

A View from the Top



Dear potential Franchisee:

Thank you for your continued interest. In this document we try to explain the advantages of a VIEWPOINT Franchise and how you can join a winning team and successful family Enterprise.

There are numerous reasons why people want to relocate or even emigrate and come to Florida. Our personally conducted survey displays a number of those reasons:

- START A NEW LIFE IN ANOTHER STATE OR IN ANOTHER COUNTRY.
- START YOUR OWN FRANCHISE BUSINESS AND JOIN THE AWARD WINNING TEAM AT VIEWPOINT REALTY.
- PARTICIPATE PROFESSIONALLY AND FINANCIALLY IN EVER INCREASING REAL ESTATE TRANSACTIONS.
- BECOME FINANCIALLY INDEPENDENT WHILE CONDUCTING YOUR BUSINESS
- ENJOY WORKING IN A TROPICAL LOCATION WITH SEA VIEWS AND MILES OF FABULOUS BEACHES.
- ENJOY THE INTERNATIONALITY OF VIEWPOINT AND THIS GREAT STATE.
- EXPERIENCE THE GRATITUDE OF CUSTOMERS WHO APPRECIATE YOUR SKILLS AND COMMITMENT.
- BUILD A PROSPEROUS FUTURE FOR YOU AND/OR YOUR FAMILY.
- ENJOY WORKING IN AN ENVIRONMENT OF PROFESSIONALS.

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Many of you who are seriously considering a Franchise Opportunity and who have not read this document yet, might have worries regarding all the necessary steps that have to be taken to eventually become a legitimate owner of a functioning franchise.

Well – put your worries aside and partner up with VIEWPOINT FRANCHISE INTERNATIONAL, INC. – the franchise partner of your choice.

Before we answer your question WHY “VIEWPOINT”? We want to discuss with you the questions WHY A REAL ESTATE FRANCHISE and WHY FLORIDA? The answers to these questions are very important especially to those amongst you who are not permanent residents in the world’s most respected country – THE UNITED STATES OF AMERICA – and who desire to emigrate to one of the world's most democratic countries in the world

Why a Real Estate Franchise and not another type of Franchise?

- ONLY licensed professionals who are regulated by the Government are permitted to conduct Real Estate Business, thus limiting the number of Real Estate Agents.
- YOU DO NOT NEED TO BE A US RESIDENT TO OBTAIN A LICENSE.
- RULES on how to conduct Real Estate Transactions, are regulated, controlled and enforced by the US Government are the guarantors for good business practice.
- EVER INCREASING Real Estate Transactions due to the widely known mobility of American residents.

Why Florida?

- HUGE numbers of residents move in and out, thus causing an incredible number of Real Estate Transactions.
- MASSES of domestic, but especially foreign tourists, who display a growing interest in purchasing Real Estate in Florida.
- REASONABLE costs of living.
- DEMAND for multi lingual services because of the multinational population.
- SEA, BEACHES, SUN AND CLIMATE.



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Especially for those amongst you who are about to take advantage of this opportunity and become a resident of the USA in Florida, with your affiliation with VIEWPOINT FRANCHISE INTERNATIONAL, INC., will make it one of the best decisions of your life.

Why would that be?

- YOUR AFFILIATION with VIEWPOINT REALTY INTERNATIONAL, INC., guarantees almost 27 years of corporate experience in the field of Real Estate Transactions.
- OUR PRINCIPLES, OFFICERS, DIRECTORS AND YOUR INITIAL LICENSED BROKER represent approximately 100 years of personal Real Estate experience.
- MULTI LINGUAL ENVIRONMENT will overcome initial hurdles.
- HANDS-ON GUIDANCE will allow you to focus on your personal challenges, such as adjusting and getting familiar with your new environment.
- OUR AFFILIATION with the most experienced PROFESSIONALS in the fields of accounting, law as well as tax and estate planning – ESPECIALLY CONSIDERING FOREIGN STATUS SITUATIONS.
- SEMINARS on how to run a Real Estate Office successfully – conducted by our officers and directors, who have had many years of HANDS ON EXPERIENCE!!!
- A LICENSED BROKER is made available for those who are not licensed yet OR WHO COME FROM A FOREIGN COUNTRY TO THE USA.
- THE OPPORTUNITY TO RIDE THE WAVE OF VIEWPOINT'S SUCCESS – NO MATTER WHERE IN FLORIDA YOU CHOOSE TO HAVE YOUR FRANCHISE INCORPORATED.
- GUARANTEED EXCLUSIVE VIEWPOINT AREA

VIEWPOINT'S INTERNATIONAL EXPERIENCE will help support the successful development of your franchise.

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Especially for foreigners seeking a visa to emigrate to the USA and live and work in Florida, this franchise opportunity will certainly be of the greatest interest. For US citizens or permanent residents certain issues of our UFOC do not apply and may be disregarded

In the following we will specifically tell you about the next few steps you will have to take being, a “NON US CITIZEN” OR “NON-PERMANENT RESIDENT” in order to receive in most cases (provided the home country of the applicant entertains an “E2” treaty with the USA) an E2 VISA, also referred to as an “investor visa” (for citizens of certain countries the extremely preferred L1 VISA may only apply).

Both visa types upon receipt entitle the family (wife or spouse and children under the age of 21) to receive the same visa type. It is also important to note that these visa categories enable the bearer to travel in and out the country and work subject to the applicable rules and regulation.

