

Journal

NOV 2008
VOL 15/16



real estate **angels**

**Working mothers
Fabulous and focused**

Paid maternity leave
How much will it cost?

Independent women:
Running their own agencies

**Take control
of your finances**

Also:
Award Winners
REINSW's top agents
revealed
Property: A safe port
in the financial storm

10% discount
for REINSW members
on standard and platinum subscriptions



No.1 everywhere, 4.4 million visitors a month.*

In NSW, realestate.com.au provides its members with the largest online audience of property seekers – we drive MORE 'buyers and renters' to agents listings and MORE 'sellers and landlords' to your brand to win new business!

To find out more about advertising on Australia's No.1 real estate website, or for a copy of our monthly fact sheet and performance report, call **1300 134 174** or email **reainfo@realestate.com.au**

*Nieslen//NetRatings, Market Intelligence, total traffic for realestate.com.au, Australia, January 2008 REARef12



14



36


 REAL ESTATE INSTITUTE OF NSW
**AWARDS
 FOR
 EXCELLENCE
 2008**

24



28


Contents


NOVEMBER 2008

COVER:
 ALISON BEVERIDGE, CILLA GREEN
 AND GERALDINE MITCHELL,
 WORKING MOTHERS FROM
 BREAKFAST POINT REALTY

The Real Estate Journal is a member only publication from the Real Estate Institute of New South Wales.

To find out more about membership, call (02) 9264 2343, email membership@reinsw.com.au or visit www.reinsw.com.au ABN 51 000 012 457

 Average monthly distribution 5,035 copies (CAB audited)

 The Real Estate Journal is printed on paper that is totally derived from resources which are managed to ensure their renewability for generations to come.

14
Working out paid maternity leave
 Could real estate agencies afford 18 weeks' maternity leave? The *Journal* looks at a plan currently being considered by the Federal Government.

35
Independent women
 Jennine Leonarder-Collins and Michelle Topper prove they have what it takes to establish their own agencies with their own distinctive brands.

24
REINSW Awards Dinner
 Check out photos from the most prestigious event on the real estate calendar in 2008 ... and see who won the awards.

28
Integrity equals success
 John McGrath is a deserving winner of the 2008 Woodrow Weight OBE Award for his outstanding contribution to the real estate profession.

PRESIDENT
 President's message
 In the media

IN BRIEF

NEWS
 Ask the members
 Recently renovated – website launch

FEATURES
 Sustainable House Day
 Green life for heritage building
 Working out paid maternity leave
 Flexible work arrangements
 In the office:
 Do you 'de-motivate' your staff?

CHAPTERS
 Chapter news
 Property management:
 Phones, internet connections and television antennae
 Holiday rentals:
 Preparing for the summer holiday season

TRAINING
 Training news

AWARDS
 REINSW Awards for excellence
 Winners
 John McGrath: Integrity equals success

LEGAL
 Representation or misrepresentation – a fine line

TECHNOLOGY
 3 EAC launches new
 3 realestateworld.com.au platform 34


PEOPLE
 4 Michelle Topper:
 7 Setting her own course 35
 8 Jennine Leonarder-Collins:
 8 Creating a life of Luxury 36
 Roy Parnell:
 11 Farewell to an honourable member 38

FINANCE
 14 Wise investment:
 17 Work-life balance through property 40
 17 Financial planning for women 41

RESEARCH
 20 Residential vacancy rate 42
 20 Sydney auction data 42

MEMBERSHIP
 21 Avoiding complaints 43
 Membership news 44
 22 FIACBI: Opening doors 45
 New members 45
 New member profile 45
 23 Member benefits 46
 Member discounts 46
 Individual membership form 47

SUPPLIER DIRECTORY 48



"I ALWAYS USE
REINSW FORMS
BECAUSE I KNOW
THEY ARE THE
BEST AVAILABLE
... and that's why
I'm a member."

Dirk Hertford
Park Beachside

REINSW forms are designed with the agent in mind and are backed by the expertise of your industry association. We also have a wide range of eForms, giving you professional-looking forms that save you time by letting you set default information. You can even personalise eForms with your agency logo.

**Purchase REINSW forms
and take advantage of the
exclusive member discounts.**

**Visit www.reinsw.com.au or
email store@reinsw.com.au.**

PRESIDENT'S MESSAGE



A safe port in the storm

Prime Minister Kevin Rudd recently described the global financial crisis as the worst since the Great Depression.

Yet the current global crisis has many characteristics in common with previous market shocks that have occurred over several hundred years of modern financial history. One market commentator recently listed examples of assets that have been the subject of booms and busts, including tulip bulbs, islands in the South Seas, gold bullion, silver, oil, canals, railroad shares, bonds, mining companies, currencies, coffee, banking stocks and IT companies.

The cause of the current crisis was easy access to credit, especially in the United States, starting with banks handing out mortgages to people who couldn't afford to pay them, and the consequences have rippled throughout the financial system internationally.

One thing that is common during periods of financial crisis is that people turn to property. You can make a fortune in shares but when the market crashes you can be left with nothing more than numbers on paper. Property is something you can actually visit, you can touch it, and it's not going to disappear during a recession. And everyone needs a place to live. Property is a safe haven during a financial storm and that's why it will be attractive right now.

Property may have been out of fashion for the past few years, but during that time, pent-up demand has been growing. It's amazing to see how quickly confidence has been restored in just a few weeks. No one predicted interest rate cuts as large as we have received and the surprise increase of the First Home Owners Grant has provided the financial leg-up needed for many young renters to achieve the Australian Dream of owning their own home.

I firmly believe we have seen the bottom of the residential property market in NSW; in fact the recent moves have probably accelerated the market by at least six months. While we must not discount the fact that there is still much anxiety about the economy, I expect improving conditions for property professionals in the months ahead.

Steve Martin
REINSW President

"PROPERTY IS
A SAFE HAVEN
DURING A
FINANCIAL STORM
AND THAT'S
WHY IT WILL
BE ATTRACTIVE
RIGHT NOW."

IN THE MEDIA

REINSW President Steve Martin and CEO Tim McKibbin have hardly had a day without interviews from TV, radio and newspaper journalists as the financial crisis puts property into the spotlight.

Both Steve and Tim have appeared in television news reports, with TV cameras becoming a common sight in the foyer of REI House! The most common topics have been interest rate cuts, the increase of the first

home owners grant and predictions for property prices.

In other news coverage, REINSW featured in a special pink edition of *The Daily Telegraph* in support of breast cancer research.

The article included a photo of a signboard with one of REINSW's pink 'SOLD' stickers, outside a property sold by REINSW member agency Century 21 Prime Property Dural.

The stickers raise money in support of the National Breast Cancer Foundation's Pink Ribbon day.

REINSW Board member Christine Clarke has also helped to promote the pink 'SOLD' stickers, with staff from her agency, Raine & Horne Coffs Harbour, appearing in their local newspaper holding up the stickers.



AN ARTIST'S IMPRESSION OF THE EXCHANGE BUILDING IN PARRAMATTA



Exchange on the way

St Hilliers Property has launched a marketing campaign for its \$100 million commercial development in Parramatta, to be known as the Exchange building.

The 13 storey, A-Grade building will be constructed on a 2,579 square metre site opposite the new Parramatta Transport Interchange and in close proximity to Parramatta's Civic Place redevelopment.

The Exchange is expected to have a 5 Star Green Star rating when completed. Construction is expected to commence in May 2009 and take 20 months to complete.

Scam warning

Police in the Kuring gai area in Sydney's north have warned of a scam that targets people who are selling their house.

A courier attends the house and delivers an envelope with a parcel addressed to the name of the owner. The parcel is usually wine and flowers, and includes a note that pretends to be from an interested buyer for the house.

The courier driver then informs the owner that they must pay a \$3.50 fee for the package as it contained alcohol, purportedly to prove they are over 18 years old, and that a credit card payment by EFTPOS is required.

One victim of the scam accepted and their card was swiped by a handheld machine – which was actually a card skimming device. A later check of the victim's account showed that \$680 had been withdrawn from an ATM shortly after the courier delivery.

Police are urging vendors not to accept any courier deliveries they are not expecting and especially not to hand over any credit card details but to instead contact their local police station.

Overcrowding

Sydney City Council is seeking new powers to inspect residential premises where it is suspected that people are living in overcrowded conditions.

Currently Council inspectors only have powers to enter commercial premises that are suspected of being in breach of building and planning codes.

A spokesman for the Council said there have been a number of cases of overcrowded apartments that have been illegally sub-let, posing health and fire safety risks to the occupants.

