

Welcome
————— to the —————
world of
MBCM Strata Specialists



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Founded
— in —
1989

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From our early beginnings MBCM Strata Specialists has been a leader in the fields of Strata and Owners Corporations Management

MBCM Strata Specialists Innovating since 1989

From humble beginnings, MBCM Strata Specialists has become Australia's most experienced and respected leader in the field of strata management.

MBCM Strata Specialists was founded in April 1989 with a goal to deliver a superior level of management service for Owners Corporations. Our mission is to provide professional & personalised service in a localised setting where we strive to exceed the needs of our clients. Since its establishment, the MBCM group has grown into an extensive independent network of franchised offices.

Being proudly Australian owned and operated, the company has devoted many years to building the equity in our brand and has invested heavily in creating our instantly recognisable logo and corporate identity.



[MBCM Mission Statement](#)

"We are the industry-leading Owners Corporations Management group, through provision of a superior level of service and support to our owners and clients. We provide more than a service, we build relationships."

[MBCM Vision Statement](#)

"Leaders of our industry in your community."

Our commitment, dedication and support services in pursuit of this goal, are the hallmarks of our system and will result in the growth and success of our franchisees.

Our Brand Story

MBCM Strata Specialists is proud of its Australian heritage and it is with its innovative and superior customer service mantra, which has allowed the the business to become a leading provider of strata management services.

We are more than just a supplier of services to the Owners Corporations Industry, we strive to be a trusted partner who plays an integral role in delivering outstanding service with each and every Owners Corporations.

We truly are a values driven organisation, which is evident in action we take, grounded in a philosophy of highly principled and ethically and community minded.

We have built our business through understanding our customer and their community needs, as well as the needs and wants of the community we serve.

At the heart of everything we do is a fundamental 'respect' for the people we work with and the communities we connect to.

While our calling in business is providing professional strata management services, it is how we do it that truly sets us apart.

Our Brand Values

Ethical:

Ethical behaviour is the cornerstone on which our organisation is built. We take pride in the honest, transparent and fair manner in which we do business. We believe we are defined by our deeds.

Passionate:

There is a natural can-do attitude within the business which co-exists with an energy and optimistic outlook that inspires a world of possibility with everything we do.

Innovative:

We are paradigm creatives who thrive on pushing the boundaries of what is possible.

Delivery:

Creating piece of mind knowing that we care about our clients and the community they live and work in.



MBCM Strata Specialists: Building better communities across Australia



What is Strata Management?

Strata title is actually an Australian innovation in property law that has been copied around the globe. Strata title allows individual ownership of part of a property (called a 'lot' and generally an apartment or townhouse), combined with a shared ownership in the remainder (called 'Common Property' e.g. gardens, passages, walls, driveways, lifts) through a legal entity called the Strata Communities - or Body Corporate, Owners Corporation or Community Association, depending on your state or territory and the type of scheme.

Across the eastern seaboard strata now accounts for more than half of all residential sales and leases because of its popularity with investors and in Western Australia there are even strata-titled vineyards.

Owners Corporations can be residential, commercial, retail, industrial, retirement villages, resorts, caravan parks or mixed-use property developments. All of these sectors are growing at an increasing rate, so the potential market opportunity is large, and growing year on year.

Under the Owners Corporations Act 2006 (VIC) a Owners Corporation has a range of obligations. An MBCM Strata Management franchisee acts as a professional manager to the Owners Corporations in order to help the owners meet their obligations under the legislation and to make informed decisions about the ongoing administration, maintenance and management of their property.

OWNERS CORPORATIONS MUST

- ✓ Administer and maintain the common property;
- ✓ Fixtures and services;

- ✓ Take out and maintain required insurance;
- ✓ Raise fees from the lot owners to meet financial obligations;
- ✓ Prepare financial statements and keep financial records;
- ✓ Provide Owners Corporations Certificates when requested;
- ✓ Keep a Owners Corporations register; and
- ✓ Establish a grievance procedure, and carry out any functions and duties under the various legislation.

OWNERS CORPORATIONS MUST ALSO BE MANAGED

Owners Corporations are required to be managed efficiently.

Apart from the multitude of requirements, a professional manager will use his or her leadership skills to prepare, attend, chair and minute meetings.

This is where you come in as an MBCM Franchisee.

