** mentoring system puts consultant* at the heart of the model through networking. The principle is simple: make your own business grow by animating and developing your network!

There is no management requirement between you and your affiliates, however, as a mentor, you have a commitment to your affiliates: to accompany them throughout their journey (basics of the field, iad culture, evolution...).

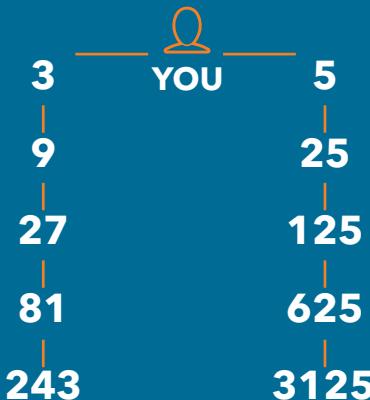
Mentorship: how does it work?

The people you have mentored and trained will form your business organisation. You develop your career at your own pace with the goal of financial freedom. Your business organisation will grow in line with your objectives and it is up to you to choose them and set up your business plan.

You have personally mentored only the first 3 but you are paid on the turnover of the **363** consultants* in your network

You have personally mentored only the first 5 but you are paid on the turnover of the **3905** consultants* in your network

You mentor 3 people



You help them to mentor 3 people

You teach them to mentor 3 people

You teach them to teach, to mentor 3 people

You help them teach to mentor 3 people

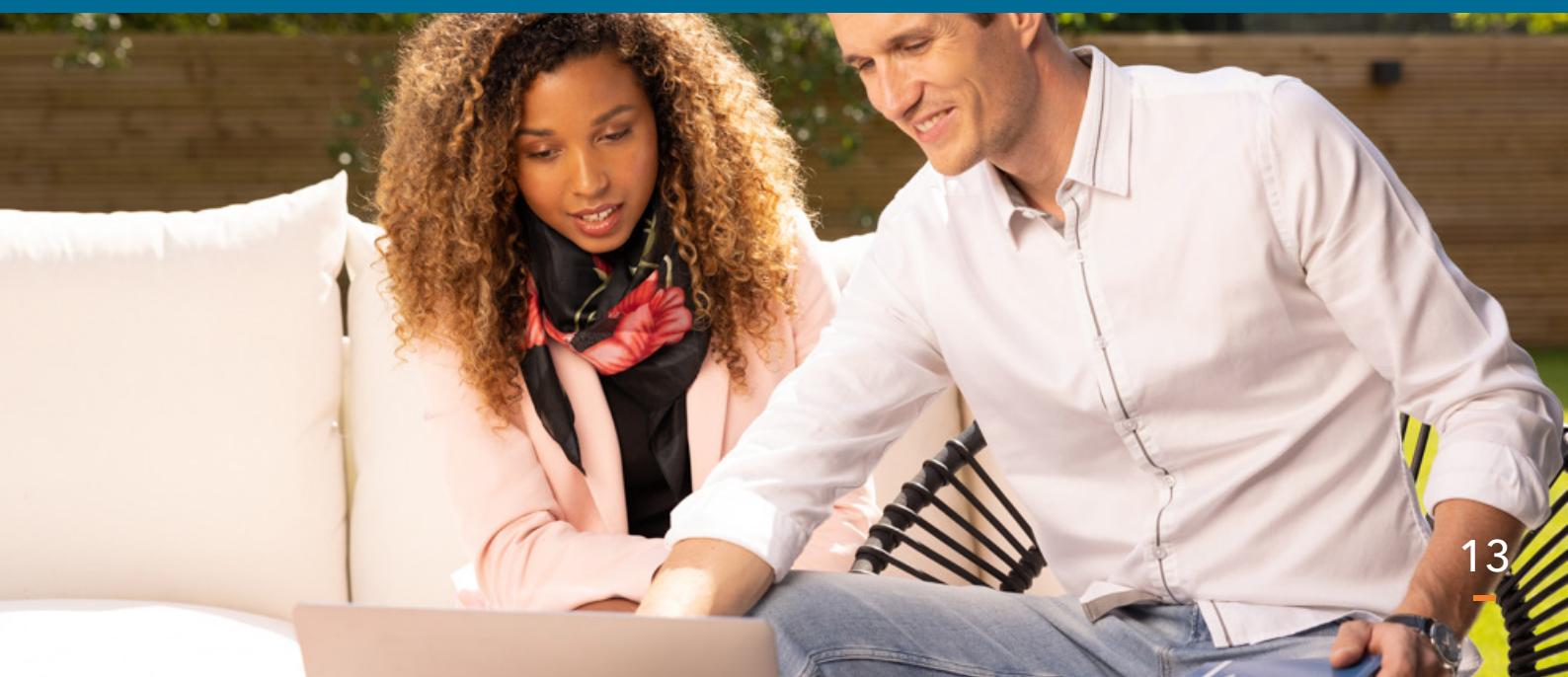
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LET'S TAKE AN EXAMPLE!

Antoine has just joined **iad**

He is mentored by **Sophie**, who will accompany him throughout his experience with **iad**, in addition to the **iad** training course.

When **Antoine** makes **his first full sale**, he will receive an **69% commission on the iad fees**.