Melbourne beats Sydney in sustainability ranking

A world study that evaluated cities on their efforts to improve sustainability has rated Melbourne sixth in the top 10 list, while Sydney did not make the ranking.

The list was compiled by the New York-based Ethisphere Institute, which praised Melbourne for its plans to cut the number of cars in the city, build bike paths and increase public transport.



Choice of accounts

A number of banks and financial institutions are offering First Home Saver Accounts (FHSAs) that fail to tick all the boxes when it comes to low fees and good interest rates, according to a study by CHOICE.

With the launch of the federal government's First Home Saver Accounts, CHOICE has examined the new accounts that are now on offer.

The accounts work by the Federal Government contributing up to 17% of what first home buyers save.

However CHOICE found that several accounts have low interest rates or have account keeping fees.

"Even after opening an account, you should continue to monitor how it compares with others – you can switch to another FHSA provider if your interest rate becomes uncompetitive," CHOICE said.

For a table that compares First Home Saver Accounts, visit www.choice.com.au.

Uni dorms different now

The number of international students moving to Australia will continue accelerating over the next few years as student accommodation goes luxury, according to Colliers International.

Private baths, high-speed internet and modern furnishings are now key priorities for cashed-up international students. Fully equipped kitchens, living areas, bright funky common areas and recreational amenities are also seen as necessities.

Colliers International currently manages three student accommodation buildings.

Retirement village hotspots

Retiree housing will represent up to 8% of all new residential housing in Australia in 15 years' time, according to a prediction by Jones Lang LaSalle.

The demand for retirement villages will increase as baby boomers retire, said Peter McMullen, National Director of Health and Aged Care Services for Jones Lang LaSalle.

"To meet this surge in demand, it is predicted that up to 140,000 new dwellings in retirement villages are needed over the next 15 years, equating to an investment of about \$42 billion (in 2008 dollars) in new construction," Mr McMullen said.

Potential Major Retirement Village Hotspots – NSW

LGA	Median House Price (AUD)	2006 Population Over 65 Years	Over 65 Years Growth (2006-2016) %pa	2006 Over 65 Years as proportion of total population	Current Penetration Rate
Baulkham Hills	680,000	14,473	5.9	9.1	14.8
Blacktown	360,000	22,235	4.5	8.2	1.1
Campbelltown	340,000	10,609	5.6	7.4	4.6
Liverpool	340,000	13,559	5.3	8.2	3.6
Penrith	360,000	14,046	4.6	8.2	4.0
Port Stephens	320,000	10,230	4.0	16.9	4.7
Shoalhaven	359,000	18,702	4.0	21.2	2.9
Sydney	980,000	12,818	6.4	8.2	1.1



Great place for a sea change

A recent report on the Ballina and Lennox Head market has found that the area continues to remain an affordable option for sea changers.

"With 19% of total transactions recorded in the Ballina and Lennox Head Area during the six months ending March 2008 occurring below the \$399,999 mark, buyers still have a great opportunity to enter the market," said the report by prdnationwide.

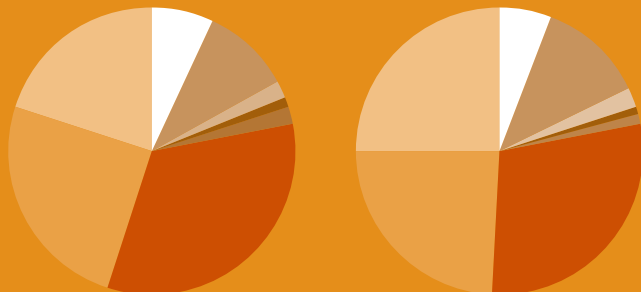
"The northern NSW coast and especially the Ballina and Lennox Head Area are ideal locations for 'sea change' because the area is still affordable, is supported by strong infrastructure (employment, health, education, road networks) and offers the same lifestyle benefits as other more expensive coastal communities such as the Sunshine Coast or the Gold Coast."

Population trends

A projection of current population trends predicts that NSW will add another 3.3 million residents over the next 50 years.

Figures from the Australian Bureau of Statistics predict that in 2056, NSW will still be the most populous state in Australia, but will only have 29% of the nation's residents compared to 33% now.

Queensland is the state expected to achieve the strongest growth.



2007 State-by-State Estimated Population Profile

NSW	6,816,087	33%
VIC	5,126,540	25%
QLD	4,090,908	20%
SA	1,567,888	7%
WA	2,059,381	10%
TAS	489,951	2%
NT	210,627	1%
ACT	334,119	2%

2056 State-by-State Projected Population Profile

NSW	10,158,043	29%
VIC	8,482,497	24%
QLD	8,653,819	25%
SA	2,195,768	6%
WA	4,252,618	12%
TAS	571,015	2%
NT	397,322	1%
ACT	506,424	2%

Source: RP Data

Funding affordable houses

The federal government recently launched its five-year \$512 million housing affordability fund.

State and local governments along with private developers can now apply for grants from the fund, which will be used to target areas with high demand for new, entry-level homes.

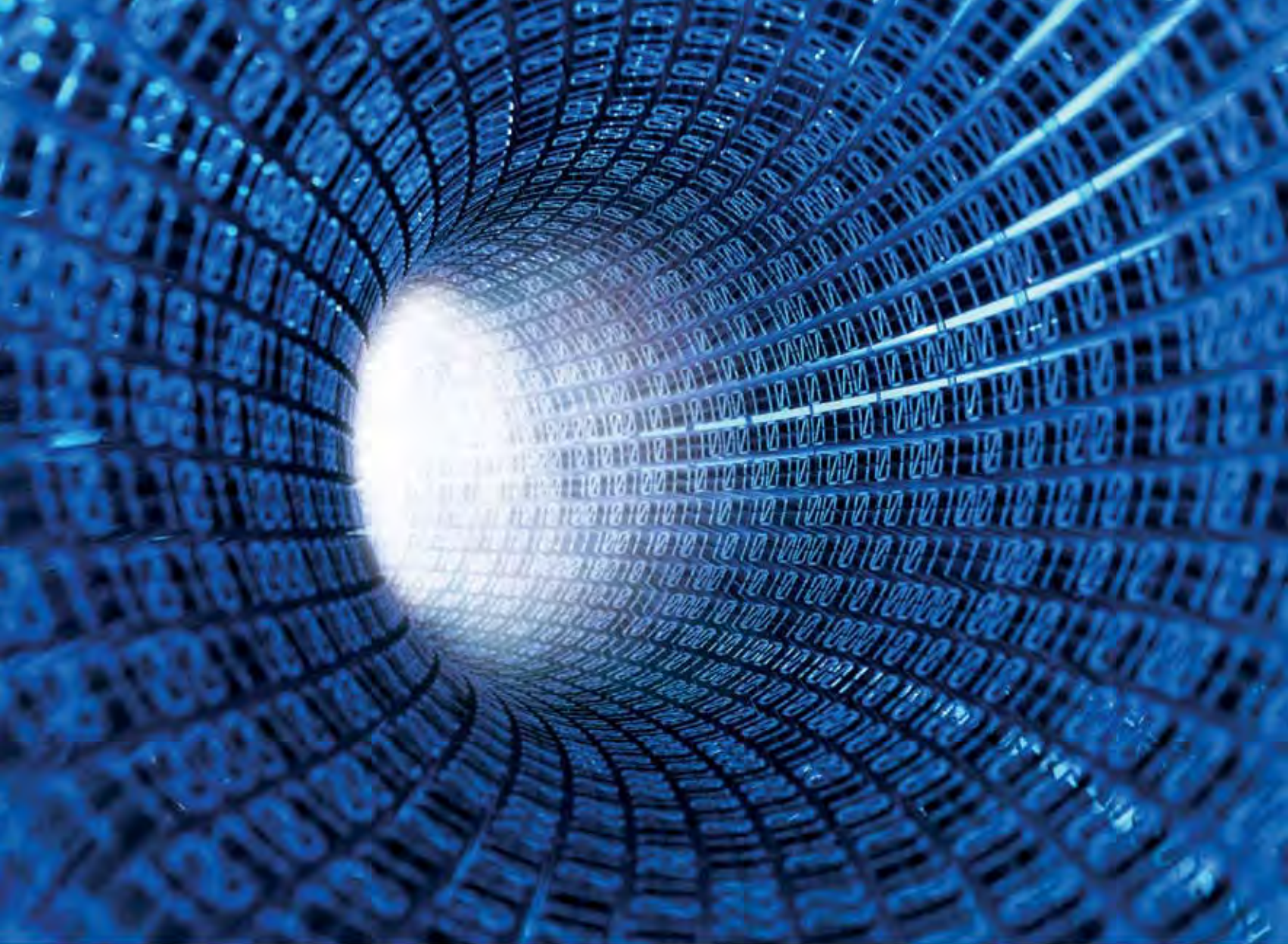
The federal government says the fund should reduce the cost of new houses by up to \$20,000 by reducing planning and infrastructure costs.

