

# L.J. HOOKER®

## THE MARKET

Australia's love affair with real estate reached an all time peak in the mid 1990s and continues into the year 2002. Home ownership is increasingly affordable, largely spurred on by the entry into the marketplace of non bank mortgage lenders, lower interest rates, and Government incentives to first home buyers.

Non bank lenders have provided fierce competition for banks in the home loan business, offering competitive interest rates, greater flexibility and fewer charges and penalties to consumers.

The lower interest rates and competitive mortgage packages, coupled with taxation laws, significant changes to superannuation laws and first home owner grants have seen a significant increase in market activity.

These market forces all contribute to Australians having one of the highest levels of home ownership in the world.

## ACHIEVEMENTS

L.J. Hooker is one of Australia's earliest and longest running franchised businesses in all market sectors. The original real estate business was established in 1928.

Today L.J. Hooker is the largest franchised real estate network in Australasia and the fifth largest in the world. It boasts a network of over 500 franchises throughout Australia and has franchised offices in Papua New Guinea, Hong Kong, India, Indonesia, United Arab Emirates and New Zealand.

The L.J. Hooker franchising system has twice won the Franchisors' Association of Australia and New Zealand "Franchising Excellence Award" including the ultimate accolade when L.J. Hooker was named "Franchisor of the Year" across all sectors.



For the last 13 years L.J. Hooker has commissioned the independent research company Newspoll to conduct a national brand awareness and attitude study to determine L.J. Hooker's strength in the marketplace. Every year the Newspoll study has revealed L.J. Hooker continues to be the real estate name best known and most chosen across Australia. The latest Newspoll study revealed the L.J. Hooker name has well over twice the recall of any other national real estate brand and twice as many people nominate using L.J. Hooker for buying or selling property ahead of any other national real estate agent.

## HISTORY

Leslie Joseph Hooker opened the first office of L.J. Hooker in Maroubra, Sydney on September 20, 1928.

Threatened with collapse of the business during the Great Depression, Leslie Hooker set about

maximising his marketing dollar. He was always a great believer in signs and with money at a minimum during these years, he set about developing a promotional system. The famous red and yellow colours, which remain today, were originally developed by Leslie Hooker to maximise the impact of his signboards and save on advertising costs.

The first city office of L.J. Hooker was opened at 12 O'Connell Street, Sydney in 1935.

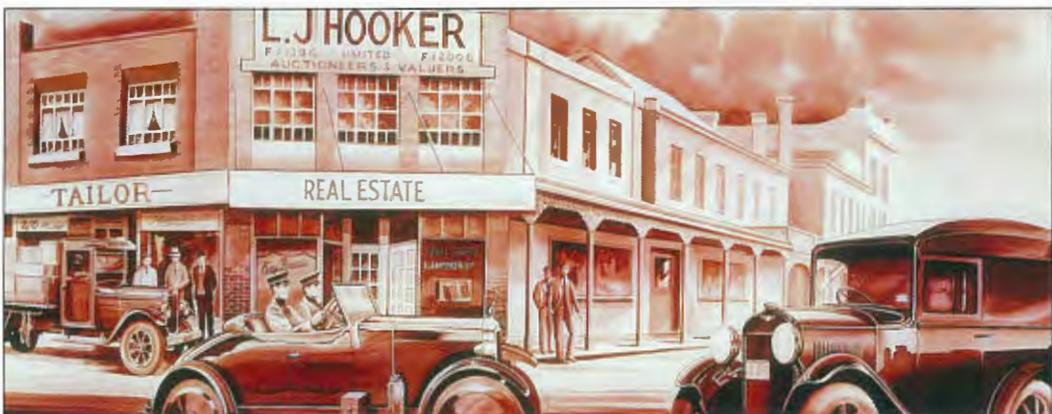
By 1936 the business had expanded into Kensington, Kingsford and Randwick. In 1938 L.J. Hooker purchased H.L. Cross and Co. and relocated to the basement of E.S. and A. Bank Building on the corner of Martin Place and Pitt Street, Sydney.

