

selling the lakefront lifestyle

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Lakefront Living International, LLC

LAKEFRONTLIVING[®]
INTERNATIONAL

LakefrontFranchise.com

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introduction

When it comes to lakefront and lake community real estate sales, success comes from understanding that you are not only selling a house; you are selling a lake and a lifestyle.

The Allure of the Lakefront Lifestyle

There are a number of reasons why so many are drawn to lakefront properties. Perhaps it is the quiet solitude of a peaceful lake where residents may enjoy spectacular seasonal views, observe nature, read, meditate or kayak at sunrise. Or perhaps a lake with plenty of recreation such as power-boating, water-skiing, fishing, swimming, and entertaining. Either way, there's never a shortage of activities on a lake.

Once one has experienced the lakefront lifestyle, one never wants to live any other way. At Lakefront Living Realty, we all live the lakefront lifestyle ourselves. We're dedicated to making sure that buyers are prepared to make educated decisions with their lakefront purchase to help them realize their dream of lakefront living.

As the only lake-focused real estate franchise in the United States, we are dedicated to providing our unique business model to agents and brokers who share our passion for the lakefront lifestyle. In this eBook edition, among a number of things, you'll learn more about what sets Lakefront Living Realty apart and gain essential insight from successful lake market leaders.



The Power of niche marketing

It's been said that people need to **KNOW, LIKE & TRUST** you before they will do business with you. So how do you gain their trust over the hundreds of competitors in your market? We have perfected the Power of Niche Marketing. The market needs a way to compare and differ, and if you don't give them one, they will default to equating you with all the rest.

Niche marketing has primarily contributed to our company's growth over the years. Without a doubt, it was our decision to narrow our focus to the buying and selling of lakefront and lake community properties.

Essentially, Lakefront Living Realty brokers are local, on-the-ground experts who provide critical community details for prospective buyers. This includes specific shoreline conditions, neighborhood characteristics, zoning regulations, lake management operations, lakeside events, and even boat tours of properties. These amplified points of connection are invaluable when attempting to stand out in a crowded

marketplace, creating a true differentiator for Lakefront Living Realty in the real estate space.

Other companies are trying to be all things to all people. But as the internet becomes all-encompassing, we find our clients appreciate a knowledgeable focus in one area. It's like if someone needed brain surgery...Would you want to hire your general practitioner? Of course not, you want a person who eats, sleeps, and breathes brain surgery. It's all they do. So right from the beginning, your assumption is that they must be good at it. That's the power of niche marketing.

You get to build trust with clients before they even meet you.



10 ways We Are Different

Building a business of value for generations to come is what it's all about. So, what sets us apart from every other real estate franchise? Let us count the ways:

- 1 The evolution of lifestyle sales.**
Buyers are making decisions on *how* they want to live, not just *where*.
- 2 Acquisition cost should not be a barrier to entry.**
We are proud to be the lowest cost real estate franchise in the country.
- 3 Educating clients to move them through the know-like-trust cycle.**
All of our actions are designed to understand their needs and solve their problems.
- 4 Promoting territory expansion, not saturation.**
Our system allows our Lake Life Partners to take over their entire market, not compete with neighboring franchisees.
- 5 A home-based business model for real estate.**
Brick and mortar storefront locations are an unnecessary, antiquated practice.
- 6 The power of niche marketing.**
When you narrow your focus, you expand your appeal. We do not try to be all things to all people...we are simply the best at all things lakefront.



- 7 The power to change lives for the better.**
“Being near water makes us healthier and happier, reduces stress, and brings us peace.”
-Wallace J. Nichols
- 8 Finding the buyer first through consistent online strategies.**
80 percent of our own listings sell to our own buyers. There's no need for expensive syndication sites.
- 9 A culture of simplicity removes barriers to success.**
Simplicity in our systems, marketing, communications and interactions
- 10 True collaboration between all lake life partners.**
Continuous improvement through constant interaction = win/win.



