



Hyde & Rowe

Award Winning Estate Agents

www.hydeandrowe.co.uk

FRANCHISE PROSPECTUS



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Welcome

Welcome to your first steps to business ownership. This is your chance to be part of a premium brand, backed by proven systems and experienced leaders who understand how to create long-term success.

At Hyde & Rowe we're proud of the trusted name we've built in the competitive world of estate agency. Our boutique, high-end service has helped us thrive in a market where personal attention, professionalism and results matter most. Now, we're offering like-minded individuals the opportunity to replicate our success in new areas. With our support, tools and guidance, you can launch your own estate agency under the Hyde & Rowe banner. Whether you're from a property background or bring other professional strengths, our franchise model is designed to give you everything you need to grow a profitable, reputable business in your own exclusive territory.

If you're ambitious, people-focused, and ready to build something that's truly yours — this is your opportunity to take that next step.



About Us

Hyde & Rowe is an established independent estate agency based in South London. Founded on a commitment to exceptional customer service and ethical practice, we've earned a reputation for delivering a luxury, bespoke experience across Sales, Lettings, Property Management and Financial Services.

Hyde & Rowe

Our carefully selected team brings over 40 years of combined industry experience, ensuring we offer market-leading expertise while maintaining a personalised, one-to-one service for each client. This combination of knowledge and care has been central to our success and it continues to shape how we operate today.

By blending traditional values with modern property technology, we offer a fully tailored service that supports property owners, landlords, investors and tenants with the highest level of care and professionalism.

As we expand through franchising, our goal is to maintain the quality, attention and integrity that defines Hyde & Rowe, while empowering new partners to bring that same trusted service to their own local markets.

Michelle McPherson

CEO, Founder & Managing Director



Michelle McPherson is the founder and driving force behind the multi-award-winning luxury estate agency Hyde & Rowe. Starting the business from the ground up in 2003, Michelle has since grown Hyde & Rowe into a successful group of five companies, generating a combined annual turnover of over £7 million.

Her leadership has been widely recognised within the property and business sectors. Under her guidance, Hyde & Rowe was named **Most Trusted Independent Estate Agency of the Year 2024 at the SME Business Elite Awards, Best Independent Estate Agent 2025** and received placement in the **SME500 UK 2026 for Best Independent Estate Agency.** Michelle herself has won many prestigious accolades, including **CEO Today in 2018 and 2019** (out of 12,000 businesses consecutively), chosen for **Top 10 most admired leaders in the UK** and was named the **Silver Award Winner of the Lifetime Achievement Award at the 2025 Best Businesswomen Awards**, where she was celebrated as a “trailblazer” in the industry.

Alongside her business achievements, Michelle is an accomplished author of *The Female I Am* and a sought-after mentor, coach and public speaker. She is passionate about empowering others in business and continues to share her expertise and insight through workshops, speaking engagements and mentoring programmes across the UK.

Michelle’s philosophy is rooted in integrity, innovation and impact—values that continue to shape Hyde & Rowe’s growth and success. Her dedication to long-term vision and sustainable expansion makes her not only an exceptional leader but also a true role model for future entrepreneurs.



We are an award-winning business, here are just a few...

Hyde & Rowe CEO Named Silver Award Winner in Best Businesswomen Awards 2025

We are proud to announce that our CEO, Michelle McPherson has won Silver in the Lifetime Achievement category at the prestigious Best Businesswomen Awards 2025.



Best Woman in Business
Michelle Mcpherson, CEO of Hyde & Rowe was commended under the Best Woman in Business category which was an outstanding achievement for the Company.



CEO Today
Voted out of 12,000 businesses, the CEO of Hyde & Rowe has ranked in being one of the Top 100 businesses in the UK and picked up this prestigious award in both 2018 and 2019.



SME Business Elite Awards
SME News recognise small and medium sized businesses for their achievements and showcases their talents along with hard work.



30 Best Companies of the Year
The CEO of Hyde & Rowe was awarded by Business Fortune for business challenges, differentiators, and diverse roadmap.



Global 100 2024
Women in Leadership Winner.



