



*Immigration Partners*  
YOUR NEW ZEALAND IMMIGRATION SPECIALISTS

## Why New Zealand immigration

Immigration is an exciting and growing industry; approximately four hundred thousand Britton's permanently migrate from the UK each year.

In each of the last 5 years an average of 11,000 people have emigrated to New Zealand from the UK.

In 2010 only 1,500 of these used immigration advisers, far less than the industry norm. Why is this? The simple answer is the 21 licensed immigration advisers in the UK cannot cope with demand.

There is an opportunity for our organisation, working in partnership with the right individuals, to fill this gap for professional advice and become the largest New Zealand immigration company in the UK, helping thousands of people to achieve their migration dreams.

Emigrating is a challenging and complex process fraught with trials and tribulations for the uninitiated. Our role is to guide people through the process and be their advocate with Immigration New Zealand.

As an Immigration Adviser you will not only have to present a clients application to best advantage, you may also be called upon to offer general advice relating to their move this can include anything from how to rent a house to buying a car. We only work with clients who are passionate about their future and who want to work with us, as in some cases the relationship with our client will last for several years.

Being a New Zealand Immigration Adviser is more than a career, it is an exciting, emotional and financially rewarding opportunity to change the lives and futures of individuals who are passionate about living overseas.





## Why become a partner

Immigration Partners was formed to reflect a completely new approach to immigration. We are an organisation which specialises in New Zealand immigration; a narrow focus has allowed us to become specialists in our field.

We are selective in the clients we take on, choosing only those who are committed to a new life and who we believe we can genuinely help. We are just as selective in choosing who we work with.

We have made the conscious decision to grow our business through partnerships not through employing people because we want to work with people who are as committed to the success of both the business and clients as we are.



By any measure our partnerships offer a great opportunity as they have six key factors which make them an ideal business:

1. **Huge demand** – for any business to be successful it must offer a product or services someone wants and needs. The 11,000 Brits migrating to New Zealand each year need the help of licensed immigration advisers, and there are simply not enough to meet the demand.
2. **Strong barriers to entry** – you cannot provide advice on New Zealand immigration unless licensed by the government. The only way to become a Licensed Adviser is to gain industry experience by managing applications while under the supervision of an adviser who is already licensed.
3. **No office** – while we think it is much better if you work from an office, you can work from home, meaning there is no monthly overhead when you start your business.
4. **No employees** – your partnership can be run by one person you; avoiding the cost, the hiring headache and training of staff.
5. **Low-cost** – your monthly overheads can be tiny, making this one of the lowest cost base opportunities on the market.
6. **Rapid investment recovery** – the low initial investment and our high average order value means we would expect you to recover your investment within three months.

In a nutshell our partnerships can offer you:

<b>Money</b>	it's a very profitable business
<b>Time</b>	the flexibility immigration advisers enjoy is one of our most highly praised elements
<b>Fulfilment dream</b>	nothing beats the feeling of helping a family achieve their dream and with us you'll be doing that every day



## What skills do you need

Working in partnership with us as an immigration adviser is all about working to a tried and tested system which will yield results for both you and your client.

1. Passionate about helping people achieve their life changing dream
2. Good organisational and self motivational skills
3. Effective time management skills
4. The ability to evaluate information
5. Articulate and effective communicator
6. Professional in outlook and appearance
7. Open to advice and guidance

The most important elements are your ability to communicate effectively and your openness to advice and guidance as we will provide a strong support network including comprehensive training when you start working with us and on an ongoing basis. This essential support network provides you with a framework of contacts to draw upon who have been where you are and can offer advice on an ongoing basis.



# HISTORY



Sean Collins (a licensed immigration adviser) founded Immigration Partners to reflect a completely new approach to New Zealand immigration.

Sean brings a unique perspective and skill set to immigration, having lived and worked in the UK, South Africa, China and New Zealand (where he obtained bachelors in international business) and having been both an Immigration Adviser and a new migrant establishing himself in New Zealand.

Four years of industry experience, during which Sean has helped hundreds of families from the UK, South Africa, Vietnam etc. coupled with his personal experiences mean he understands immigration in a very intimate way. Not only the process but also the stress the process puts on migrants.

The philosophy which grew from this understanding has led to relationships with our clients that yield the best results, and is helping develop a network of connections and communities throughout the world, that will yield results for both our clients and us in the future.

New Zealand will need immigration for generations to come and it's natural migrants are Britons, working in partnership we can make the dreams of a new life in New Zealand a reality for thousands of people.

## Strong support network

One of our key philosophies is success through strong networks and comprehensive back-up and support. We have an in depth support and training structure, provided by people who know the industry and have worked as immigration advisers' themselves over years.

Unlike other New Zealand immigration organisations we are based in the UK, with a support focused on ensuring the success of our partners.



## Marketing system

We have developed a comprehensive training program for our partners which run in five key stages:

- Stage 1: we review all the major categories of visas, work through the application process and review specific areas where troubles and issues arise.
- Stage 2: each partner will join a senior adviser at a number of meetings with potential clients, this is to develop listening and communication skills, identify questions and objections most clients raise, and develop presentation skills.
- Stage 3: as a partner you will obtain a provisional license from the Immigration Advisers Authority. Once this is in place you will attend a number of individual meetings with clients to talk through their immigration with a senior adviser present.

