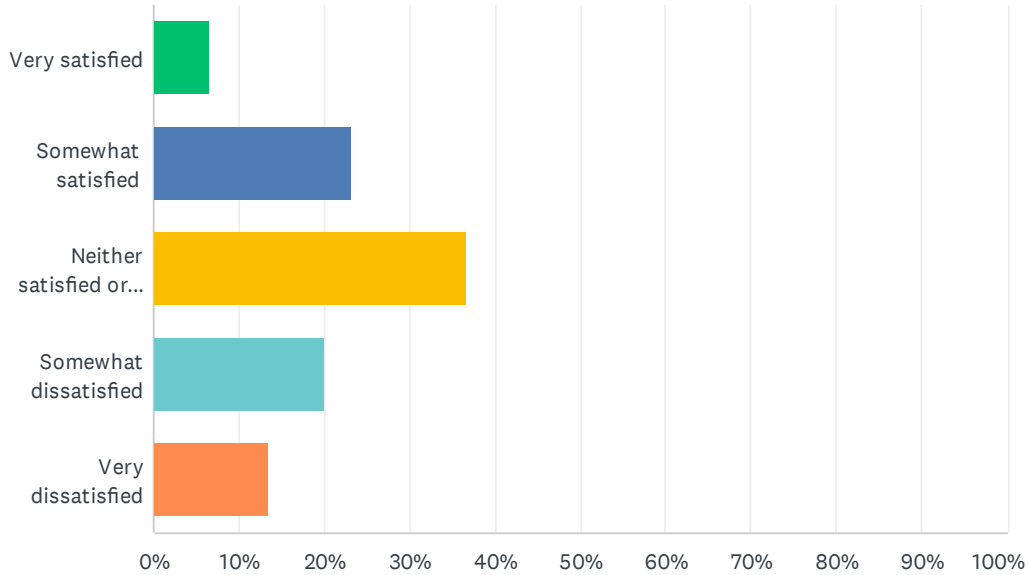


# Q1 How would you rate the support you receive from the LJ Hooker Marketing team.

Answered: 60 Skipped: 0



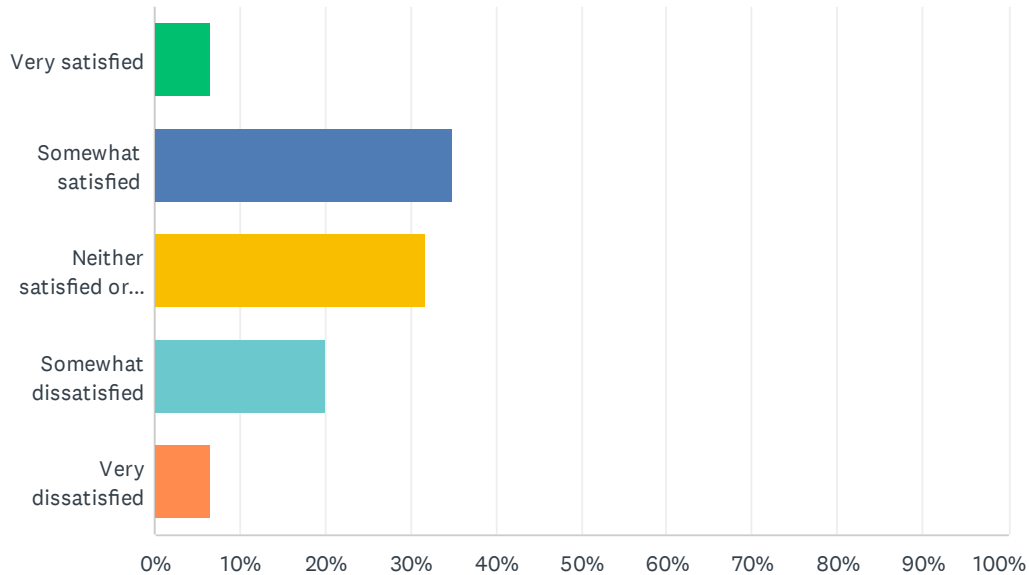
ANSWER CHOICES	RESPONSES	
Very satisfied	6.67%	4
Somewhat satisfied	23.33%	14
Neither satisfied or dissatisfied	36.67%	22
Somewhat dissatisfied	20.00%	12
Very dissatisfied	13.33%	8
<b>TOTAL</b>		<b>60</b>

Attitudes towards marketing support seem to be split relatively evenly. 30% satisfied or somewhat satisfied, 37% relatively complacent about the service and 33% less than satisfied.

Having a third of your customers dissatisfied with the support received from your marketing team is not a great result for Corporate.

## Q2 How would you rate the support you receive from the LJ Hooker Technology support team.

Answered: 60 Skipped: 0



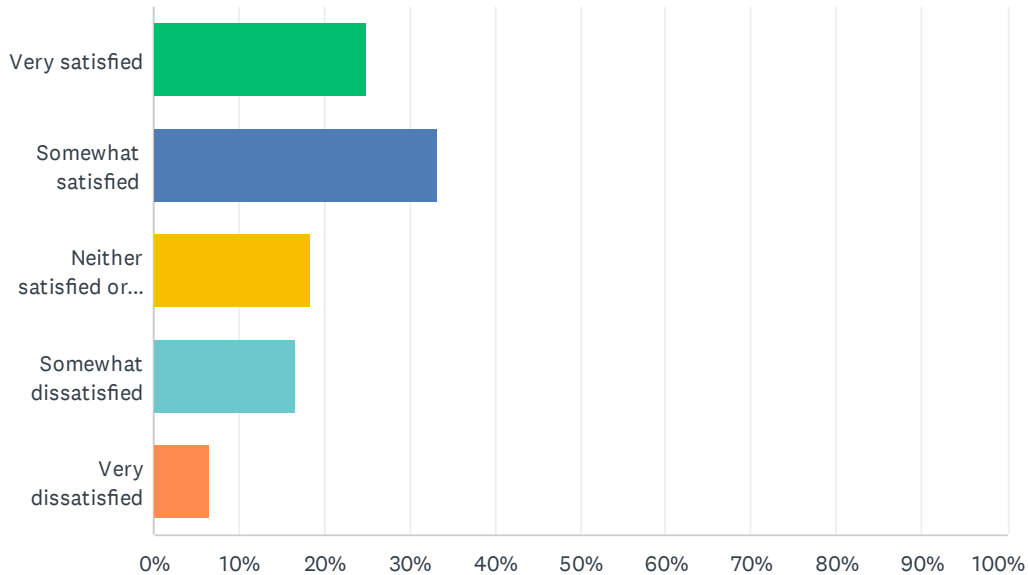
ANSWER CHOICES	RESPONSES	
Very satisfied	6.67%	4
Somewhat satisfied	35.00%	21
Neither satisfied or dissatisfied	31.67%	19
Somewhat dissatisfied	20.00%	12
Very dissatisfied	6.67%	4
<b>TOTAL</b>		<b>60</b>

