



# ODOS PROPERTIES

**WE'RE READY TO GO  
NATIONWIDE, COULD  
YOU JOIN OUR  
JOURNEY?**

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**A SUMMARY PLAN FOR AN EXCITING ESTATE  
AGENCY EXPANDING NATIONWIDE, OFFERING  
BOTH ESTATE AGENTS AND HOME BUYERS  
AND SELLERS NEW OPPORTUNITIES.**

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[www.odosproperties.com](http://www.odosproperties.com)



# What is ODOS properties?

## In brief...

- An Estate Agents offering traditional methods of residential sales and residential auctions.
- A growing, innovative and young Estate Agents with experienced Partners on board.
- A hungry, diverse company, looking to go Nationwide and become a market leader.
- A company that benefits from being EIS approved.

We're a new breed of Estate Agent. We're revitalising the property industry with new technologies, new marketing methods, new ways of working and new values.

We have ODOS Partners across The West Midlands, all believing in our mission - "To create a brand known for being transparent, hassle free and exceptional at service."

We recruit our ODOS Partners based on entrepreneurial, out of the box thinkers who have years of experience working for traditional, high street Estate Agents. Our ODOS Partners are given the sexy role of negotiating deals, marketing properties, maintaining old relationships and building new ones, whilst being the single point of contact for their Clients. Our team at head office focus on legislation, regulation and any other time consuming aspects. This allows our ODOS Partners to focus on service with a smile and gaining new business!

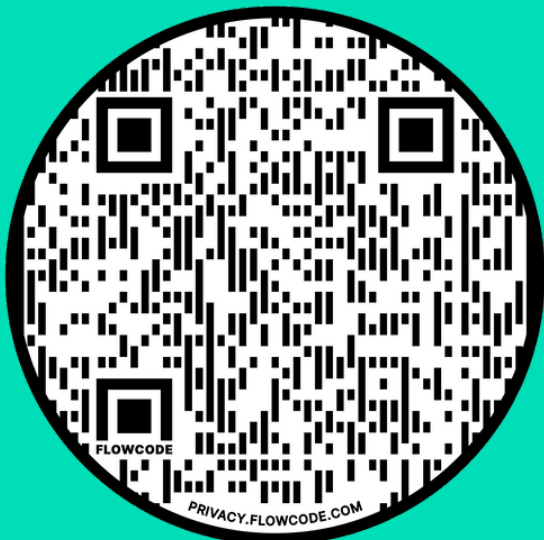
Our Partners work on a healthy commission structure with no overheads.



# In the beginning...

ODOS was created by James, (aged 17 at the time) his parents had difficulty whilst selling their home in Worcestershire, they were always left in the dark, seemed stressed, anxious and the technology / media used was old fashioned. James developed some software with a developer from Birmingham and created a platform allowing home buyers and sellers to check progression, upload files, communicate with Agents and request updates. This software received investment of £175,000 and allowed James to start his business. James, now aged 22 has a clear vision, to become the "uber" of Estate Agency, creating an enjoyable, rewarding and flexible opportunity for Estate Agents and to deliver an exceptionally customer centric service to all of our Clients.

**Open your  
smartphone camera  
and take a look at  
the featured  
magazine article on  
James to find out  
more...**



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## New Kids on the Estate Agency block

James Graham on the rise and  
rise of Odos Properties



# ODOS 2023

we aim to raise  
£500k -  
£1million for  
our nationwide  
expansion

- We plan to onboard 3 new partners a month.
- A total of 60 ODOS Partners by June 2023, and a call centre with 8 full time account managers, 1 full time marketing employee, and a new Managing Director allowing our founder James to focus on technology development and business development.
- We aim to have 60 partners averaging 7 sales a month, equalling 720 successful sales a month, 8640 a year, with estimate annual revenues totalling £17,781,120.
- To put that into context, purplebricks listed 65,279 properties in 2018. In December 2019 (one month) Connells had 19,294 number of live properties on the market, Countrywide had 17,143, and Purplebricks had 16,284.