Record \$47 million sale

A new Australian record has been set with the harbourview property, Coolong, selling for \$47 million in the exclusive Sydney suburb of Vaucluse.

The agent who handled the sale is reportedly REINSW member Bill Bridges from Cassim Real Estate at Woollahra.

The sale beats the previous record set earlier this year of \$32.4 million for Craig-y-Mor at Point Piper.



Technologically Challenged?

There is light at the end of the tunnel.

Feeling dark about technology? With a bewildering array of office management and sales solutions pushed at you daily it's not surprising. You signed up to sell real estate, not study 'Computer Science 101'.

As a network driven by estate agents, we understand the need for simple, effective solutions. So, if you can fill in a form, you can work our websites. If you can tick a box, you can change their whole look.

You don't need to be an expert, or pay someone to do it for you! That's our way of thinking.

First National Real Estate makes technology choices simple so you don't end up in therapy. We've developed systems for everyday people, and we can explain them to you in everyday language.

Helping you to choose what's right to drive your business forward is our expertise.

We have everything you need. It's really that simple. There is light at the end of the tunnel, but it needn't be an oncoming train!

Contact one of our recruitment specialists today.

Matthew Harvey 0429 859 066

Brian Crawford 0413 624 313



FIRST NATIONAL
REAL ESTATE

We put you first.

ASK THE MEMBERS: Are you optimistic about your local market?

THE PROPERTY MARKET HAS RECEIVED A DOUBLE-BOOST IN THE FORM OF SIGNIFICANT INTEREST RATE CUTS AND THE INCREASE OF THE FIRST HOME OWNERS GRANT (\$14,000 FOR EXISTING PROPERTIES AND \$21,000 FOR NEW HOMES).

What do REINSW members think of these latest developments? Are there more buyers and sellers coming into their local markets?



David Meadowcroft
Independent Property Centre
Bankstown

We had two auctions on the weekend and we sold them both under the hammer. They both had good numbers registered.

We are a lower priced area. There's a lot of first home buyers. We have seen a bit of an increase in appraisal activity, but there's still a fair amount of uncertainty.

We have found that people are having more difficulty in getting finance. Certainly they are not getting as much compared to before.

The lack of stock has been the biggest factor in the market. Nobody wants to make a mistake. The easiest way for people not to make a mistake is to not make a decision. A lot of people have been sitting on the sidelines. The fact that banks have cut their rates independent of the Reserve Bank cutting, that's going to help instill confidence in the vendors.



Scott Walkom
Walkom Linehans First National
Newcastle

Yes, we think the Government increasing the first home buyer payment will definitely lift property sales, especially for new developments.

It is a fantastic opportunity for buyers of some of our new developments listings, priced at \$300,000. The government grant gives the buyer \$21,000, which is nearly 7% of the purchase price and there is no stamp duty.

We think buyers in the market will take this up over the next few months and start looking and we expect to see more activity for property in the \$300,000 to \$600,000 range.

WE EXPECT TO SEE POSITIVE RESULTS OVER THE NEXT FEW MONTHS AS THE FIRST HOME BUYERS TAKE UP THIS OPPORTUNITY.



Nola Debney
Nola Debney Real Estate Pty Ltd
Bateman's Bay

The announcement of the increase for the first home grant is well received here in the Batemans Bay area.

Our area is a fast growing one, with a lot of lovely young families here and looking to relocate here, so we see this as a positive step to assist these young families and to encourage them to settle and grow within the community.

We expect to see positive results over the next few months as the first home buyers take up this opportunity. The enquiry rate is growing noticeably with a definite increase for the lower price range of homes.

The increase has provided a boost in confidence in these otherwise uncertain times.



Anthony Field
Ray White Real Estate
Nambucca Valley

I'm excited about the potential for the interest rate cuts and First Home Owners Grant do so something in terms of creating confidence. That's what the market is lacking. It's a very positive step they have taken.

However the Nambucca Valley has a low income demographic, so I'm not expecting to be knocked over in the rush.

We are having a seminar next week. I have been pleasantly surprised by the number of people that have registered for the seminar. We have a lot of tenants coming. Will they have the capacity to be able to buy anything? I'm not too sure.

I'm expecting a mini boom next year from the investor market because our properties are cheap. With the interest rate cuts and what they can get on their holding costs in terms of rental return, it starts to become attractive.

For more information about the increased First Home Buyers Grant, download a factsheet at www.osr.nsw.gov.au/benefits/first_home

RECENTLY RENOVATED

Find what you want, when you want!

www.reinsw.com.au

VISIT THE NEW-LOOK REINSW WEBSITE AND CONNECT WITH THE BEST SOURCE OF ADVICE AND SUPPORT IN THE INDUSTRY.

Easy to use

Designed for real members

REINSW only exists to benefit members. So it's fitting for the new website design to feature real members of REINSW, using their pictures and comments to illustrate the benefits of belonging to our professional association.

Remember my password

Never be locked out of the website again! A new 'remember me' function will ensure that you only have to enter your username and password once. After that, you will be able to visit the site time and again, with access to all the member-only content. **1**

Quick links

Quick links on the homepage make it easier than ever to find what you are looking for on the website, without the frustration of searching fruitlessly for information that is buried. **2**

Solutions to real problems

Member Centre

Visit the Member Centre to find answers to everyday real estate problems, such as amending an agency agreement, disclosing material facts or increasing the rent. Download articles or find relevant legislation. **3**

The screenshot shows the REINSW website interface. At the top right, there is a 'MEMBER LOGIN' section with a 'Username' field and a green circle with the number '1' next to it. Below this is the REINSW logo and the text 'REAL ESTATE INSTITUTE OF NEW SOUTH WALES'. A navigation bar contains 'MEMBER CENTRE', 'TRAINING', and 'REINSW STORE'. Below the navigation bar is a large banner featuring a smiling woman, Sara Pratt, with a quote: "REINSW m... you as a le... giving you... and that...". Below the banner is a 'I want to' section with a dropdown menu labeled 'Choose option...' and a green circle with the number '2'. To the right of this is a 'Latest news' section with several news items dated from 27 Oct 2008 to 01 Oct 2008. Below the 'I want to' section is a 'Find a member agent' section with a green circle with the number '6' next to it. This section includes a 'Location or postcode' input field and an 'Advanced member agent search' button. At the bottom of the 'Find a member agent' section is a small image of a man with the text 'join REINSW discover the real advantages'. At the bottom of the page, there is a footer with the text 'This website provides information of a general nature' and 'ABN 5'.

Password Remember me Forgotten Password? About REINSW Contact Us

SEARCH

GO

EVENTS AND AWARDS

NEWS AND ADVOCACY

JOIN REINSW

PUBLIC INFORMATION

membership identifies
leader in the industry,
the edge
"It's why I'm a member."

tralia

FABULOUS
FOCUSED
FEARLESS

REINSW
women
in real estate
real inspiration

Upcoming events

5

28 Oct 2008 Novice Auctioneers
Competition & Golf Day - Orana

29 Oct 2008 Novice Auctioneers
Competition - Central Coast

30 Oct 2008 Novice Auctioneers
Competition - Wollongong

Training

4

What exactly is a material fact?

Getting started in real estate

In-house training - we come to you!

Licensing programs

MEMBER HELPLINE

minimise
your risk

SPONSORSHIP OPPORTUNITIES

partners for real
advantages

CEO's blog
real issues, real opinions

7



Get involved!

Training

Need to do your CPD or skills training? Want to do a licensing course? Book online and check out the range of courses available in class or online. [4](#)

Events

Want to get in touch with other agents from outside your area? Book online to attend an REINSW event that is relevant to you. [5](#)

Consumer advice

Find a member

Being a member of REINSW gives your agency a competitive edge. Consumers who only want to list with a member agent search for agents in their local area by visiting the REINSW website. The 'Find a member' function is on every page throughout the site. [6](#)

Consumer factsheets

Help your buyers and sellers with practical information about all key aspects of real estate transactions.