In this area Corporate seem to have significant satisfaction with over 73% generally satisfied with technology support.

This may give comfort to Corporate as they seek to increase technology fees.

### Q3 How would you rate the support you receive from the LJ Hooker State/Regional team.

Answered: 60 Skipped: 0

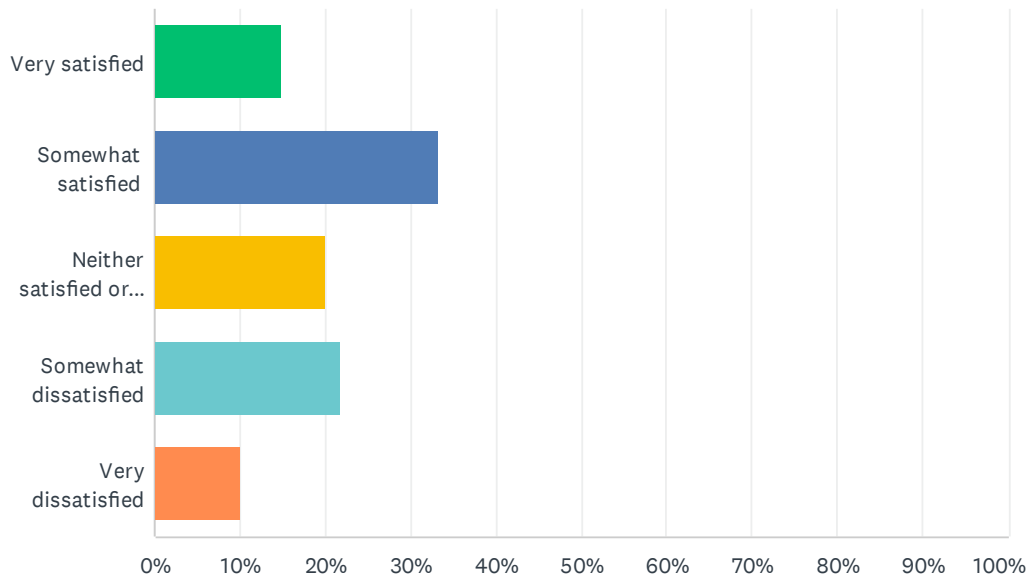


ANSWER CHOICES	RESPONSES	
Very satisfied	25.00%	15
Somewhat satisfied	33.33%	20
Neither satisfied or dissatisfied	18.33%	11
Somewhat dissatisfied	16.67%	10
Very dissatisfied	6.67%	4
<b>TOTAL</b>		<b>60</b>

This is a great result for the Regional Teams with over 76% generally satisfied and 25% very satisfied. These people are the face of Corporate and really need to be supported and rewarded.

## Q4 How would you rate LJ Hooker Training

Answered: 60 Skipped: 0



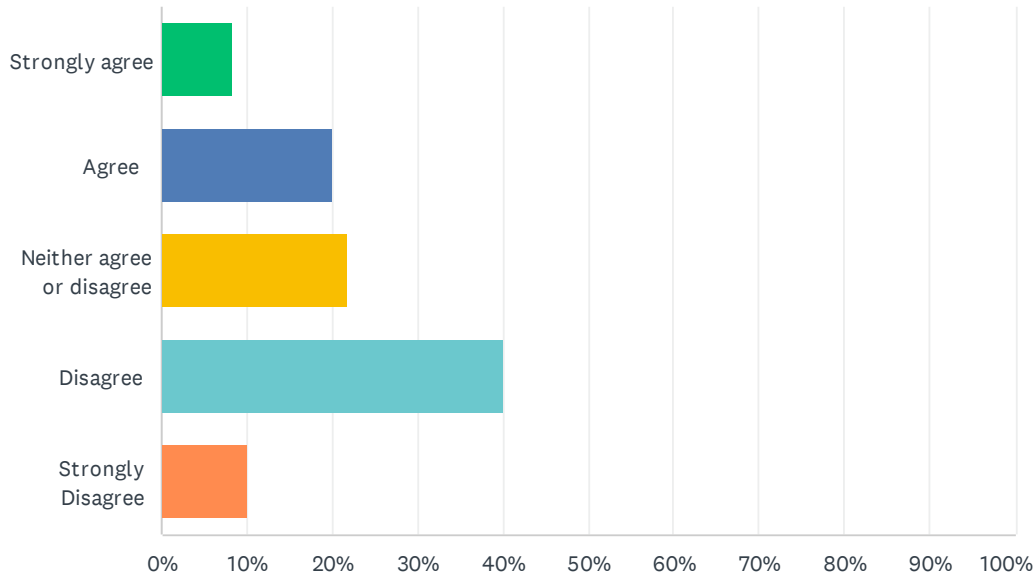
ANSWER CHOICES	RESPONSES	
Very satisfied	15.00%	9
Somewhat satisfied	33.33%	20
Neither satisfied or dissatisfied	20.00%	12
Somewhat dissatisfied	21.67%	13
Very dissatisfied	10.00%	6
<b>TOTAL</b>		<b>60</b>

The response on training is a bit all over the place but it seems the majority are satisfied but again almost a 3rd are dissatisfied, which is a work in progress.