L.J. Hooker continued to prosper. In this period the team were "breaking into Sydney" and worked through the night on many occasions. So much so, that their office became known as the "lighthouse" in Pitt Street.

During the Second World War, L.J. Hooker was run by a skeleton team with many employees joining the armed forces. By the late 1940s, approximately ten years after the opening of the Company's first auction rooms, L.J. Hooker had begun to challenge the established auctioneers of the city. L.J. Hooker Limited was successfully floated on the Stock Exchange on July 1, 1947, paying dividends of up to 25%. By 1956 the dividend had risen to 50%.

In 1958 Leslie Hooker established L.J. Hooker Investment Corporation Limited as a vehicle for expanding the horizons of the Company.

In the years that followed, L.J. Hooker Investment Corporation diversified into other areas including the hotel and leisure industry, land and building trusts, pastoral holdings and housing and land subdivision. L.J. Hooker Limited opened offices progressively across the country, completing its national network with the opening





of the Perth office in 1960. In 1964 the Company's first franchised offices in Bankstown, Miranda and Newport were opened. In the same year, the name of the parent Company was changed to Hooker Corporation Limited.

Leslie Hooker was knighted in 1973 for his services to business and commerce.

In 1989, the real estate agency business of the Hooker Corporation was sold to the Queensland financial institution, SUNCORP (now known as Suncorp Metway Limited).

### THE PRODUCT

L.J. Hooker operates a network of over 600 offices. L.J. Hooker franchises are locally owned and operated by licensed real estate agents who have extensive local market knowledge and have the added advantage of the resources, support and experience of the Franchisor.

L.J. Hooker has a variety of products which span the real estate spectrum. Products for residential, commercial and rural buyers and sellers, landlords and tenants, development and project marketing, have been designed to reflect L.J. Hooker's 'Customer for life' philosophy.

The L.J. Hooker After Sales Service program maintains contact with the buyers and sellers of property after the transaction is complete. At various stages throughout the coming years, the local L.J. Hooker office and L.J. Hooker as Franchisor, continue to 'stay in touch' with the client. As part of the program, clients are also provided with a national toll free telephone number to call if they require any further assistance or advice with real estate matters.

L.J. Hooker's customer reward program is unique to the L.J. Hooker network and provides a competitive edge in the marketplace, in terms of obtaining listings.

Home owners who list and sell their home exclusively through L.J. Hooker are eligible to earn Reward Points on either Telstra Visa Card or Qantas Telstra Visa card.

L.J. Hooker revolutionised the tenant/landlord relationship with the launch of the L.J. Hooker A1 Tenant Card. L.J. Hooker, through the A1 Tenant Card, is the first national real estate network to officially recognise valuable tenants who have met the standard L.J. Hooker criteria. In addition, if the tenant moves to another area or state they can show their A1 Tenant Card to any L.J. Hooker agent, who will give them priority treatment, whether they want to rent, buy or sell.

The L.J. Hooker Priority Card is another initiative for all their tenants whereby rent and other utilities can be paid electronically, or by direct debit, saving time and money for the tenant.

### RECENT DEVELOPMENTS

With marketplace competition becoming increasingly fierce, L.J. Hooker has extended its brand of real estate services to now

**The strongest name in real estate is on the sign that sells.**

- ✓ brand awareness
- ✓ advertising awareness
- ✓ single real estate brand website
- ✓ systems and technology
- ✓ commitment to excellence
- ✓ customer service
- ✓ after sales service

**For Sale SOLD**

L.J. HOOKER

www.ljhooker.com

1800 62 1212

"Thank you Mr Hooker"

**When it comes to the first choice in real estate, nobody does it better than L.J. Hooker.**

In the latest annual national brand tracking study conducted by Strategic Communications L.J. Hooker was again ranked Australia's best brand and most trusted real estate brand - the first choice in real estate - a long way ahead of the competition.