Global 100 Top 100 CEOs 2025
The CEO of Hyde & Rowe was awarded for elite business leadership, innovation and meaningful impact across global markets.



10 Best Women Entrepreneurs to Watch 2024
The CEO of Hyde & Rowe was awarded by The Silicon Review Business Magazine for achievements, and the role of driving the company forward.



Global 100 - 2025 Winner
Best Independent Estate Agency
Women in Leadership Winner.



SME500 UK – 2026
Best Independent Estate Agency

Our Services

Buying & Selling

We have expertly developed the skills to not only source and sell prime properties but to also negotiate and construct the best deal for our buyers and sellers.

Lettings & Landlords

We pride ourselves on providing a uniquely bespoke service to landlords. As leaders within the luxury property lettings market, we provide detailed knowledge, advice and experience.

Investments & Acquisitions

We work alongside a range of clients from experienced investors to first time buyers that are searching for luxury properties either as investments or a private residence. We also work in partnership with many auctions, one of the fastest growing property networks in the UK to provide modern auction investment solutions to our clients.

The following services are available as an add-on to your business (additional costs apply):

- HMO Set Up and Management
- Property Management for Profit
- Full Property Refurbishment & Filps
- No Money Down Deals
- Commerical Conversions
- Auctions
- Evictions
- Serviced Accommodation
- Property Staging & Design

Visit our website to read more about the services we offer www.hydeandrowe.co.uk/our-services

This is your opportunity to:

-  **Operate under a well-established, premium brand**
-  **Benefit from a full suite of operational tools and systems**
-  **Access expert training, ongoing support, and mentorship**
-  **Build long-term relationships in your local property market**
-  **Earn a strong income while growing a valuable asset**

The Opportunity

Joining Hyde & Rowe as a franchise partner offers you the chance to build your own successful estate agency business with the support of a trusted, premium brand behind you.

The property sector continues to be one of the UK's most resilient and rewarding industries. Demand for professional, client-focused estate agents remains high, particularly those that offer the personal service and local insight that large corporate agencies often lack.

At Hyde & Rowe we've developed a proven business model that blends traditional values with modern tools, enabling our franchisees to stand out in a competitive market. Our reputation for transparency, professionalism and exceptional service has earned us a loyal client base and strong brand recognition and now you can bring that to your own exclusive territory.

Whether you're an experienced agent ready to go out on your own, or an ambitious entrepreneur seeking a new direction, Hyde & Rowe gives you the structure, support and brand credibility to thrive.



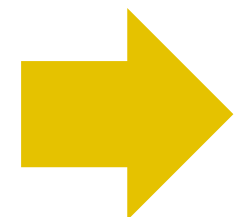
Our primary concern revolves around ensuring you are well-equipped with the training needed to establish a solid foundation for long-term success.

Meticulously designed comprehensive manuals, compliance protocols, and training programs have been developed, encompassing everything from effective marketing strategies and operational practices to proficient accounting, technological integration, and other critical components of running a prosperous venture.

We genuinely believe that your accomplishments translate to our own achievements. This is why our commitment remains steadfast in providing you with the essential instruments, resources, and expertise to thrive in the estate agency industry.

You'll never feel like you're doing this alone, we're with you every step of the way.

See the next page for further information



Training & Support

Operations and Procedures:

- Detailed overview of daily operational processes
- Standard operating procedures for various tasks

Product/Service Knowledge:

- Comprehensive understanding of the products/services offered

Marketing and Branding:

- Brand guidelines, marketing strategies and campaigns

Customer Service:

- Providing exceptional customer experiences

Financial Management, Technology and Systems:

- Managing expenses and revenues
- Online platforms and tools

Business Development:

- Identifying growth opportunities in the local market to expand your customer base

Continued Support:

- Ongoing training opportunities and updates
- Access to resources, manuals and support





The Investment

Franchise fee: £39,995 (+VAT)