Training is a diverse topic as many people are sticking to the need for face to face, while others are comfortable with platforms like "Lighthouse". It would be difficult to get a homogenous review in this area I believe.

### Q5 Rate your agreement to the following statement: "LJ Hooker is the leading real estate brand in my region"

Answered: 60 Skipped: 0



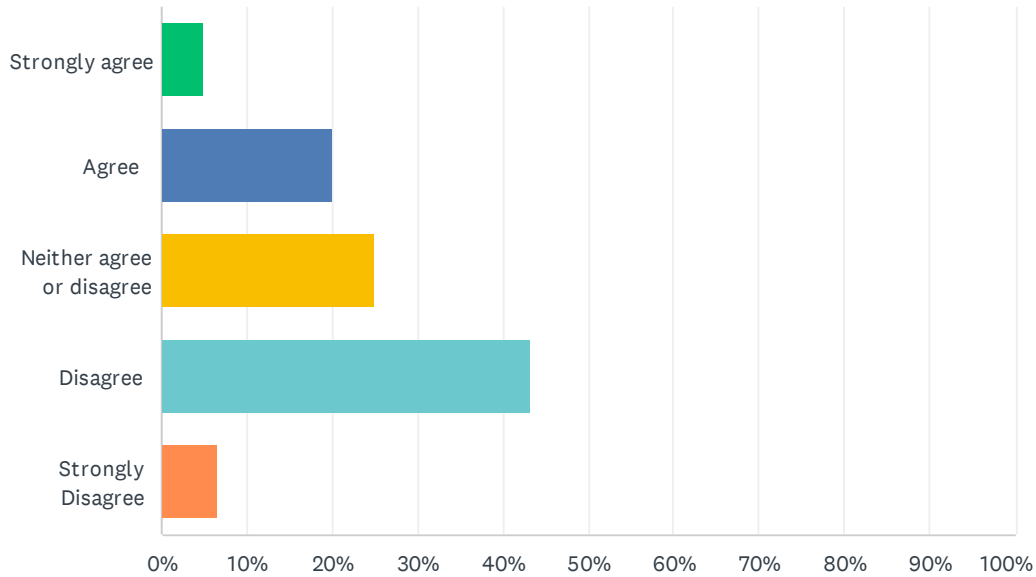
ANSWER CHOICES	RESPONSES	
Strongly agree	8.33%	5
Agree	20.00%	12
Neither agree or disagree	21.67%	13
Disagree	40.00%	24
Strongly Disagree	10.00%	6
<b>TOTAL</b>		<b>60</b>

With 50% disagreeing with this statement it is clear there is a disconnect with the brand at the FO level.

This should be a red flag to Corporate that work needs to be done with getting their customer base to re-engage with the brand. It also does not bode well for FOs being recruitment conduits into the network.

### Q6 Rate your agreement to the following statement: "LJ Hooker is the leading real estate brand nationally"

Answered: 60 Skipped: 0



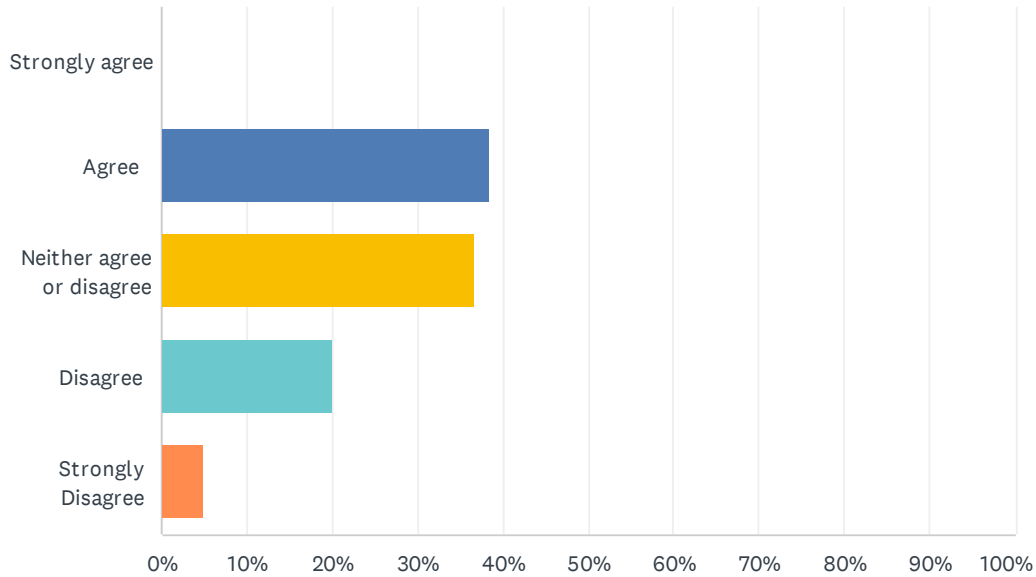
ANSWER CHOICES	RESPONSES	
Strongly agree	5.00%	3
Agree	20.00%	12
Neither agree or disagree	25.00%	15
Disagree	43.33%	26
Strongly Disagree	6.67%	4
<b>TOTAL</b>		<b>60</b>

Similar results to the previous question.

There is an argument that LJ Hooker is a leading brand (eg. SOV stats, Awareness etc.) but if their customers don't agree, then I believe there is work to do in "re-selling" the brand to the network.