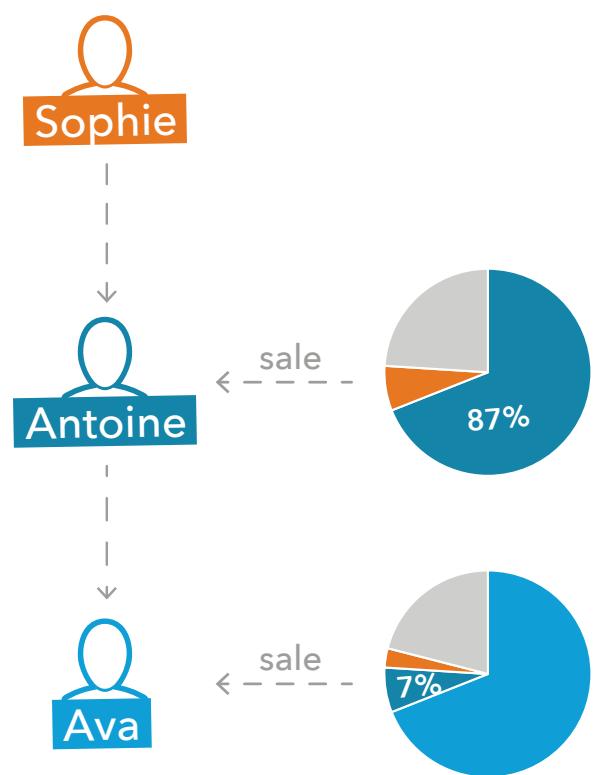
Sophie will receive a commission of **7%** of the fees received by **iad**.

After some time, and when he is sufficiently trained, **Antoine** will decide to build **his own organisation** by mentoring new property consultants **who he will in turn accompany**.

Antoine will therefore welcome **Ava** who will become his affiliate.

He will accompany her, and train her in the field and when **Ava** makes a sale, she will **receive 67%** of the **iad fees**, **Antoine** will **receive 7%** and **Sophie** **3%**.

Sophie will therefore be remunerated on the sale of her affiliate's affiliates and this is **on 5 levels** of depth within her business organisation.

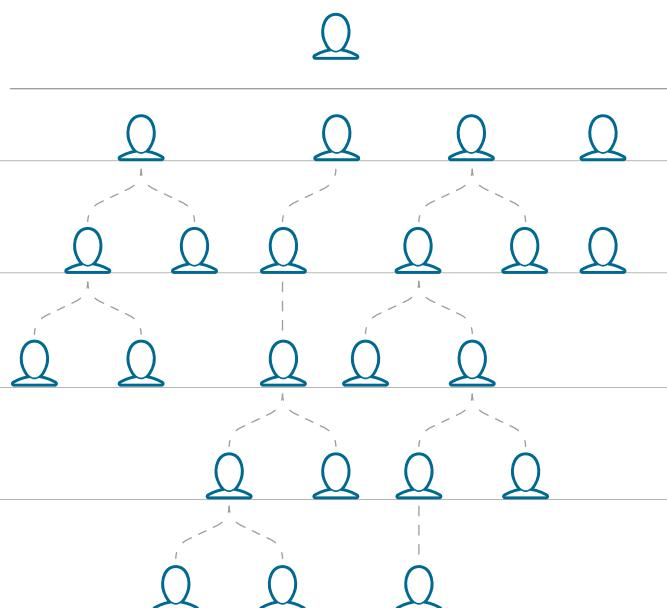


Good to know

All mentoring commissions are paid directly by **iad** and have no impact on the transaction commission received by the advisor who makes the sale: **everyone wins!**

The remuneration plan is made up of **5 levels**, each of which is commissioned as follows for each transaction

- 1st level = 7%
- 2nd level = 3%
- 3rd level = 1,5 %
- 4th level = 0,5%
- 5th level = 0,2%



Being an **entrepreneur** at iad means sharing much more than a job

Sharing values

At **iad**, we are united by the same passion: Humanity, and we rely on strong values to work in total harmony and provide an optimal level of service to the clients we accompany in their life projects!



An international property network

In line with the aspirations of many of today's entrepreneurs, at **iad** we see the property market of tomorrow as **borderless**. It is therefore possible to set up international teams.

Now present in Portugal, Spain, Italy, Germany, Mexico, the United States and the United Kingdom, the model offers everyone the possibility of developing beyond their borders! All the processes and tools are at your disposal to facilitate the integration of an **iad** consultant* abroad with professional and personal enrichment as a result.



The iad events, a time for sharing within the network

To encourage sharing, unite team **iad** and celebrate the results, several events are organised each year. (*The National Convention, The CAP management...*). These gatherings are real moments of sharing, much awaited by the team at **iad**!



Cap Management & Leadership - Palais des Festivals de Cannes



National Convention
- Disneyland Paris



iad building
- Barrière Hôtel in La Baule

iad offers

More
OPPORTUNITIES
More
SUPPORT
More
SKILLS
More
FREEDOM



DOING PROPERTY A WORLD OF GOOD

Meet our **pioneer**



"After 12 years in the property industry in the UK, I became tired of the unfair balance on how success was shared between managers and property consultants, and decided to move to France to start a new life.

In 2016, I met iad and loved the freedom, independence and culture of this company who put people at the heart of the business. I decided to give the industry a second chance.

After being a top producer in France and building my own team, I'm now ready to return to homeland and help iad to launch successfully in the UK!"

Nicholas LE NY CLARKE, iad UK