Connect to real people

CEO blog

Share your opinions on contentious topics. What do you think is the cause of the rental crisis? What do you think can be done about stamp duty and land tax? How could housing become more affordable? Engage in the debate and let your voice be heard! [7](#)

Ask questions

Is there an issue that impacts your particular practice specialisation? Talk to members of the REINSW Chapter Committees by visiting your Chapter page. You can post questions and read about the latest topics under discussion in the 11 REINSW Chapters.

Learn more about REINSW, its products and services, and real estate practices in New South Wales.

1 000 012 457 Terms of Use Privacy Policy



One system to run your sales office

Real Estate Manager offers a fast, Internet and Office Server based all-in-one solution. A Product that will boost your productivity and help you manage your entire sales office anytime, anywhere.

One single database drives your website, e-marketing, contact management, advertising control, trust accounting, commission and wages payment for your entire company. It gives you the power to analyse the performance of your business from anywhere.

It is simple to use and is the most powerful and technically advanced system ever built for Australian Real Estate Offices.

One Application that does it all:

- CRM
- Office Administration
- Property Database
- Wages and Commission
- Commercial Sales and Leasing
- Web Integration
- Statistics
- Residential Sales
- Data Security



Find out why Australia's Top Real Estate offices choose MultiArray's Real Estate Manager

Call 1300 720 881

for an obligation free demonstration



www.multiarray.com

“Serving real estate companies for over 20 years.”

Sustainable House Day

A HOUSE DOESN'T HAVE TO BE BRAND NEW TO INCORPORATE THE LATEST IN ENVIRONMENTALLY-FRIENDLY TRENDS.

More than 90 houses, schools and businesses were open to the public on Sustainable House Day (on the weekend of September 13 to 14) to showcase the benefits of sustainable living.

One of the homes was owned by John Caley in the inner-Sydney suburb of Newtown. Although the house is over 100 years old, it now incorporates a number of modern features that enable John, his wife and three children to generate almost all their own power and water supplies.

"Sustainability is something that's always interested me," John said. "We can't keep using resources as flagrantly as we have in the past. In Sydney we have a great rainfall and lots of sunshine. We might as well be using our own rainwater and solar power."

Insulation

The ceiling and walls of the house have been properly insulated, to help the house remain warmer in winter and cooler in summer.

"It's reasonably easy to insulate existing flat ceilings under pitched roofs," John said. "There's also a state government rebate towards the cost. We can now easily heat the whole house in winter with a small gas convection heater."

Light bulbs and shower heads

Other simple changes include using energy-saving light bulbs and a good quality low-flow shower head.

Composting

The family's vegetable scraps are put into two worm farms where they are turned into compost.

"I BELIEVE A LOT OF PEOPLE WOULD LOVE TO BUY A PLACE THAT SUPPLIES IT OWN WATER AND GENERATES ITS OWN POWER."

Rain water harvesting

Every time it rains, the Caley family collects the run-off from their roof in two water tanks. They started with just a 3,000L water tank in their yard. They later decided they needed a greater capacity and their small garden didn't have enough space, so they installed a 3,000L water bladder under the floor. Sydney Water paid them a rebate of \$1,150 based on the size of the second tank and the fact that it was supplying both a toilet and a washing machine.

The two tanks are connected to the plumbing in the house and they use the water for all their everyday needs.

"I have had the water tested and it is clean, but I plan to install a filter for the kitchen cold tap just in case," John said.

"The system is set up to automatically switch over to mains water if the rainwater tanks are empty. That happened last year for about five days. There would probably be a couple of times a year that we would use mains water for about a week."

Solar electricity generation

The family's biggest investment has been in a 2kW solar electricity system, which cost about \$12,500 after they received a federal government rebate of about \$8,000.



MAGGIE STERN AND JOHN CALEY WITH THEIR CHILDREN AMELIA, FABIAN AND BROUGHTON OUTSIDE THEIR NEWTOWN HOUSE

The solar power feeds into their mains power.

"Obviously in winter you get less solar power and more in summer," John said. "Since the beginning of spring, we have been making just about exactly as much power as we are using. I would say that from now on, the electricity bills will be zero for the next half a year. Then our winter electricity will be halved from how it used to be."

In total, the sustainable initiatives to the house have cost about \$20,000, but John believes it is money well-spent. Not only does he save on water and electricity bills, but he believes he could attract a premium price if he decided to sell the property.

"I believe a lot of people would love to buy a place that supplies it own water and generates its own power,"

"THE SYSTEM IS SET UP TO AUTOMATICALLY SWITCH OVER TO MAINS WATER IF THE RAINWATER TANKS ARE EMPTY."

he said. "I would expect that it would certainly add value to the property as the buyers would factor in what those features would cost them."

John Caley is a consultant at Ecological Designs, which provides independent sustainable home advice. For more information visit www.ecologicaldesigns.com.au

For more information about Sustainable House Day, visit www.sustainablehouseday.com.au ♦



THE PERPETUAL BUILDING, 39 HUNTER STREET, SYDNEY, IS THE FIRST HERITAGE-LISTED BUILDING IN AUSTRALIA TO ACHIEVE A 6 STAR GREEN STAR OFFICE DESIGN RATING.

Green life for heritage building

A 6 STAR GREEN RATING FOR 39 HUNTER STREET, SYDNEY, PROVES THAT EVEN OLDER, HERITAGE LISTED BUILDINGS CAN BECOME MORE ENVIRONMENTALLY FRIENDLY.

Increasingly, existing buildings are being refurbished to meet the requirements of building owners and tenants for improved environmentally sustainable performance. Older buildings in particular need to upgrade and adapt to meet these changing needs and preferences if they are to compete with newer buildings.

What of heritage buildings? Due to statutory constraints they can be a challenge to refurbish – even without environmentally sustainable credentials.

Significant improvements can be made with minimal cost to any building through housekeeping review, energy purchase, improved maintenance and recommissioning of the building's services.

More extensive refurbishment demands a creative, experienced

team approach. Engineers and architects need to work together to ensure neither the contemporary sustainable measures nor the heritage features are compromised. Challenges include the need to satisfy approval bodies that enough of the original fabric is being retained. The trade off for loss of less significant fabric is the reinstatement of other concealed heritage features and the possibility of high environmental ratings.

Another significant challenge in upgrading the sustainability of heritage buildings is the dearth of building contractors with experience across both fields. Engaging a green building professional is a step in the right direction but alone it doesn't provide 'green' expertise.

39 Hunter Street

The Perpetual Building, 39 Hunter Street, Sydney, is the first heritage-listed building in Australia to achieve a 6 Star Green Star Office Design rating.

Melbourne based Kamirice Pty Ltd purchased the 92-year-old building with the aim to achieve a minimum

5 Star Green Star, 5 Star NABERS Energy Rating (previously ABGR) base building refurbishment.

The building was built in 1916 and occupied by its former owners since then. It had undergone alterations in the 1960s and 1970s reflecting contemporary perceptions of 'desirable' office space. The building is listed on the State Heritage Register and the Register of the National Trust in Australia, and is subject to a permanent Conservation Order.

At the time of purchase, behind the sandstone and trachyte façade (with slate and copper mansard roof features) – the retention of which scored high for both heritage approval and green ratings – little of historic value could be seen internally, with decorative cornices on the high plaster soffits covered by suspended ceilings. Marble cladding to the main staircase and the paneled boardroom remained the dominant features of heritage interest.

Natural light ingress to the lower floors was poor, resulting from partial

infill of the two original lightwells plus the overshadowing by more recent adjacent buildings.

The level of overshadowing became one of the most analysed aspects of the building. Arup engineers undertook numerous studies to determine the light penetration into the building both in its original form (following the partial infill of the lightwells) and via a proposed atrium in the optimum location to minimise intervention to the heritage structure while maximising light penetration to lower floors.

Infilling an existing void at the rear of the premises allowed this cutting through of a dramatic seven story atrium with minimal loss to the net lettable area of 6,300 m².

It also became obvious that one of the most significant remaining heritage features – although damaged and cut during past 'modernisation works' – were the beams and cornices of the original ceilings. To reinstate and retain these features, it was determined that a mechanical ventilation system

that allowed the ceiling to remain exposed would be the best fit.

All alternatives were explored to meet ABGR (now NABERS Energy) targets along with obvious reticulation and plant constraints with the preferred technology being an underfloor displacement system. This was relatively innovative for use in a commercial building in Australia and met the objectives of indoor air quality, individual control, flexibility and reduced maintenance. More importantly, using a raised floor plenum left the ceilings exposed and intact.

Jackson Teece architects then developed a custom built 'lily pad' to conceal services reticulation in the centre of each coffer of the intercrossing beams. This had the additional advantage of introducing a material to assist with acoustic control.