# ODOS 2023



- Our marketing techniques are simple, the more ODOS Partners that join us, the more will follow. The acquisition involving Countrywide and Connells will likely see hundreds of well trained Estate Agents lose their jobs. An opportunity for ODOS to recruit well trained Estate Agents.
- Our Partners are experienced and they're already established and well known Estate Agents within their communities, we can further their growth by carrying out our marketing and brand awareness in their areas.
- In turn as ODOS Partners grow, ODOS grows, we have seen directly how ODOS Partners pass leads / buyers over to different patches. It is a "family" feeling environment, The business model works!
- We are already planning our bespoke software allowing ODOS to take automation, quality control, transparency and efficiency to the next level.



## Q & A with Helen Jeanes, CEO of ODOS Properties (appointed 02/2021)

### Tell us about your previous role and the frustrations you had in that role?

My previous role covered managing staff, conducting valuations and listing houses, organising AML checks, booking photographers, drawing floorplans and putting details together for properties, morning meetings with staff, managing my diary and their diaries, Reporting figures to senior management on a weekly and monthly basis, sales negotiation, sales progression, preparing and sending out reports for valuations, weekly vendor contact,

My frustrations were that our IT systems never worked properly we regularly had IT drop out on us, also, as a manager you were constantly chasing figures and were pushed to report them weekly and were under massive pressure to achieve unrealistic targets. I never felt I actually had the time to spend with my clients and to give them the proper customer service they deserved.

### What made you want to join ODOS?

The chance to change the way people perceive estate agents, I wanted to work for a company that is transparent and ethical. The ability to manage my own diary and my own time effectively and to be able to give my clients the best possible service.

### Tell us about the feedback you've received from ODOS Buyers and Sellers...

People like the fact that they deal with 1 person and don't get passed from one person to the next, its a much more personal service. They also like that they can text me or WhatsApp me on a Sunday or late evening and I will come back to them meaning that they aren't tied to specific hours that they can reach me. People have found it refreshing that we aren't your typical hard sell and pushy estate agents.

### Tell us about your role as an ODOS Partner and why do you think other Agents with similar backgrounds may like this role?

I am a very self motivated person and I like that I can manage my time myself and make sure that I can give people the service they require and that I also have the potential to make a lot of money. Working for a corporate estate agency is very stressful and I think other agents with similar backgrounds would like the way ODOS works because you are effectively your own boss, you are still bringing money into the business, but you are able to work effectively rather than being bogged down with bureaucracy all the time.

### Do you think there is a gap in the market for this Nationwide, if so, why?

Yes, I feel there is a gap in the market nationwide. People don't always understand why they are paying an estate agent but if you can prove that they are paying for a great service then why would people not want to do that? Too many estate agents out there give the good ones a bad name by default, if we can create a culture of our partners being known as honest, happy people who treat people fairly and with integrity then why would people not want that? Lets have agents that enjoy their work, don't feel overworked and stretched all the time and are then willing to go the extra mile for people. There is an online agent that takes an upfront fee or charges within 10 months of a property being listed - if you sell with them or not you still have to pay their fee so why would they bother to give amazing service to people, that isn't acceptable.





# A statement from our Founder and Managing Director James Graham

We are seeking investment as we believe it is the perfect time for us to expand Nationwide, our "trial phase" is complete, we've adapted, improved and polished our processes, we are now ready. My business was set up to be a Nationwide, household name, it is scalable, exciting and a breathe of fresh air within the industry.

I am looking for an Investor / investment group to become a part of our journey, not only bringing financial investment but a mutual passion and belief in the company and family that we have created. I am extremely confident in saying that I believe we can one day be the biggest Estate Agent in The UK.

**We are EIS approved, a government backed incentive for Investors.**

If you would like to find out more or you would like to set up a zoom / physical meeting about our future plans, please contact me directly by emailing [james@odosproperties.co.uk](mailto:james@odosproperties.co.uk)

Thank you for taking the time to read our brief!

**Take a look around our website**