## Q7 Rate your agreement to the following statement: "The LJ Hooker brand is modern and relevant"

Answered: 60 Skipped: 0



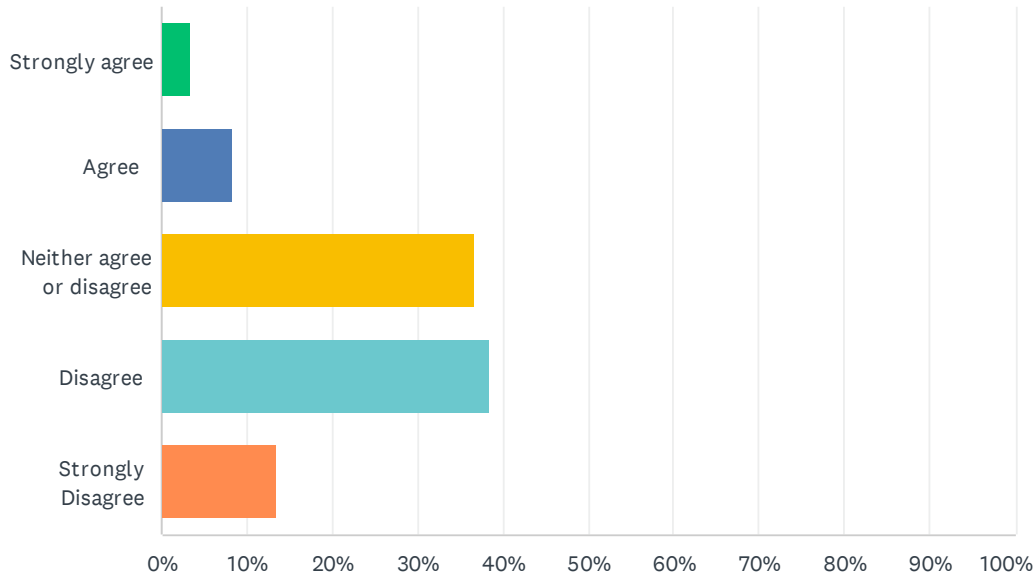
ANSWER CHOICES	RESPONSES	
Strongly agree	0.00%	0
Agree	38.33%	23
Neither agree or disagree	36.67%	22
Disagree	20.00%	12
Strongly Disagree	5.00%	3
<b>TOTAL</b>		<b>60</b>

This is a good result for the work Corporate have done in modernising the brand with 38% agreeing with the statement and another 37% neither agreeing or disagreeing.

It is a different question to the other 2 brand questions and goes more to the respondents view of the "look" of the Brand rather than it's perception as a leader.

### Q8 Rate your agreement to the following statement: "LJ Hooker provides good support in relation to recruitment"

Answered: 60 Skipped: 0



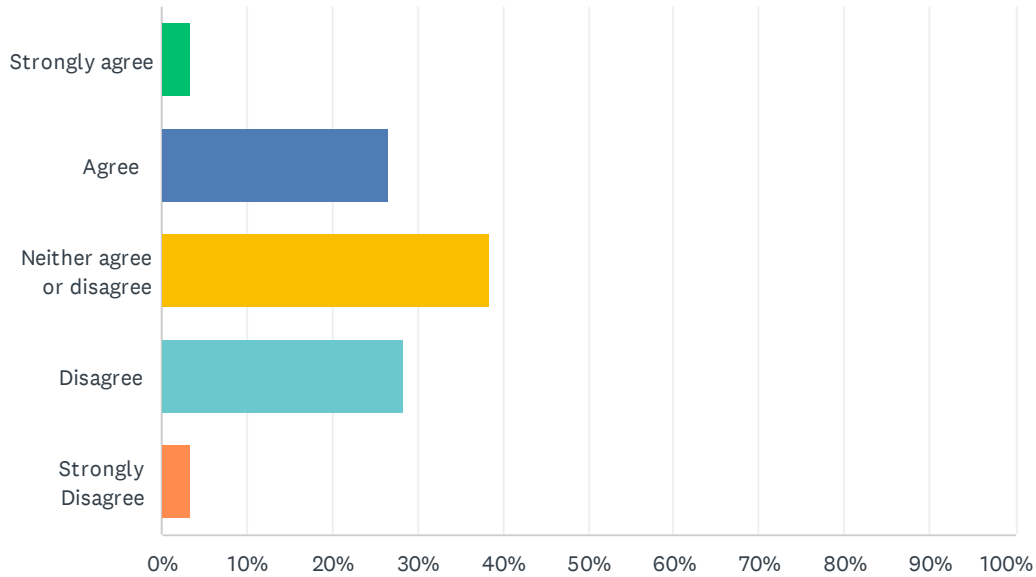
ANSWER CHOICES	RESPONSES	
Strongly agree	3.33%	2
Agree	8.33%	5
Neither agree or disagree	36.67%	22
Disagree	38.33%	23
Strongly Disagree	13.33%	8
<b>TOTAL</b>		<b>60</b>

With over 50% of respondents disagreeing with this statement (plus another 37% being ambivalent) points to recruitment as an area that needs attention.