Other environmental features of the refurbished building include the use of gas fired generators to run one of two chillers, as part of a peak load reduction strategy, and innovative

use of an insulated sprinkler tank for pre-cooled water storage. Rain water will be collected and re-used to flush toilets. All storm water leaving the site is treated and filtered (using a leaf filter).

The refurbished building includes high efficiency luminaires, high frequency ballasts and energy efficient lighting controls. All timber and composite timber products used in the building and construction works were sourced from post consumer re-used timber, or FSC certified timber. More than 95% of all painted surfaces, carpets and adhesives/sealants have been specified to comply with low VOC benchmarks.

The building will provide bicycle storage and showers for tenants and visitors, and a dedicated waste management room.

A major intervention that almost caused controversy with the Heritage Office was the client's commitment to equitable access throughout the building. A wheelchair platform installed in the 1990s served the

"OTHER ENVIRONMENTAL FEATURES OF THE REFURBISHED BUILDING INCLUDE THE USE OF GAS FIRED GENERATORS USED TO RUN ONE OF TWO CHILLERS, AS PART OF A PEAK LOAD REDUCTION STRATEGY, AND INNOVATIVE USE OF AN INSULATED SPRINKLER TANK FOR PRE-COOLED WATER STORAGE."

stepped entry from Hunter Street. To enable ease of access for wheelchair users, the adopted scheme includes a 1:20 walkway (by legal definition, not a ramp) from

the street entry to the new lifts which provide access to all floors, including the raised tenancy area at ground floor level. Ultimately, the Heritage Office viewed this 'intrusion' to the structure positively.

Securing approvals through Sydney City Council required a dedicated team effort, with JCK Consulting (Project Managers), Jackson Teece as Project and Heritage Architects working with Arup and Hyder Structural Engineers to determine the best solution for each issue.

The substantial intervention into the building was justified in part by the reinstatement of concealed remnant fabric, exposing ceilings and repairing cornices, maintaining evidence of strong rooms where these remain intact, keeping new plant levels back from the heritage façade, and maintaining the façade and mansard roof structure and covering.

There was no doubt that both the City Council and Heritage office could see the value in the environmental strategies being employed. ♦

DIGITAL & STATIC DISPLAY SYSTEMS

...Vision makes it easy

...SIMPLE WEB-BASED SOFTWARE...USER-FRIENDLY...

SUNLIGHT READABLE LCD SCREENS



For digital & static advice - CALL THE MANUFACTURER!

CALL: 1800 77 30 54

www.visionagi.com



A photograph of three women standing outdoors in front of a two-story house with light-colored siding. The woman on the left has dark hair in a bun and is wearing a light-colored blouse. The woman in the middle has dark hair and is wearing a white button-down shirt. The woman on the right has long brown hair and is wearing a blue striped blouse with ruffles. They are all smiling at the camera.

working out
PAID
MATERNITY
LEAVE



BY ROSLYN ALDERTON

WORKING MOTHERS WOULD RECEIVE 18 WEEKS OF PAID MATERNITY LEAVE AS PART OF A PLAN BEING CONSIDERED BY THE FEDERAL GOVERNMENT. IS THAT TOO MUCH OF A BURDEN FOR REAL ESTATE AGENCIES?

Few topics generate as much heated debate as the issue of paid maternity leave.

While most real estate businesses are prepared to provide flexible working arrangements for working mothers these days, few – especially small agencies – are willing to provide any additional pay for women who take time off from work to have a baby.

“I can say with a high degree of confidence that there’s no paid maternity leave in our industry,” said Greg Paterson, Executive Director of the Real Estate Employers Federation of NSW (REEF).

“The only exception might be some larger corporates that may be able to provide [paid maternity leave] because of their size and structure.”

The debate about paid maternity leave includes the philosophical issue about whether a woman ought to be paid for time off from work to have a baby. There are also business considerations, such as weighing up the cost of losing a valuable member of staff.

The Productivity Commission recently considered an array of models for paid maternity leave and came up with a draft plan that is currently being considered by the Federal Government.

The plan would grant working mothers 18 weeks of paid maternity leave at the minimum wage (currently \$543.78) each week, with taxpayers contributing the wage and employers contributing the usual 9% super.

That works out at about \$10,000 of pay for eligible working mothers, with about \$880 contributed by employers.

Warren McCarthy, Managing Director of LJ Hooker, said he believed the

“I CAN SAY WITH A HIGH DEGREE OF CONFIDENCE THAT THERE’S NO PAID MATERNITY LEAVE IN OUR INDUSTRY.”

recommendation was a reasonable compromise for small business.

“If that was the burden, of only about \$50 a week, to me that’s very reasonable in the whole scheme of things, in assisting your staff member, who is a team member and almost a family member in many cases,” Mr McCarthy told the *Journal*.

“When you look at it in those terms, if there’s a concern commercially, in most cases the employee would be worth the money.”

However he acknowledged that real estate agencies would be sensitive to the cost.

“Real estate businesses would have a very skinny bottom line in a lot of cases,” he said. “Certainly in these times where costs are under the spotlight, a lot of business owners would be concerned about the cost of paid maternity leave.”

Greg Paterson believes that businesses should not have to contribute any additional pay at all, noting that 80% of real estate agencies have less than 20 staff.

“Any cost to small business, in my opinion, is too much,” Mr Paterson told the *Journal*.

“I don’t necessarily oppose some form of payment. The real issue here is who should pay that money. Should it be the employer or the taxpayer? What I’m suggesting is that it’s not the employer who should pay.”

It is often argued that the cost to business for paid maternity leave is smaller than the cost of replacing the employee, training new staff

and losing valuable skills and knowledge.

“I suppose you might say to yourself that if someone was that valuable, you would be prepared to pay them,” Mr Paterson said. “There’s no guarantee that if you paid them they would come back to you anyway.”

He was also concerned about the way that paid maternity leave would be administered. Under the Productivity Commission’s plan, employers would pay the wages to employees and then be reimbursed by the Federal Government.

“Why should the employer be the pay master for the government?” Mr Paterson said.

“WHEN YOU LOOK AT IT IN THOSE TERMS, IF THERE’S A CONCERN COMMERCIALY, IN MOST CASES THE EMPLOYEE WOULD BE WORTH THE MONEY.”

“The business already has to replace the employee while she is on maternity leave. Their wages are being taken up by this replacement employee. [Under the Productivity Commission’s plan] they would now have to find additional wages, at least in the short term, to pay this employee. We don’t know how long it will take to be reimbursed by the government.”

Warren McCarthy said that real estate agencies should still consider the issue of paid maternity leave as being an important factor in attracting and retaining female staff.

“We have to have an industry that attracts more women into it,” he said. “If we have a good stand on this issue, maybe that’s an attraction for our industry.”

Case study: working mothers in real estate

At Breakfast Point Realty, there's no such thing as a 'normal' working week.

Out of the eight staff, they have a total of nine children. The filing room doubles as a creche with a TV, bean bag and games for the kids. Flexible working hours are just part of the way that the agency operates.

Principal Alison Beveridge established the agency when the youngest of her two sons was just nine months old and has since learned to build in flexible working arrangements for the other women as her business grew.

"It's being able to provide a work place where it's going to work [for my staff]," she said.

Office manager Geraldine Mitchell works from 10am to 2pm from Monday to Friday and takes one week off every school holidays to spend with her kids, who are high school age.

Cilla Green has a different working arrangement, as her children are still very young. She works three days a week, with her children in a nearby child care centre on the days she works.

A number of other staff work part-time hours, which helps them to be more flexible to fill in for the mothers during school holidays or if one of the kids gets sick.

"Geraldine, myself and Cilla all work at home from time to time," Alison said. "Often it's at night when the kids are in bed."

Rather than using a system of pay based on achieving sales targets, Alison pays her staff a set wage (with a share of commission on sales), which gives them the ability to set their own hours.

"They receive the same amount of money each week, no matter how many hours they work," she said.

Alison herself works unusual hours, with the support of her husband, who is also a real estate agent (in a different agency).

"My husband and I do an Excel spreadsheet at the start of the year for where the boys are, what time they have to be picked up and who is doing what," she explained. "I work a long day on Monday, from 9am to 6 o'clock. On Tuesday, Wednesday and Thursday I leave here at 3.30pm and pick up the children from school. We come home, have afternoon tea and do homework. I love to cook a meal and I love to sit down with the family. That's so important to me.

"On Friday my husband picks the kids up. Saturday is tricky. My husband makes sure he is available on Saturdays so that he is there for the kids for sport."