Think **big**

Your competition is thinking small. They are only focused on lakefront properties in their immediate market. Lakefront Living Realty teaches you how to take over your entire state. Our systems promote territory expansion, not saturation. You can expand your market reach without ever leaving your desk.

Lakefront Living Realty partners have all the tools they need to differentiate themselves in their markets and highlight the brand's specific knowledge and subject-matter expertise. Buyers and sellers are passionate about lakefront property and that works well in our niche market. They have both an emotional connection to lakefront property thanks to past experiences — and they want to work with someone who has that same passion. This actually makes our job easier...and more lucrative.

Essentially, Lakefront Living Realty is 10 steps ahead of the competition. Lakefront Living Realty lives and breathes by an established set of marketing techniques, which is how we set our partners up for success. It's known as our **"10 Keys to Market Domination"** which we've boldly emphasized below.

A combination of marketing best practices and brand-specific tools help Lakefront Living Realty franchisees carve out a unique space as niche-focused real estate experts in their markets. Through this **specialization** in concert with a **dedicated website**, Lakefront Living Realty helps each franchisee establish a comprehensive online hub to house all of the lake-specific information a buyer could ever need. This solidifies the franchisee—and the brand as a whole—as the foremost authority on the lakes in question as well as the properties available there.

Seller Connect® and **Buyer Connect**® are brand-specific targeted marketing tools that help Lakefront Living Realty franchisees connect with buyers and sellers of lakefront property in their area. The **Lakefront e-newsletter** and the

Lake Life Blog help the brand stay top-of-mind with consumers and keep them connected on a consistent basis through regular updates promoting the franchisee's subject-matter expertise.

The brand's **Keys Seminar**® is a yearly springtime event where buyers are invited to meet with the brand, giving franchisees a chance to communicate their expertise and establish credibility. This event has generated up to 150 buyers in the past.

Through **Community Connect**®, Lakefront Living Realty helps franchisees gain local and national visibility by guiding franchisee communication with lakefront communities in their area. Through this tool, franchisees form meaningful connections with lakefront homeowner/lake management associations and establish a presence at relevant events to grow their networks of buyers and sellers.

Social strategies help arm franchisees with best practices to shape the narrative, humanize the mission and further the Lakefront Living Realty brand, while the **Growth by Referral (GbR) Program**® helps franchisees grow their business organically through previous successes.

Each step is like a spoke on a wheel. If you're missing one or more, you become less efficient and have less of a competitive advantage. When all 10 steps are implemented, you can't help but achieve the goals of the system.

Ultimately, all of the steps working together spells Lakefront Living Realty franchise success.

Identifying your “pain points”

As the only lake-focused real estate franchise in the United States, Lakefront Living Realty is dedicated to providing our unique business model to agents who share our passion for the lakefront lifestyle. Could that be you? We’ve outlined a few key “pain points” that we feel our opportunity resolves.

PAIN POINT #1

Competition with other franchisees in the same company.

Many franchisors allow other offices as close as ONE-MILE away. Lakefront Living Realty is the only national real estate franchise with exclusive protected territories. There would be only ONE Lakefront Living Realty franchise in your market, as defined by your IFT (Initial Franchise Territory).

PAIN POINT #2

Painstakingly building a “niche” for what you love.

You’re putting in the work, but it seems it’s taking much longer to gain a foothold in your lakefront market. With Lakefront Living Realty systems, we put the power of niche marketing principles to work for you. We teach you how to narrow your focus to expand your appeal.

PAIN POINT #3

There’s too much to do to make a change.

As an agent/broker, you just can’t imagine taking on the task of switching. Well, we provide you an easy path to do just that. In 90 days, Lakefront Living Realty can take you from being an agent who is passionate about lakefront property, to a business owner of the only lakefront property franchise in the country.

PAIN POINT #4

You are one in hundreds of thousands of agents (literally).