Most Owners Corporations have neither the skills nor the time to adequately manage their properties themselves. For this reason they usually employ the services of an external professional manager to handle their affairs.

As the professional manager, you will possess the desire and ability to learn the multifaceted skills necessary to meet and enjoy the ever-varying challenges of Owners Corporations management.

We're looking for Franchisees who are: Marketing & Communications Support

We're looking for Franchisees who are:

- ✓ Hands on
- ✓ Motivated
- ✓ Dedicated
- ✓ Willing to learn
- ✓ Looking to build a profitable and successful business

For a small annual contribution head office will supply brochures, newsletters and other marketing tools in both hard copy and digital. Other larger projects happen from time to time.

Assistance with designing marketing campaigns is also provided to ensure their success.

Website and client portal

Each Franchise has a comprehensive, individual website and social media platform to expose your business to prospective clients along with a secure client portal for each Owners Corporations.

Benefits of an MBCM Franchise

MBCM Strata Specialists believes that the success of the brand lies inherently in a mutually beneficial relationship. Because of this understanding, the MBCM franchise model has been developed to ensure that our franchisees achieve their personal and financial goals whilst at the same time, promoting and growing the MBCM brand.

Franchise support starts with our extensive training and induction program. From the very start, franchisees learn about the MBCM values, our systems, processes and business practices and how to apply these to start, maintain and grow a successful MBCM franchise.

The two to three month induction training course is centered around the belief that you will have no experience in business or Strata Management.

You will be trained in:

- ✓ Strata Management
- ✓ Relevant Legislation
- ✓ General insurance, and what it means for a Strata Manager
- ✓ Business operations
- ✓ Accounting
- ✓ OCOMS (Owners Corporation Management System); and
- ✓ Insurance Industry Partners training to attain Authorised Representative Status

You will also receive mentoring from the exiting franchisee and have the opportunity to tour highly qualified and experienced senior franchisees to see their operations in action.

Training does not stop after the initial training period and we are committed to ensuring our franchisees ongoing professional development through:

- ✓ Regular business monitoring and coaching
- ✓ Comprehensive manuals
- ✓ Self-monitoring tools
- ✓ Franchise Meetings
- ✓ Regular communications
- ✓ Industry updates and legal updates
- ✓ Regular training sessions

Other benefits of an MBCM Franchise include:

- ✓ Cost effective franchise
- ✓ Low start up costs
- ✓ Low overheads and operational costs
- ✓ Exclusive territories
- ✓ Dedicated management software
- ✓ Sophisticated Website
- ✓ Proven operations processes, marketing plan and support
- ✓ Support from the MBCM network

Your success is our success - we work with you to help build a profitable and strong business.



Let your strata skills work for you.

Strata Management Franchise Opportunities now available in ACT, NSW, QLD.

MBCM Strata Specialists

1 - Meet with Head Office and given disclosure documents



2 - Franchisee Profiling



3 - Sale negotiations with outgoing Franchisee



4 - Paperwork completed, returned and deposit paid to Head Office



5 - Induction training with Head Office (8 weeks)



6 - Hand Over training with outgoing Franchisee (4 weeks)

Greg Honeyman
MBCM Ballarat



"Many of the franchised businesses I looked at required a huge upfront and ongoing investment, and little protection from competitors and economic fluctuations. MBCM required a relatively smaller investment while offering growth in an ever expanding market".

John and Dawn Bowers
MBCM Rosebud



We started with a new franchise in a new area and we have grown the business considerably. We couldn't be happier with our business".

Mark Bourke
MBCM Kew, Doncaster and Hawthorn



"For my family, I can say in all honesty that taking on this franchise was the best thing that ever happened to me... and now my son owns his own franchise".

Brendan and Louise Ryan
MBCM City & Northcote



"My wife and I own two franchises, the City of Melbourne and also Northcote. This gives us a blend of high rise clients, commercial, mixed use as well as older style strata's – all of which are profitable. After fifteen years, we are still growing the business and are delighted with our investment".



Open the door
to your new
future today



MBCM
Strata Specialists

Helping Strata Communities Thrive

MBCM Strata Specialists
Suite 5, 2 Compark Circuit, Mulgrave

Tel +61 03 9560 0770

Web www.mbcm.com

Email franchising@mbcm.com.au