Another staff member recently gave birth to her first child. She is

not receiving paid maternity leave, however Alison said she would do all she could to help the staff member ease back into work when she was ready.

Alison said it was difficult for small businesses to fund paid maternity leave unless they received government support.

"It's like super. It hurts, but not as much as trying to find a lump sum of money," she said.

Despite managing to juggle a successful business with looking after her children, Alison said it was never easy.

"I know that I suffer from two kinds of guilt," she said. "I suffer guilt when I leave the office because I worry about leaving the team behind. And I suffer the 'mother guilt' on Saturdays when my son says: 'Mummy, why can't you come watch me play sport?'"

Why the grass really is greener at Professionals

“ Professionals Service Centre supports the growth of our business with top quality marketing, training and operational resources. We are proud to be a part of the Professionals family and love the response we get from our fresh and dynamic branding. **So many services, so much support - and at one fifth of the fees that some of our friends who are with the other brands pay!** ”

Mike Carter
Professionals Broadbeach



Professionals are a group created by the members for the members and are experiencing growth through all of Australia. **Call Stuart Watts on 0410 231 740 for a no obligation discussion as to how you too can "Belong to the Best Value Brand".**

26
NEW OFFICES
in the last 18 months
QLD . VIC . NSW

 **Professionals**

Key points of the paid maternity leave recommendations

Has this become law?

No, the Productivity Commission's recommendations are still being considered by the Federal Government, which is not expected to make its decision until next year.

How many weeks of pay?

18 weeks

How much?

All eligible mothers would receive the same amount, set at the minimum wage, which is currently \$543 per week

Where does the money come from?

The Federal Government would contribute the wages while employers would contribute the superannuation.

What about partners?

Two weeks of paternity leave. In addition, the mother could choose to allocate part of her 18 weeks of pay to her partner instead. Partners include a husband, de-factor or same sex partner.

Will mothers still receive the \$5,000 baby bonus?

Mothers who receive paid maternity leave will no longer receive the baby bonus, however stay at home mums would still receive it.

Who is eligible?

Mothers must have worked for the employer for at least 12 months with an average of 10 hours of work per week.

Do employers still need to allow 12 months of unpaid leave?

Yes and under NSW industrial relations law, women can request an additional 12 months leave, up to a maximum of 24 months in total. The employer can deny the request but must provide a reasonable explanation for the refusal.

Flexible work arrangements



BY GREG PATERSON

EMPLOYERS WILL SOON BE FACED WITH A NATIONAL EMPLOYMENT STANDARD THAT GIVES EMPLOYEES WHO HAVE RESPONSIBILITY FOR THE CARE OF A CHILD UNDER SCHOOL AGE, A RIGHT TO REQUEST A CHANGE TO THEIR WORKING ARRANGEMENTS THAT WILL ASSIST THEM TO CARE FOR THE CHILD.

Employers, watch out, major industrial changes are on the way! January 2010 is the date scheduled for the commencement of the Federal government's new workplace relations system – Forward with Fairness.

A major part of the Forward with Fairness system will be the introduction of 10 National Employment Standards (NES) which will apply to all employees in the Federal system from January 2010. NES number two should be of particular concern to employers. It's titled: Requests for Flexible Working Arrangements.

What does that mean?

Put simply, employees who have a minimum of 12 months employment with their employer will have a statutory right to request that you adjust or modify the employee's working arrangements to enable them to care for a child for whom they have responsibility. At this stage at least, the child for whom care will be provided must be under school age. However, based on international experiences, employers can reasonably expect that at some time in the future this restriction will be lifted so that the right to request is extended to allow for the care of 'older' people.

It is worth noting that this new standard will NOT be restricted to a parent of the child but to any person who has responsibility for the child's care. This could include a grandparent, other relative or even a next-door neighbour of the child.

How will the request be made?

The legislation prescribes that an employee's request for flexible

working arrangements must be in writing and set out details of the change sought and the reason.

What type of request may be made?

The legislation does not limit the nature or type of flexible work arrangement that an employee can request of his/her employer. It can be reasonably expected however that requests will commonly include:

- changes in hours of work (e.g. full-time to part-time);
- changes in patterns of work (e.g. change to non-standard start or finish times); and/or
- changes in location of work (e.g. working from home).

Can the request be denied?

Yes, but only on the basis of "reasonable business grounds". The legislation does not attempt to define what is meant by reasonable business grounds. We expect however that relevant factors in determining the test of reasonable business grounds will include:

- the cost of accommodating the employee's request;
- the employer's ability to reorganise work arrangements; and
- the business needs of the employer.

THE LEGISLATION PRESCRIBES THAT AN EMPLOYEE'S REQUEST FOR FLEXIBLE WORKING ARRANGEMENTS MUST BE IN WRITING AND SET OUT DETAILS OF THE CHANGE SOUGHT AND THE REASON.

IT IS WORTH NOTING THAT THIS NEW STANDARD WILL NOT BE RESTRICTED TO A PARENT OF THE CHILD BUT TO ANY PERSON WHO HAS RESPONSIBILITY FOR THE CHILD'S CARE.

The employer will be required to respond in writing to the employee's request within 21 days and if refusing the request, give reasons why. An employer can suggest an alternative arrangement in the written refusal.

Conclusion

The Real Estate Employers Federation (REEF) is concerned about the practical application of the reasonable business grounds test for our members given its unsettled description.

Fair Work Australia (the proposed new 'one-stop-shop' dealing with workplace relations issues) will provide information and issue guidelines to help employers apply the reasonable business grounds test. Only time will tell how prescriptive this information and guidelines will be.

We will need to wait and see whether the government introduces an 'appeal' mechanism against an employer's decision not to grant an employee's request for flexible work arrangements and if so, what evidentiary standard the employer will be expected to meet.

Greg Paterson is Executive Director of the Real Estate Employers' Federation of NSW.

For more information, contact REEF on (02) 9261 2666. ♦

IN THE OFFICE:

Do you 'de-motivate' your staff?



BY ANNETTE FERRARI

Why do agencies need highly motivated employees?

The answer is simple: to improve performance. And we know that when employee performance improves, your bottom line grows. Everybody wins when performance is high and this extends to our clients. Motivated staff engage in positive behaviours such as taking more care in their work. They work harder yet are less stressed. They are less likely to leave their job, and importantly staff often benchmark their own performance against the performance of others, so the effects are widespread.

The psychology of motivation is as varied as it is complex. Many theories of motivation stem from Frederick Herzberg's research from the 1950s and 60s which forms the foundation on most approaches to successful motivation even today.

Herzberg, the pioneer of 'job enrichment', stated that to build real motivation you need to provide effort for and recognise achievement; provide intrinsically rewarding work; and give opportunities for responsibility, growth and advancement. Business literature is packed with advice about worker motivation but sometimes managers are the problem, so the issue is not about how to motivate but how to stop de-motivating your staff. So before you address motivation factors, you need to recognise, control and eliminate 'de-motivating' factors.

You can lead a horse to water, but you can't make it drink – and the same applies to staff. Unfortunately,

there are bosses who put so many obstacles in the way of the water, that put simply, the desire to drink has long gone. Research conducted from 2001 through 2004 based on surveys of 1.2 million employees (Sirota Survey Intelligence) showed that the great majority of employees are quite enthusiastic when they start a new job. But in about 85% of companies, employees' morale sharply declines after their first six months and continues to deteriorate for years afterward, with the fault resting squarely at the feet of management due to organisational inadequacies, and/or poor management skills.

Charles Jennings, Global Head of Learning at Reuters, recently cited numerous studies showing that as much as 70-80% of performance outcomes are a function of organisational factors such as clearly defined objectives, clear feedback, good leadership and appropriate incentives. This figure is too significant to ignore and leads to direct correlation between management skills and employee performance.

What are de-motivating factors that lead to under-performance?

Take the test – review the points listed below and assess your management and organisational skills. These organisational issues are known de-motivators in the workplace and could hold the answer to non-performing staff.

1. Poor communication

- Employees experience continuing surprises and aren't informed of new decisions, programs etc.

BEFORE YOU MEASURE THE PERFORMANCE OF YOUR STAFF, BE ACCOUNTABLE AS LEADER AND ASSESS YOUR RESPONSIBILITY FOR EMPLOYEE PERFORMANCE OUTCOMES.

- Employees don't understand reasons for decisions, and/or they're not involved in the process.
- Meetings are irregular with no set agenda or opportunity to discuss concerns.

Good communication requires managers to be attuned to what employees want and need to know. The best way to do this is to ask them!

