



# FREEDOM

## PROPERTY STYLING

## **Freedom Property Styling**

Unlock the Potential of Property Staging with the the Power of the **Freedom** Brand.

**Freedom**, a household name synonymous with quality, style, and aspirational living in Australia, is thrilled to introduce **Freedom Property Styling**. This exciting new venture aims to elevate the property staging industry, establishing the first truly national brand in Australia. By leveraging the power of the **Freedom** brand, with an established design aesthetic, and a supportive community, **Freedom Property Styling** offers a unique opportunity for entrepreneurs to build a thriving business.

### **The Opportunity:**

Real estate agents and a growing number of property owners understand the crucial role professional staging plays in maximizing property value and *significantly reducing time on market*. **Freedom Property Styling** provides a premium, trusted solution, backed by the iconic **Freedom** brand, giving you a competitive edge.

### **A New Approach to Property Staging:**

The property staging industry has traditionally depended on real estate agent referrals, giving agents considerable influence over a homeowner's choice of staging services. Freedom Property Styling introduces a fresh approach, offering an additional inbound sales channel to this model.

### **Harnessing Brand Recognition for Client Engagement:**

With Freedom's well-established brand recognition, we can connect directly with homeowners. This approach provides our licensees with greater opportunities to build relationships, expand their client base, and enhance conversion rates.

### **The Power of Freedom's Curated Design:**

One of the benefits of partnering with **Freedom Property Styling** is access to our expertly curated product range. **Freedom** employs a team of experienced designers and buyers who meticulously select furniture and décor that embody contemporary Australian style and resonate with a broad audience. This translates to:

- **Time Savings:** Eliminate the time-consuming process of sourcing individual items. **Freedom's** curated range provides a ready-made selection of on-trend, high-quality products.
  - **Covert Style:** Leverage **Freedom's** established design aesthetic to create cohesive and impactful staging solutions that appeal to discerning buyers.
  - **Enhanced Results:** Utilise a range that is designed to work together, maximising the visual impact of your staging and driving higher property values.
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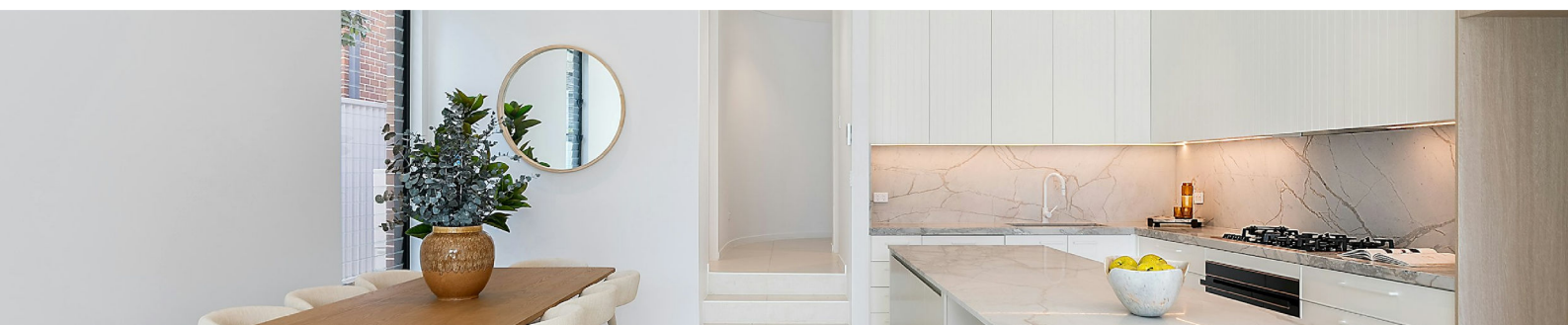
### **Our offer**

- **An exclusive Territory:** Defined by postcodes, you will have the right to operate your staging business exclusively under the **Freedom** brand within your designated territory.

- **Wholesale Pricing:** You will have access to **Freedom** brand product at wholesale pricing.
- **Stock on Demand:** The **Freedom** network boasts large distribution centers across Australia, housing millions of dollars in inventory. Gain quick and convenient access to local stock, helping you optimise cash flow and streamline operations. Note: not all items are in stock at all times.

Homewares are available to pick up from your local store any day of the week, without notice. Larger items will need to be ordered and delivered from your closest distribution centre.

- **Terms:** Freedom provides payment terms to all territory owners.
- **Community:** Be a proud member of the **Freedom** Family and share your wins and challenges with the **Freedom Property Styling** Network with monthly video catch up's and a yearly conference.



### Financial Investment:

- **Upfront Licence Fee:** This fee varies depending on the size and location of your exclusive territory.
- **Ongoing Licence Fee:** Details provided upon application.
- **Marketing Contribution:** 3% of gross revenue, with complete control over how these funds are spent on local marketing initiatives.

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### Inventory Requirements:

- Maintain a minimum inventory range of **Freedom** core range inventory, ensuring consistent quality and brand alignment. Further details provided upon application.

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### Operational Requirements:

- Use the specified software provided by **Freedom Property Styling** for efficient business management and transparency. Or if using your own software, allow transparency for

auditing of sales, and stock.

- Adhere to the **Freedom Property Styling** Sub-Licence agreement and supplied brand guidelines.
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# Our Values



**Inspiration**



**Trust**



**Excellence**



**Innovation**



**People Focus**

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This outline is for informational purposes only and does not constitute an offer to sell or a solicitation of an offer to buy a licence. Potential licensees should conduct their own due diligence and seek independent professional advice before making any investment decisions.



[www.freedompropertystyling.com.au](http://www.freedompropertystyling.com.au)

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