### Q9 Rate your agreement to the following statement: "LJ Hooker provides excellent marketing campaigns"

Answered: 60 Skipped: 0

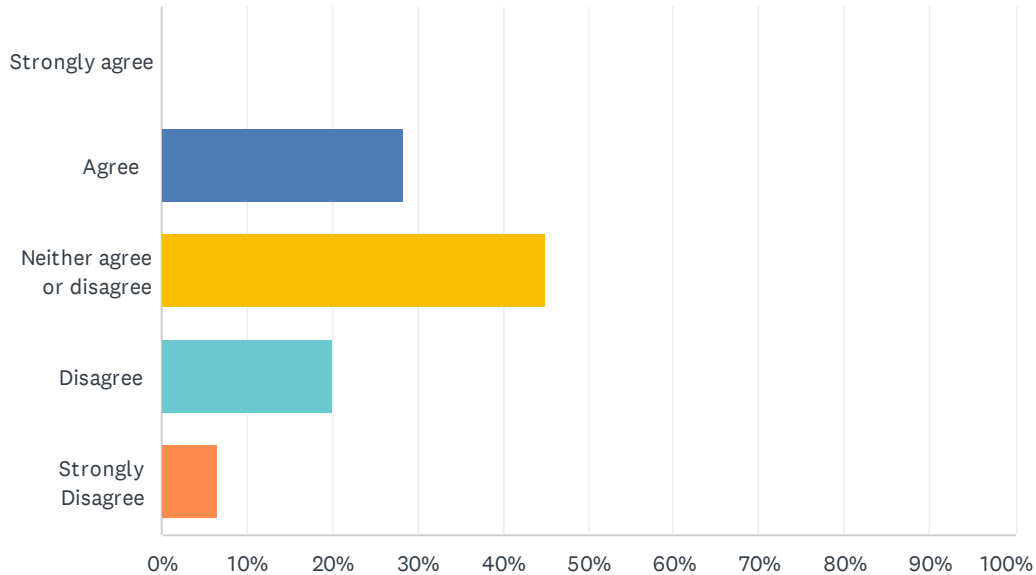


ANSWER CHOICES	RESPONSES	
Strongly agree	3.33%	2
Agree	26.67%	16
Neither agree or disagree	38.33%	23
Disagree	28.33%	17
Strongly Disagree	3.33%	2
<b>TOTAL</b>		<b>60</b>

The majority of respondents (38%) seem to be ambivalent about campaigns - with 30% happy and 32% unhappy. No great insights from this except maybe FOs are not getting behind campaigns like they used to.

## Q10 Rate your agreement to the following statement: "LJ Hooker provides excellent marketing collateral"

Answered: 60 Skipped: 0



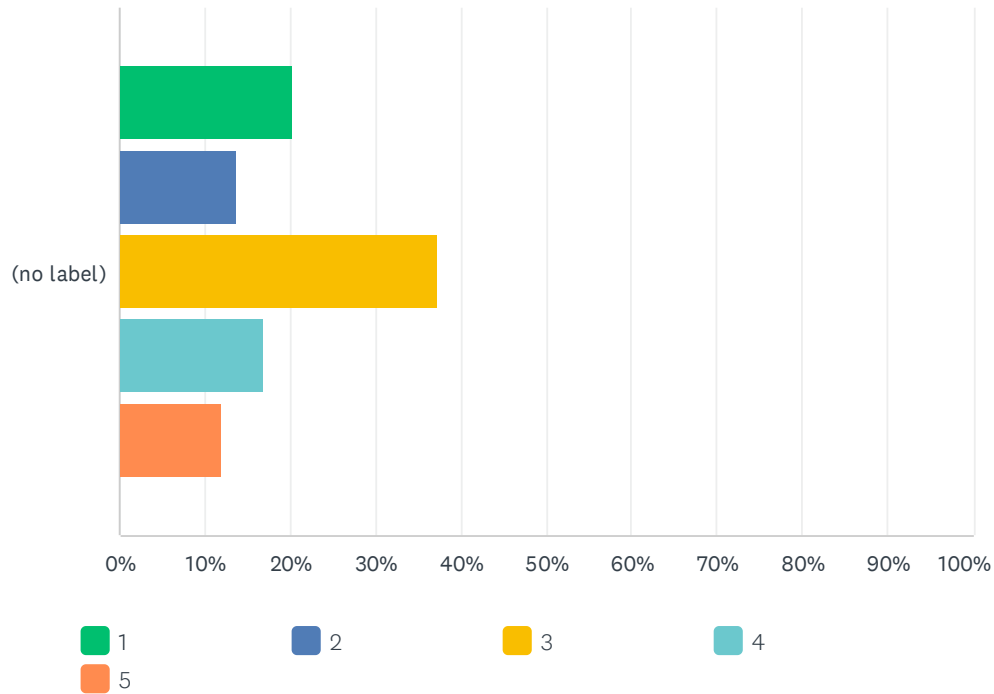
ANSWER CHOICES	RESPONSES	
Strongly agree	0.00%	0
Agree	28.33%	17
Neither agree or disagree	45.00%	27
Disagree	20.00%	12
Strongly Disagree	6.67%	4
<b>TOTAL</b>		<b>60</b>

Again ambivalence seems to be the winner with positive and negative being close to equal.

Marketing Collateral is something everyone seems to have a personal opinion on - personal likes and dislikes come into it and this isn't always optimal to the effectiveness of the collateral.

### Q11 On a scale of 1-5 (one being very likely and 5 being very unlikely) based on the current offering how likely are you to renew your franchise agreement with LJ Hooker?

Answered: 59 Skipped: 1



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
(no label)	20.34%	13.56%	37.29%	16.95%	11.86%	59	2.86
	12	8	22	10	7		

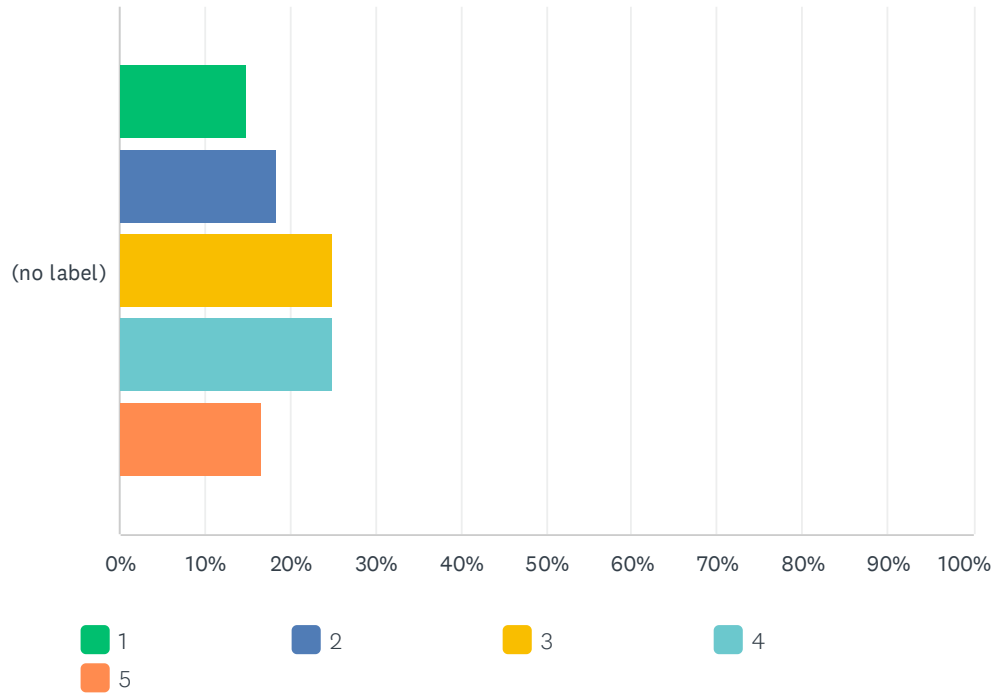
It looks like a strong majority of respondents (37%) are sitting on the fence regarding the renewal of their franchise agreements.