2. Leadership problems

- Inconsistent, missing, too strong or uninformed leadership.
- No support when dealing with difficult situations.
- Managers don't understand the jobs of their employees. This is often a real issue in the property management department, as a majority of bosses are salespeople and therefore consider property management to be a 'consequence' of owning an agency – lacking both interest and understanding of the day to day functions.



- Managers pounce on mistakes and give no praise.
- Managers don't value training and often have out-dated methods and legislative knowledge (strangely this is always passed-on!). Issues of both non-compliance and lack of quality assurance regularly surface.
- Managers offer inadequate or no incentive or bonus schemes (how well are your property management team rewarded?).
- Recognition for a job well done is rarely offered, after all, "why would I need to thank someone for doing something they're paid



A CRITICAL CONDITION FOR EMPLOYEE ENTHUSIASM IS A CLEAR, CREDIBLE, AND INSPIRING ORGANISATIONAL PURPOSE – A 'REASON FOR BEING'.

to do?" Receiving recognition for achievements is one of the most fundamental human needs. Rather than making employees complacent, recognition reinforces their accomplishments, helping ensure there will be more of them.

- Do you have a business plan? No, well where are you leading your staff? A critical condition for employee enthusiasm is a clear, credible, and inspiring organisational purpose – a 'reason for being'.
- New ideas are threatening! This is a boss who hates innovation and initiative but loves sameness and comfort. Staff don't rock the boat by asking questions or making suggestions to this boss. 'Yes' men are the preferred employees. Employees are a rich source of information about how to do a job and how to do it better. Give employees freedom to operate and make changes on their own (commensurate with their knowledge and experience).

3. No job-role clarity

This is one of the biggest causes of stress, dissatisfaction and disengagement in the workplace.

- Does each staff member have a job description with specific performance measures? If not, what is their performance being measured and reviewed against?
- Disagreements about 'who does what'.
- No systems or procedures, inadequate or outdated systems, or staff who refuse to adhere to systems.
- The same person being unfairly dumped with the difficult or awkward tasks.

- Having to pick up the pieces from lazy/careless (perhaps de-motivated) co-workers.

Is it all starting to sound a little too familiar?

Where to from here?

Before you measure the performance of your staff, be accountable as leader and assess your responsibility for employee performance outcomes. Have you been trying to achieve performance results with the same methods for years? If so, you probably think these methods hold the answers to staff performance problems.

Abraham Maslow said: "To the man who has only a hammer, everything begins to look like a nail". Change your tools. Work through the list above to identify and eliminate de-motivators. But know that there is no quick-fix here. Managing staff is a work in progress with numerous challenges. It takes time and commitment to implement change. No one is expecting you to have all the answers all the time and as a manager and leader you too are constantly learning.

Martha I Finney, author of *Getting the Best From People*, sums up best your position as manager: "You are the gate between inspiration and implementation. The question now for you is whether that gate is routinely shut or open."

Annette Ferrari is a trainer with REINSW Education & Training and a practicing licensed agent. She is a sales specialist with a Masters in Behavioural Science. Annette excels in working with agencies to identify the organisational psychology factors that may impede growth. ♦

Answer calls over Christmas Holidays

We are able to offer your business these options.

- ✓ Take calls when you are not able to.
- ✓ Your calls will be answered on time, every time.
- ✓ Take all your calls full time for a fraction of the cost.
- ✓ No contracts, set up fees or cancellation fees.
- ✓ We act as your receptionist when you need us the most.
- ✓ Take your calls after hours.

Are all your calls being answered?
on time and professionally



YOUR CUSTOMER

Your customers are greeted by our friendly receptionists with your company name and custom greeting of your choice.



RECEPTIONIST

Calls can either be transferred to you or messages taken and emailed /SMS.



YOU

Seven day free trial to try our service, no obligation.

You'll be delighted with our the friendly staff and professional approach. Call us now or email sales@officehq.com.au



Chapter news

Chapter membership is now complimentary for individual members. To find out more or to join a Chapter, call (02) 9264 2343 or email membership@reinsw.com.au

CHAPTER

CHAIRPEOPLE

Auctioneers: Kate Lumby
Business Agents: Position vacant
Buyers Agents: Lisa Bradley
Commercial: Joshua Charles
Holiday and Short Term Rentals: Justin Butterworth
Strata Management: Gary Adamson
Property Management: Lyn Kimball
Residential Sales: Kathryn Hall
Rural: Phil Rourke
Valuers: Colin Rooke
Young Agents: Dave Skow

DIVISIONAL

CHAIRPEOPLE

Albury: Brian Phegan
Central Coast: Andrew McDonald
Central West: Vacant
City of Sydney: Vacant
Coffs Harbour: John Sercombe
East: Vacant
Illawarra: Leigh Stewart
Inner West: Kyp Kosmatos
Mid North Coast: Steven Newman
Murrumbidgee: Vacant
Nepean, Hawkesbury, Blue Mountains: Greg Taylor
Newcastle and Hunter: Belinda Flekenstein
New England: Robert Gilbert
North: Vacant
Northern Beaches: Richard Jobson
North West: Gaye Wheatly
Northern Rivers: Carl Petersen
Orana: Rod Crowfoot
Parramatta & Hills: Kate Lumby
Riverina & South West Slopes: Vacant
South Coast: Vacant
South East: Vacant
South West: Gary Armishaw
St George Sutherland Shire: Sue Kenaly

NSW FIRE BRIGADE'S CHIEF SUPER INTENDENT STEVEN PEARCE AT THE DEE WHY PROPERTY MANAGEMENT FORUM



PROPERTY MANAGEMENT:

Breakfast forum

Property managers received a feast of information along with a delicious breakfast at a recent forum in Dee Why, sponsored by PoolWerx.

Chapter Committee members Sandy Hodgkins and Lyn Tamssett spoke from their own personal experiences of running property management offices, dealing with difficult tenants and landlords, and even Sandy's horrible day with a reporter from A Current Affair!

Attendees were also reminded of the importance of fire safety in rental properties, with a presentation from NSW Fire Brigades Chief Superintendent Steven Pearce, who had just returned from a house fire that had tragically resulted in a fatality.



Join the Rural Chapter!

Do you handle rural property sales? If your answer is yes, make sure you belong to the Rural Chapter. It's free to join for all individual members of REINSW.

The Rural Chapter is only small in member number terms, but it is determined to keep the interests of the rural salespeople at the forefront of REINSW's agenda.

Some of the benefits to being a member of the Rural Chapter of the REINSW include:

- rural forums especially designed to be of interest and relevance to rural property salespeople;
- rural property-specific information on the Chapter page on the REINSW website;
- the opportunity to set the future direction of the industry, particularly for rural issues;
- the ability to lift the profile and credibility of our profession in the wider community.

If you would like to join the Chapter, please email membership@reinsw.com.au or call (02) 9264 2343.

Upcoming forums

TO FIND PRICE INFORMATION FOR THE FORUMS OR TO MAKE A BOOKING, VISIT WWW.REINSW.COM.AU AND CLICK ON 'EVENTS'.

19 November

Young Agents –

Open for Inspection

Time: 5.30pm-8.30pm

Venue: Customs House
1 Bond Street, Newcastle

Speakers: TBC

25 November

Buyers Agents forum

Time: 3pm-5pm

Venue: REINSW Training Centre
Level 2, 74-78 Wentworth Avenue
Sydney CBD

Speakers: David Pentecost

2 December

Valuers forum

Time: 3pm-4pm

Venue: REINSW Training Centre
Level 2, 74-78 Wentworth Avenue
Sydney CBD

Speakers: TBC

AUCTIONEERS:

Novice Auctioneers Competitions

Thanks to everyone who has participated in the recent Novice Auctioneers Competitions. At the time of writing, winners had not yet been finalised, however plans were well underway for the final which will take place on Friday, November 28 at the REINSW State Conference in Sydney.

Best of luck to the finalists!

The Novice Auctioneer Competitions were hosted by the Eastern Suburbs, Orana, Central Coast, Illawarra and Parramatta and North West divisions.

The competitors were all agents who have little or no professional auctioneering experience.

To find out more about the Novice Auctioneers Competition, email events@reinsw.com.au or visit www.reinsw.com.au.

PROPERTY MANAGEMENT: Phones, internet connections and television antennae



BY ANN BANISTER AND DAVID SMALL

AGENTS NEED TO BE VERY CAREFUL WHEN DEALING WITH PROSPECTIVE TENANTS OR DRAFTING ADVERTISEMENTS FOR RENTAL PROPERTIES SO THAT A PROSPECTIVE TENANT IS NOT MISLED IN RELATION TO THE SERVICES WHICH ARE AVAILABLE AT THE PROPERTY.