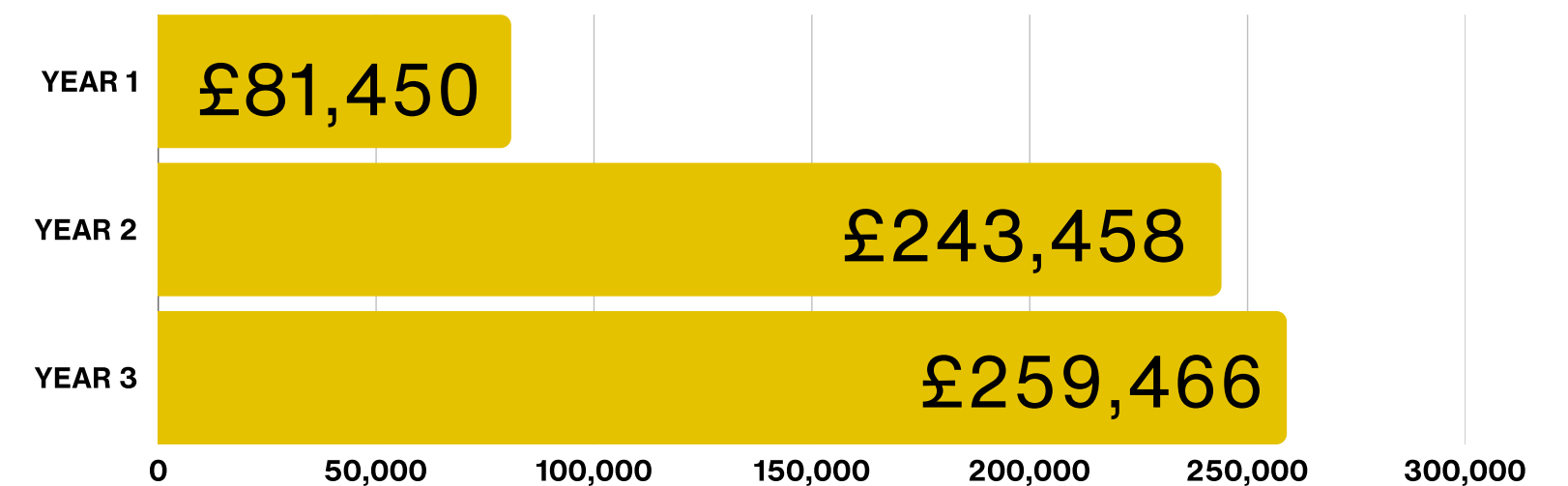
Set up costs: £30k to £50k depending on the size and location of the premises

Royalty fees: 10% of turnover

Your franchise package includes:

- Comprehensive training will be provided in all aspects of the business, covering the day-to-day operations as well as in-depth knowledge of all Hyde & Rowe services
- Processes, systems and templates to run the business
- Ongoing support and regular business updates from our highly experienced management team
- Website presence
- Brand identity / marketing collateral
- Ongoing support and advice
- Operations manual which covers all areas of running your business

Below is the potential profits we would expect you to achieve in the first three years. We will discuss this with you in greater detail at your franchise meeting and will provide a full breakdown of the figures.



Who We're Looking For



We're seeking ambitious individuals who are ready to take control of their future and build a successful estate agency under a respected, premium brand.

You don't have to be a seasoned estate agent — although experience in property, sales or customer-facing roles is a plus. What matters most is that you're proactive, people-focused and passionate about delivering excellent service.

The ideal Hyde & Rowe franchisee will have:

- Strong communication and interpersonal skills – You'll be building relationships with landlords, vendors, tenants and investors.
- A professional mindset – You're driven to maintain high standards, act with integrity and uphold the brand's reputation.
- Sales and business development ability – You enjoy networking, building a pipeline and converting leads into clients.
- Local knowledge or connections – Understanding your area is a huge asset when building a trusted local presence.
- Resilience and determination – You're motivated, self-disciplined and ready to put in the effort to grow your business.

Whether you're an experienced estate agent ready to go solo, or an entrepreneur entering the property sector for the first time, we're here to help you succeed!



Next Steps

We're excited to welcome new partners into the Hyde & Rowe family — but opportunities are limited.

ACT NOW TO AVOID DISAPPOINTMENT!



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Your Future in Property Starts with Hyde & Rowe