It was a relatively good showing of 34% likely to renew - that equates to 20 offices - but the unlikely to renew is 29% or 17 offices likely to leave.

The loss of offices should be a major concern for Corporate.

### Q12 On a scale of 1-5 (one being very likely and 5 being very unlikely) how likely are you to refer someone to the LJ Hooker franchise group?

Answered: 60 Skipped: 0



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
(no label)	15.00% 9	18.33% 11	25.00% 15	25.00% 15	16.67% 10	60	3.10

This is the same as the question Corporate recently sent out - so they may get similar results.

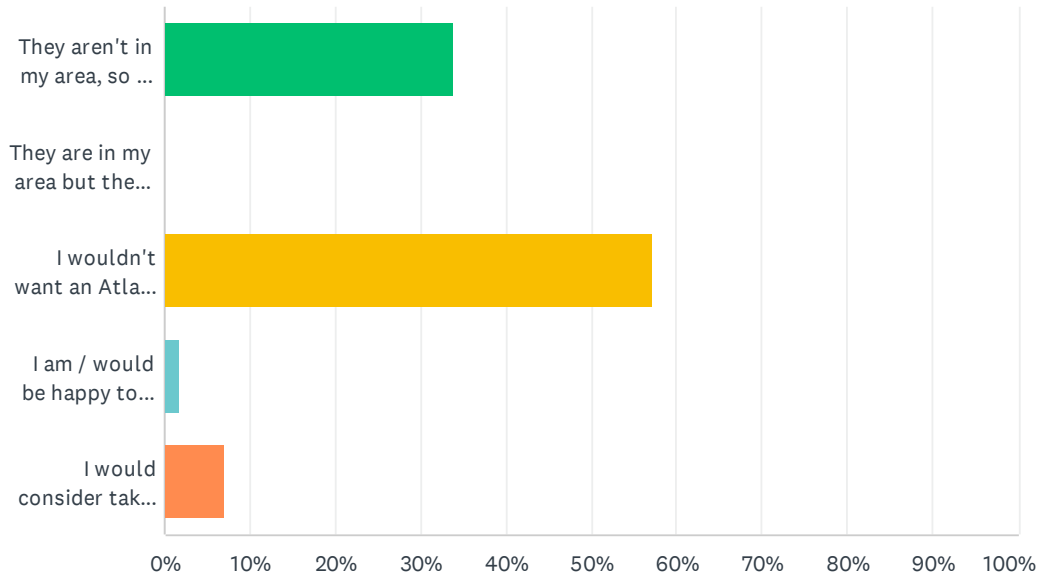
The responses are fairly even with 3 (mid range) and 4 (likely) both rating 25%.

Overall the likely response was 20% and the unlikely response was 25%.

If the network was truly engaged with the brand it should be 100% likely.

### Q13 When you think of Atlas by LJ Hooker which statement best describes your opinion?

Answered: 56 Skipped: 4

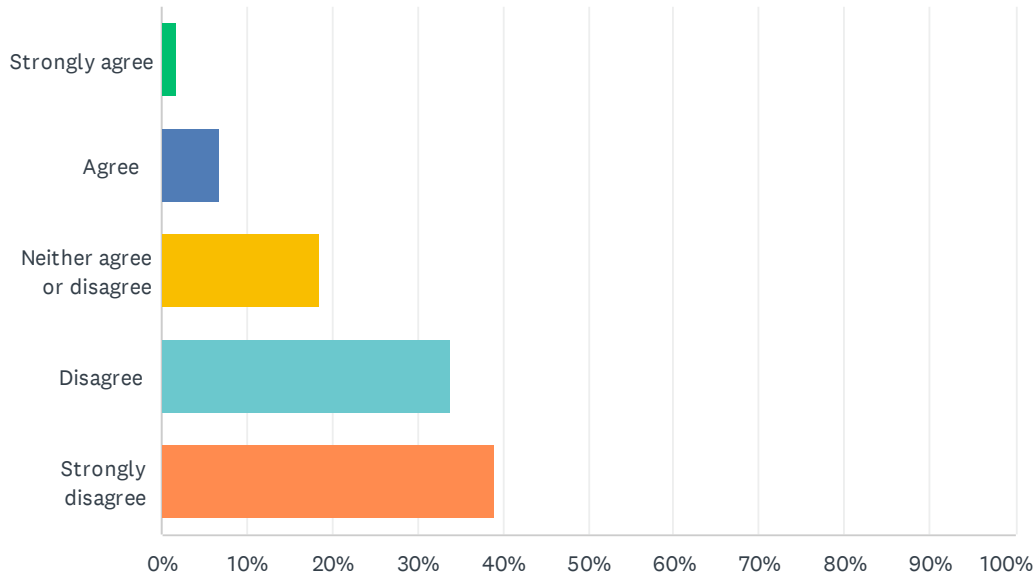


ANSWER CHOICES	RESPONSES	
They aren't in my area, so I don't need to worry about them	33.93%	19
They are in my area but they don't threaten my business	0.00%	0
I wouldn't want an Atlas office to open in my area	57.14%	32
I am / would be happy to welcome and work with an Atlas office	1.79%	1
I would consider taking on an Atlas franchise	7.14%	4
<b>TOTAL</b>		<b>56</b>