**When it comes to advertising awareness, nobody does it better than L.J. Hooker.**

For the 12th year in a row L.J. Hooker is rated as the most real estate brand for unaided advertising recall - the strongest measure in any research study.

The power of L.J. Hooker's unique television and print advertising message has every day, Australian real estate agents, buyers, sellers, renters and investors remember L.J. Hooker first of all.

**When it comes to real estate marketing, nobody does it better than L.J. Hooker.**

Today the internet is real estate real estate marketing and it's important to know who you should call in Australia's No. 1 single brand real estate website.

When you buy and sell through your local L.J. Hooker office you can be sure that the latest product and effective real estate marketing strategies and technology are working for you - plus a total commitment to deliver excellence in everything they do.

**REPUTATION**

Over 200 million impressions annually have placed the L.J. Hooker brand at the top of the list of most trusted and most respected brands in Australia. L.J. Hooker's reputation has been built on a foundation of excellence and a commitment to deliver excellence in everything they do.

incorporate L.J. Hooker Home Loans, L.J. Hooker Insurance, L.J. Hooker Business Services, L.J. Hooker Business Solutions and L.J. Hooker Commercial.

L.J. Hooker, in seizing the latest technology, was the first Australian real estate network to have a home page on the Internet and continues to maintain the largest single brand real estate web site in Australia and New Zealand. Internet users can view properties for sale, as well as access real estate tips and information. The most exciting, recent development to the Internet site is the inclusion of a direct email alert service, My PropertyWatch™. Registered members of My PropertyWatch™ receive automatic email notification of every newly listed property which matches their stated criteria.

### PROMOTION

The popularity of the signature TV campaign, featuring the little girl saying "Thank you, Mr Hooker" has been instrumental in building and raising awareness of the L.J. Hooker brand.

The 'nobody does it better' campaign has been successful in demonstrating L.J. Hooker's commitment to total client care. The campaign has also been produced in another six languages, taking the L.J. Hooker message to Australia's many culturally diverse communities through the SBS network.

Overall, awareness of L.J. Hooker advertising is twice the level of any other national real estate agent.

In addition to advertising, L.J. Hooker has a strong public relations arm, largely responsible for generating editorial aimed at reinforcing L.J. Hooker's position as an industry leader and maintaining brand awareness. L.J. Hooker currently receives four times the editorial coverage of its competitors.

L.J. Hooker is also actively involved in the community as National Sponsor of the Cystic Fibrosis Foundation and also sponsors the L.J. Hooker National Cartooning Competition for Primary and Secondary Schools. In addition L.J. Hooker makes available branded marquees and the Mr Hooker Bear suit, to schools and community/ sporting groups free of charge.

### BRAND VALUES

The name L.J. Hooker has become synonymous with real estate in Australia.

The size of the L.J. Hooker network, coupled with its international expansion strategy and presence in every state and territory throughout Australia, inspires feelings of trust and security in clients. The network size also portrays to clients high levels of expertise and professionalism and enforces L.J. Hooker's position as an industry leader. In addition, the strength of the L.J. Hooker name makes sellers feel confident more buyers will inspect their property.

The pioneering spirit of Sir Leslie Hooker in building the L.J. Hooker network out of nothing and the fact it remains wholly Australian owned, also endears the Company to many Australians.

### THINGS YOU DIDN'T KNOW ABOUT L.J. HOOKER

- L.J. Hooker's theme music is based on a song from the James Bond movie "The Spy Who Loved Me".
- Prior to opening the first L.J. Hooker office, Leslie Hooker had a variety of jobs including selling newspapers, working on a merchant trading ship and opening a series of wine saloons.
- One in five Australian families has purchased a property through L.J. Hooker.
- L.J. Hooker sells a home every five minutes of every working day.