These first three stages will occur during the first three months after you join us as a partner.

- Stage 4: a senior adviser will supervise your applications, guide you in their processing, answer any questions and/or queries and mentor you during face to face monthly meetings.
- Stage 5: once your supervising senior adviser believes you have gained a thorough understanding of the New Zealand immigration procedure they will help you apply for a full license. This will give you the ability to provide immigration advice without supervision.

## Partners & organisation

Immigration Partners works very closely with its partners and encourages them to actively participate in the decision making process, and the ongoing development of our national and international marketing fund.

## Training

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## Marketing system

We have a proven marketing system which constantly generates new enquiries. At the moment we have more than 2,700 families who have registered with us in the hope of making New Zealand their home and this number is increasing daily.

Clients are processed through our marketing system in several distinct phases:

- Phase 1: they register their interest with us
- Phase 2: we review the qualifications and experience of the applicant and carry out an initial assessment
- Phase 3: we meet with the potential client and carry out a more detailed assessment, at which point if we believe the client is the right fit for us we invite them to become a client.

As both a provisionally licensed immigration adviser and a fully licensed immigration adviser you will be responsible for the processing of each of your clients applications.

# Financial Information

The cost of becoming one of our partners is exceptionally low considering the business and organisation you will be joining. The reason for this is that we are focused on finding the right people for our organisation.

## Capital Requirement

Initial Partnership Fee	15,000
Laptop etc.	1,000
Stationary Supplies	500
Working Capital	4,500
Estimated Initial Investment	21,000

This is an estimation of the complete investment required to set-up a partnership and operate it for three months. It is possible to exceed or deceed costs in any of the above areas.

## Projections for first year

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total
<b>Income</b>													
Residence Clients	£2,000	£2,000	£2,000	£4,000	£4,000	£2,000	£6,000	£4,000	£2,000	£6,000	£4,000	£2,000	
Temp. Visa	£2,000	£2,000	£2,000	£4,000	£4,000	£2,000	£6,000	£4,000	£2,000	£6,000	£4,000	£2,000	
<b>Total Revenue</b>	<b>£4,500</b>	<b>£4,500</b>	<b>£7,000</b>	<b>£6,500</b>	<b>£7,000</b>	<b>£2,083</b>	<b>£2,083</b>	<b>£6,500</b>	<b>£7,000</b>	<b>£8,500</b>	<b>£6,500</b>	<b>£7,000</b>	<b>£2,000</b>
<b>Outgoing</b>													
Accountancy	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	
Banking	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	
Phone / Internet	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	
Marketing	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	£500	
Management Fee	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	£1,000	
Stationary & Postage	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	£100	
Travel	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	£200	
Misc	£183	£183	£183	£183	£183	£183	£183	£183	£183	£183	£183	£183	
<b>Total Outgoings</b>	<b>£2,083</b>	<b>£2,083</b>	<b>£2,083</b>	<b>£2,083</b>	<b>£2,083</b>	<b>£2,083</b>	<b>£2,083</b>	<b>£2,083</b>	<b>£2,083</b>	<b>£2,083</b>	<b>£2,083</b>	<b>£2,083</b>	<b>£25,000</b>
<b>Net Income</b>	<b>£2,417</b>	<b>£2,417</b>	<b>£4,917</b>	<b>£4,417</b>	<b>£4,417</b>	<b>£4,917</b>	<b>£6,417</b>	<b>£4,417</b>	<b>£4,917</b>	<b>£6,417</b>	<b>£4,417</b>	<b>£4,913</b>	<b>£55,000</b>



## What do I get for my initial fee

New Zealand immigration is a complex process; your initial fee enables us to provide you with a comprehensive training system which will take you right thought to being a fully licensed immigration adviser within a protective environment.

We will provide you with a supervisor who will work with you throughout the different stages of registration and to help you gain your first clients.

You will have access to the management at Immigration partners who are well placed to mentor you in the establishment and development of your business.

## Why do I need to pay a marketing fee

We have a national marketing program which all our partners benefit from equally. This is calibrated to provide the level of enquiries we believe necessary for each partner to meet the projections, and will be reviewed on a quarterly basis at which team each partner will have the opportunity to offer their input.

## What do I get for my monthly management fee

The monthly management fee starts after the third month, this is when we would expect you to start trading, and enables us to continue to offer our partners a professional and comprehensive support system both relating to the management of new migrant application and the development and growth of our partners' business.



## What is a Licensed Immigration Adviser

In 2007 a law was put into place to allow for the provision of licensed Immigration Advisers by the New Zealand government to protect the interests of the country's migrants and to enhance its reputation as an international migrant destination.

Only licensed Immigration Advisers can provide advice on New Zealand immigration. Our role is to act as an intermediary between the migrant and Immigration New Zealand. Our in depth understanding of requirements and immigration policy enables us to guide the migrant through the process and ensure a successful outcome.

The only route to becoming a licensed Immigration Adviser is through supervision and a case by case development of your knowledge base.

This substantial barrier to entry is one of the things which makes this opportunity so attractive, there is very little risk of new entrants to the market.