This is a clear "No" vote for Atlas

### Q14 Do you believe that Corporate running of dual brands (LJ Hooker and Atlas) is a positive for your business?

Answered: 59 Skipped: 1

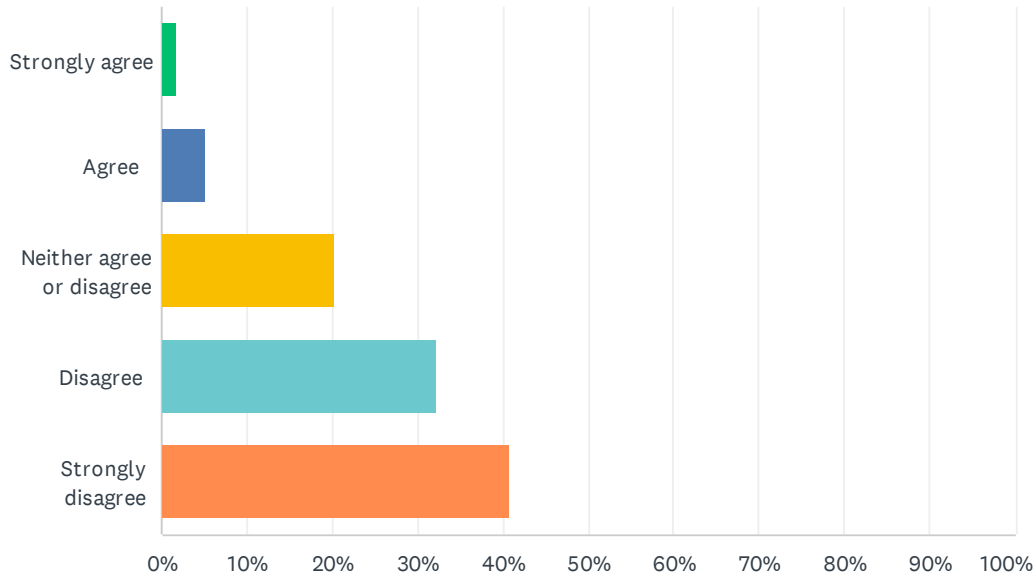


ANSWER CHOICES	RESPONSES	
Strongly agree	1.69%	1
Agree	6.78%	4
Neither agree or disagree	18.64%	11
Disagree	33.90%	20
Strongly disagree	38.98%	23
<b>TOTAL</b>		<b>59</b>

Again a very strong vote against dual brands - this should send a message to Corporate re Atlas even as a franchise model

### Q15 Do you believe that Corporate running of dual brands (LJ Hooker and Atlas) is a positive for the LJ Hooker Brand?

Answered: 59 Skipped: 1

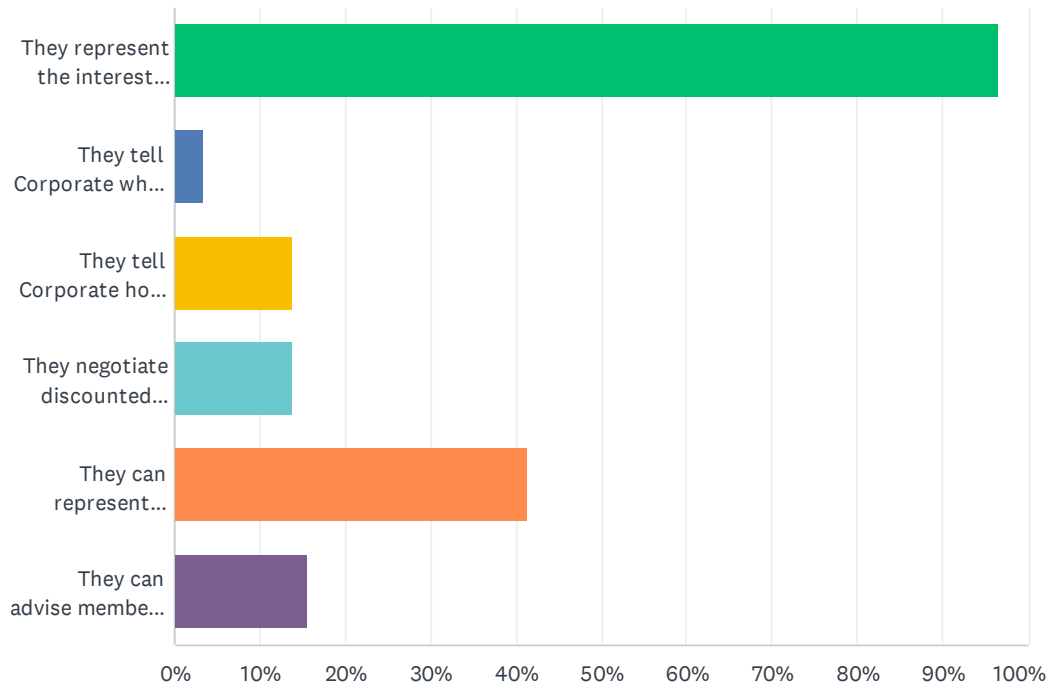


ANSWER CHOICES	RESPONSES	
Strongly agree	1.69%	1
Agree	5.08%	3
Neither agree or disagree	20.34%	12
Disagree	32.20%	19
Strongly disagree	40.68%	24
<b>TOTAL</b>		<b>59</b>

Again the consensus is that dual brands is a negative for the LJ Hooker Brand

### Q16 Which statement best describes your understanding of the purpose of the Franchise Owners Council? You can choose as many answers as you like.

Answered: 58 Skipped: 2



ANSWER CHOICES	RESPONSES	
They represent the interests of member franchise owners with Corporate	96.55%	56
They tell Corporate what to do	3.45%	2
They tell Corporate how to spend the Marketing Fund	13.79%	8
They negotiate discounted insurances and other services for members	13.79%	8
They can represent members having issues with Corporate	41.38%	24
They can advise members on their franchise agreements	15.52%	9
Total Respondents: 58		

I included this question to see if there was a misunderstanding of what the FOC can do in relation to our relationship with Corporate. Besides 2 people thinking we can tell Corporate what to do it seems pretty clear most respondents have a good understanding of our role between the network and corporate.