Here are the steps/requirements in brief, including approximate time lines:

1) You request to receive our questionnaire, which must be processed and signed by you and returned to us in hard copy/fax. The information received by us will be treated CONFIDENTIALLY and ONLY fulfills the purpose to conduct our due diligence, required by the Government. FOR VISA SEEKING APPLICANTS WE RECOMMEND/REQUIRE THAT YOU HAVE A MINIMUM OF \$150,000.00 (SINGLE PERSON) OR \$200,000.00 (4-PERSON FAMILY) OF FREE LIQUIDITY ON HAND. Time line: approximately 1 week.

2) We will then provide you with OUR/YOUR NUMBERED FRANCHISE OFFERING CIRCULAR (“UFOC”) along with the Franchise Agreement and its attachments AS REQUIRED BY THE GOVERNMENT. Time line: approximately. 1 week.

3) We highly recommend that you be prepared to visit us for YOUR DISCOVERY EXPERIENCE. Time line: approximately 1 week, including next step.

4) Upon your positive decision to move forward, you and VIEWPOINT will sign all

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documents where required. From that date on, YOU ARE REQUIRED AND OBLIGATED TO PROCEED AS FOLLOWS: (next page)

5) You will select an attorney or an acceptable institution/individual of your choice and liking to act as your “trustee” or better called “escrow agent” – upon request we will provide you with numerous alternatives, but you will be free to choose anybody acceptable to you. Time line: approximately 1 day.

6) Your escrow agent must accept the terms of the escrow agreement with him, especially the one regarding DISBURSEMENT INSTRUCTIONS (in order to comply with INS – Immigration rules in reference to IMMIGRATION CASES). Time line: approximately 1 day

7) You will have to transfer \$105,000.00 (INS REQUIRES CURRENTLY A MINIMUM OF \$100,000.00 TO BE INVESTED) into this escrow account. In case of domestic applicants, this amount does not apply. Please study our UFOC. Time line: approximately 3 days. (This amount includes a “ready to do business office” (as per our high standards – please see according paragraph in our UFOC), the BUSINESS IMMIGRATION PACKAGE from our IMMIGRATION ATTORNEY and our FRANCHISE FEE).

8) You will then select an immigration attorney of your choice to process your personal Department of Labor and INS applications. Your attorney will implement the BUSINESS IMMIGRATION PACKAGE into your personal application package. Upon request we provide you with a list of experienced and recommendable immigration attorneys for you to choose from or to negotiate with. THE FEE FOR YOUR ATTORNEY IS NOT INCLUDED IN THE ABOVE MENTIONED \$105,000.00. Time line: approximately 1 day.

9) Upon approval of your visa by the Department of Homeland Security, to which the INS – Immigration and Naturalization Service has been migrated, OUR IMMIGRATION ATTORNEY IS ENTITLED TO HIS FEE (\$3,500.00) ONLY and your escrow agent must disburse this amount and you determine your office location. Time line:





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approximately 3 to 20 weeks, depending if premium service has been selected or not.

10) Upon issuance/notification of your visa approval by the Department of Homeland Security, you will have to make arrangements for an appointment at the US Embassy in your country of citizenship. Time line: approximately 2 to 8 weeks

11) Upon issuance and insertion of your visa into your passport, the escrow agent **MUST DISBURSE YOUR FUNDS AS PER ESCROW INSTRUCTIONS** upon which you will receive **VIEWPOINT'S OPERATIONS MANUAL**. No Time line.

12) Depending on your arrival in Florida, you will be guided by us to identify your office, negotiate a lease agreement, arrange for renovations if required, obtain all applicable city, county and State licenses, hiring an office manager and soon thereafter sales representatives, incorporate your DBA (**DOING BUSINESS AS**) or **COMPANY AND DETERMINE THE OFFICERS AND DIRECTORS OF YOUR COMPANY**, IF APPLICABLE, introduce you to your **LICENSED BROKER**. You may consult with him for your reservation with a Real Estate School for the purpose of obtaining your personal Real Estate Sales Person's license. Time line: approximately 1 to 4 weeks.

13) In conjunction with the last paragraph you will attend **SEMINARS** (included except for your personal travel arrangements and accommodations etc.), which have the purpose to make you familiar with **ACCOUNTING AND BOOKKEEPING ISSUES, SOFTWARE AND COMPUTER APPLICATIONS ESPECIALLY YOUR PERSONALIZED WEB SITE, WHICH OPENS IMMEDIATELY THE WORLD OF THE INTERNET TO YOU, OFFICE MANAGEMENT, LISTING AND SALE TECHNIQUES, IMMIGRATION LAW** – just to name a few (each speaker is a specialist in her/his field). Time line: approximately 1 week

14) Upon request our staff and associates will be on your side to support you in identifying your personal home, choice of school(s) for your children etc. Time line: parallel to other arrangements.



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We hope and anticipate that this document will encourage you and yours to come to the “only decision that makes sense”: JOIN US AND BECOME A NEW TEAM MEMBER IN VIEWPOINT FRANCHISE INTERNATIONAL, INC WITH SUCCESSFUL REAL ESTATE FRANCHISE OFFICES AND AFFILIATED OFFICES!

YOUR VIEWPOINT TEAM

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