At Lakefront Living Realty, you’re not just a number; we personally invest in you. Collaborate and grow with a family of “like minded” lake market leaders.

PAIN POINT #5

If you did start over new, how do you get leads and put your business on the map?

With an average of 7500 leads per office, Lakefront Living Realty has a lead producing machine. Our proprietary marketing strategy generates lakefront specific leads exclusively handed to you.

Do any of the above points resonate with you?

If so, we encourage you to ask yourself the following questions:

- Am I building something of value for a future exit plan?
- How will I stand out from other realtors in the area?
- How do I obtain a true competitive advantage?
- How important is it to me to have exclusive territory?
- Am I running my business or is it running me?
- How can I work half the hours and double my income?

The **leadership** Team

Scott R. Freerksen

Co-Founder | Chief Executive Officer



Scott dedicated the first 17 years of his career in a variety of New England high-tech corporate management positions. This experience in engineering, personnel, documentation, and finance created the foundation for his future entrepreneurial roles. Scott started Lakefront

Living Realty in 2009 with only the state of Massachusetts represented on LakefrontLiving.com. The site quickly became the one-stop-shop for consumers looking to learn the full details of area lakes, find direct lakefront properties quickly, and connect with local lakefront specialty agents.

As the number of visitors magnified, so did the need for more lakes. New Hampshire, Rhode Island and Connecticut were soon added.

With a territory this large, Scott set up systems to run the business, and a teams of specialty agents to run the systems. His role quickly evolved to working “on” the business and not “in” it...learning he could multiply his business revenue while drastically reducing his time involved.

This proven model soon caught the eye of his future business partner, Christine Mosier, and in 2014, the two entrepreneurs founded Lakefront Living International, LLC, a national real estate franchise company dedicated to providing this unique business model to agents who share their passion for the lakefront lifestyle. Scott and Chris refer to franchisees as “partners”, as that better describes their relationship.

Scott, his wife Linda, and daughter Sydney, live in a log home on Bungay Lake in Massachusetts. They are avid boaters and enjoy everything the lakefront lifestyle has to offer.

Christine A. Mosier

Co-Founder | Chief Operations Officer



Chris has been selling real estate since 2003. She started out at a large national real estate chain working with seasoned agents and learning from the best. As her business grew, she and her husband purchased a lakefront home in Apple Valley, Ohio, as a “neutral”

blending ground for their three children. It was there that her love of lakefront living took root and her dream of a career focusing exclusively on lakefront property was born.

As “Central Ohio’s Lakefront Specialist”, Chris could frequently be found ‘boating’ clients around the lake. With the help of her dedicated team of professionals, she soon expanded her Brokerage across the entire state of Ohio. Together, Chris and her team were consistently able to break sales records as they received honors awarded to only the top 10 percent for the state.

Her exceptional lakefront marketing and sales skills, along with her previous franchise experience (Dream Dinners), made Chris the perfect partner for Scott. In 2014, the two joined forces to create “Lakefront Living International.” Relying on her tenacity and her strong, faith-inspired vision, Chris has dedicated herself to expanding the company nationwide. She relishes working with her partners and cherishes her role as an educator, coach, and motivator.

Chris understands that when one franchise succeeds, they all succeed. That’s why she prides herself on being kind, open and honest. She’ll do whatever it takes to help her franchisees achieve their goals. She not only possesses the expertise, but also a genuine desire to help, provide support or advice, and motivate each franchisee along the path to success.



LakefrontFranchise.com



Founded in 2014, Lakefront Living International, LLC is a national real estate franchise company focused exclusively on the buying and selling of lakefront properties. As the only lake-focused real estate franchise in the United States, the company is dedicated to providing their unique business model to agents who share their passion for the lakefront lifestyle. One thing that sets the brand apart from other big-box real estate franchises and independent brokers alike is the freedom it grants franchisees in relation to territory size. The company has an ambitious expansion plan and is focused on attracting future partners.

LEARN MORE

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