There is some concern that 9 respondents think we can advise on franchise agreements.



## Q17 Do you have any other comment's your would like to share regarding your satisfaction with LJ Hooker, Atlas by LJ Hooker or the LJ Hooker Franchise Owners Council?

Answered: 25 Skipped: 35

#	RESPONSES	DATE
1	I feel there is a disconnect between corporate and franchise owners. I feel the Council should do a better job keeping in communication with their owners in their respective areas and be the conduit to Corporate. Atlas should not exist.	7/13/2023 10:46 AM
2	Feels like a sinking ship	7/11/2023 1:48 PM
3	AS LJ Hooker Strata ACT and QLD, Corporate essentially offer no assistance, support, or Technology to my business. I have my own domain, website, training, recruiting etc. The Brand is the only thing we use.	7/4/2023 11:42 AM
4	I believe the franchise fees we pay should cover regular training, help more with recruitment and also the quarterly awards be a paid for by corporate as a thank you to all its soldiers. I really like the brand however not convinced with the value we all receive and i believe this is a common thread. Corporate guys are really approachable.	6/28/2023 7:18 PM
5	Like the vast majority of surveys it is likely that nothing that has already been decided will come out of it	6/28/2023 4:21 PM
6	Corporate needs to fully back the LJ Hooker brand and the existing 500+ LJ Hooker offices, rather than the few Atlas offices that will be diverting Corporate's attention, and taking their time. The introduction of Atlas gives the impression that Corporate is embarrassed with the LJH brand - LJ Hooker is a better brand than all these trendy new ones - the public knows the LJ Hooker name and generally trusts it. LJ Hooker has a very long track record; history; and brand recognition that can't be replicated by other companies. Let's stop trying to use Atlas to compete with boutique brands, and back the LJH brand!	6/28/2023 11:31 AM
7	Stop getting rid of the good people. LJ Hooker is not what it used to be. Too worried about city markets more than regional. All promise and no action. Start getting your hands dirty again.	6/27/2023 9:31 PM
8	I would like an Atlas franchise if available in my area. But I want to run both together.	6/27/2023 2:49 PM
9	Rated marketing low as this can be measured based on leads measured against spend. Results aren't being produced. Atlas not in WA but how the Franchisor can deem setting up competition against their own brand is a good idea is incomprehensible.	6/27/2023 1:11 PM
10	Desperately need more offices in our area. Constantly have to chase marketing dept for aid with office specific resources.	6/27/2023 1:07 PM
11	LJ Hooker corporate needs to look outwards not inwards as it currently does for it's day to day culture A comparison to other cloud based software companies we deal with are a classic case of looking inwards versus outwards	6/27/2023 1:05 PM
12	It is not in the spirit of our agreements that our franchisor does not spend 100% of their time and effort and resources in supporting and growing their franchisees businesses. it does nothing but devalue their offering and our franchise fees paid.	6/27/2023 11:47 AM
13	The culture within LJH has severely diminished over the past 18 months	6/27/2023 11:35 AM
14	Growth of the brand is most important in my area. I don't believe corporate does enough office recruitment or staff recruitment of individual offices.	6/27/2023 11:31 AM
15	My main concerns are in regards to the greed of thee Franchisor by taking on a competitor to it's core brand AND the lack of support over recruitment of sales agents	6/27/2023 11:09 AM
16	Very disappointed with the direction of the franchise, we have forgotten the people and are focused on the numbers. We used to have large territories, respect each other, work in with	6/27/2023 10:56 AM

each other, all we seem to want to do now is take each other out and dominate! I don't feel like I am part of a franchise any more and feel more like an individual running my own race. Atlas is a joke and doing nothing to grow our brand, instead is divdiing our brand. Clean up our brand, clean up our image and have us as one. Ray White is not a fancy brand but can recruit and list prestige - its not the name that is the issue, but the professionalism behind it - invest in lifting our image and get us into the 20th century!

17	Before the sale of Hookers to Suncorp the company owned many different companies and brands. Those companies and brands that played on the same playing field as LJ Hooker franchises were complimentary brands and not competitive ones. I don't think anyone begrudges LJ Hooker the need to build the company but if this is done by diverting our franchise fees to the creation and betterment of brands that are going to compete with us then this would be unfair. If the company is going to drop competing brands in the area of influence of existing offices, then there needs to be written clarity about how this will be done as well as releases from franchise agreements without penalty for effected LJ Hooker franchises. The manner in which competing brands are handled by the company should be declared in writing so existing franchise owners and possible new ones can assess the potential impact before signing a new agreement.	6/27/2023 10:50 AM
18	The commercial franchisee's need the franchisor to invest into the commercial brand within the LJ Hooker group, we are losing offices quicker than we are gaining them, the offering needs to be reviewed to attract and keep existing offices from leaving the brand.	6/27/2023 10:44 AM
19	i am happy with the brand	6/27/2023 10:39 AM
20	None	6/27/2023 10:38 AM
21	I have found that the needs of individual business's are not being taken into account. I also feel that they way that Corporate communicate with Individual offices is poor.	6/27/2023 10:36 AM
22	Yes I really think my business has been effected with other agents from other offices selling and listing a lot of properties in my franchised area and think it needs to stop. Support on this matter would be appreciated.	6/27/2023 10:32 AM
23	i do believe that LJH Corporate needs to reconsider its direction and perhaps even reintroduce some of the things that have worked in the past . 'Nobody does it better' is a good start.	6/27/2023 10:28 AM
24	I want the council to start taking a more active (proactive) role withing the LJ Hooker universe. Not being head kickers of old but gate keeps. A body of review that keeps head office accountable	6/27/2023 10:28 AM
25	The worst that I have seen the franchise offering	6/27/2023 10:26 AM