For example, does “high speed internet” mean ADSL 2, or cable?

When in doubt, err on the side of caution to protect yourself and your landlord, or adopt a general practice of placing the onus of determining the availability and suitability of services upon the tenant as discussed below.

If no mention is made as to the status of a phone socket in a property, the prospective tenant may be entitled to assume it is in working order and if that is not the case, the Tribunal may well find the landlord has been guilty of misrepresentation and require the landlord to repair or

connect the service or reduce the rent for the ‘withdrawal’ of service.’

For a recent example of such a case see *Varghese v Liang & Huang (Tenancy) (2008) NSWCTTT 973 (8 May 2008)* at www.austlii.edu.au/au/cases/nsw/NWCCTTT/2008/973.html

There is nothing in the *Residential Tenancy Act 1987* which requires a landlord to supply a television antenna or to guarantee reception. However, if there is no reception or the landlord does not know the status of an antenna socket – or chooses not to repair a broken service – the sockets should either be removed or, better still, the prospective tenant should be advised in writing of the situation prior to them signing the Tenancy Application.

An example of a condition which might be inserted into a Residential Tenancy Application to be signed by a tenant is as follows:

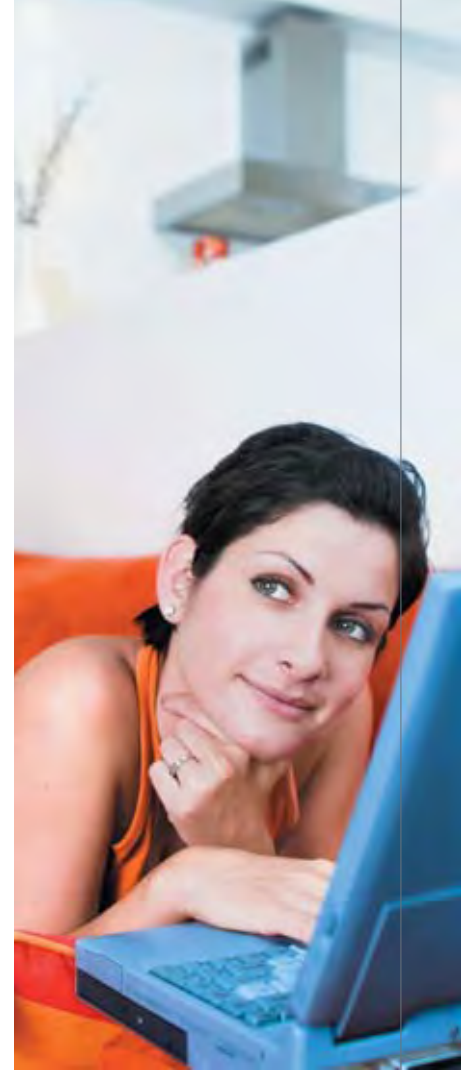
NOTICE TO PROSPECTIVE TENANTS

The availability of telephone lines; internet services; analogue, digital or cable television (and the adequacy of such services); are the sole responsibility of the tenant(s) and tenants should make their own enquiries as to the availability and adequacy of such services before accepting the tenancy of the property. The landlord does not warrant that any telephone plugs, antenna sockets or other such service points located in the property are serviceable, or will otherwise meet the requirements of the tenant, and tenants must rely upon their own enquiries.

Ann Banister and David Small are licensed real estate agents with extensive experience in the real estate industry, particularly property management. They both work in REINSW Agency Services and answer calls for the REINSW Member Helpline.

If you have further questions, call the REINSW Member Helpline on (02) 9264 2343 or email helpline@reinsw.com.au ♦

A TENANT SHOULD MAKE THEIR OWN ENQUIRIES ABOUT WHETHER A PROPERTY HAS INTERNET ACCESS



OSL – Real Estate Software

“at the heart of your business network”

www.oslsoftware.com



Real time Listing information immediately available to all of your offices

- Information is entered once and available to all your agents on web sites – no double entry of information
- Contract (CRM) activity is recorded from Appraise through to Listing, Promotion (MVA) and the Sales process. OSL systems are set up to suit your office workflow
- Providing information solutions for over 11 years
- Implemented in over 1,000 offices across Australia and New Zealand
- More than 200 real estate web sites with full reference number searching, using the latest search and management tools

Product range



Contact your local representative
email sales@oslsoftware.com
phone 0800 11 55 15

HOLIDAY RENTALS: Preparing for the summer holiday season



BY JUSTIN BUTTERWORTH

SUMMER TIME AND SCHOOL HOLIDAYS CAN BE HECTIC FOR MOST HOLIDAY RENTAL MANAGERS! BUT BE CAREFUL – OPERATING AT FULL CAPACITY HAS THE POTENTIAL TO LOWER THE OVERALL EXPERIENCE FOR YOUR GUESTS AND POTENTIALLY EXPOSE YOU TO OPERATIONAL RISKS.

Problems can emerge as you rotate staff during the peak Christmas fortnight who may not be familiar with all aspects. A simple mistake of handing out keys unsigned or without processing a bond may result in serious repercussions for your business.

Preparation is the key to a hassle free and profitable peak season, so take the time to check and review your procedures with your team. Consider these key areas:

Administration

- Double check deposits have been received on all bookings.
- Keep on top of remaining balance payments to ensure payments are on time.
- Check you have contact details for all guests, e.g. at least one mobile and email.
- Advise all customers of your Terms and Conditions and to be considerate of local communities.

Marketing

- Focus on properties that have

PREPARATION IS THE KEY TO A HASSLE FREE AND PROFITABLE PEAK SEASON, SO TAKE THE TIME TO CHECK AND REVIEW YOUR PROCEDURES WITH YOUR TEAM.

gaps or can be filled end to end to maximise occupancy.

- Consider your marketing program following the peak season and start your back-to-school campaigns and hot deals.
- Start to wind down your advertising to avoid wastage as your occupancy fills.
- Ask clients 'how did you find us?' and record guest satisfaction post-stay with a survey.

Property maintenance

- Spring clean each property thoroughly.
- Ensure all linen is freshly laundered.
- Check all spare keys function (hold at least one full set in the office).
- Check and replace smoke detector batteries.



DALEYS POINT HOLIDAY HOME (IMAGE COURTESY RAY WHITE TERRIGAL AVOCA GROUP)

- Check and replace pillow/mattress protectors.
- Check and repair appliances, e.g. oven, cook tops, DVD.
- Consider replacing old appliances such as the hot water systems by arranging a bulk discount.
- Check all utility bills have been paid.
- Advise guests of the rubbish collection day, e.g. a big note on the fridge!
- Consider notifying your owners by email of all forward bookings and receiving written confirmation to proceed to avoid access disputes or confusion.

Staffing

- Run through your key procedures such as key handover, bonds and check-out.
- Check and test your emergency procedures and lines of authority.
- Check your rosters and ensure you have an authorised person on call daily.

Justin Butterworth is the founder of rentahome.com.au and is Chair of the REINSW Holiday and Short Term Rentals Chapter.

Membership of the Chapter is free for all individual REINSW members. To find out more or to join, email membership@reinsw.com.au or call (02) 9264 2343. ♦

Draft Best Practice Guidelines

REINSW recently released the Holiday and Short Term Rentals – Draft Best Practice Guidelines for public consultation. The guidelines work within existing regulations and the REINSW Code of Practice to provide guidance to real estate agents and help standardise the service in the holiday rentals industry.

The guidelines recognise and attend to the concerns of stakeholders including local communities, visitors and property owners.

To view the Draft guidelines, visit the Holiday and Short Term Rentals page in the Chapters section of the REINSW website: www.reinsw.com.au.

REINSW invites you to make a submission and contribute to the development of your industry. Submissions can be made by: **email** chapters@reinsw.com.au **post** c/- Tracey Lucas REINSW, PO Box A624, Sydney South NSW 1235

Training news

For more information or to book a course, call (02) 9211 8707, email training@reinsw.com.au or visit www.reinsw.com.au.



A different kind of training

BY JAMIE HAMMOND

YOUNG RUGBY PLAYERS ARE DEVELOPING THEIR SKILLS OFF THE FIELD BY COMPLETING REAL ESTATE AGENCY TRAINING WITH REINSW.

Next time you attend a training course with REINSW, you might just be sitting next to a future Wallaby!

REINSW recently signed an agreement with the Personal & Career Development Program (PACD) of the Rugby Union Players' Association (RUPA) and Australian Rugby Union (ARU) to provide training for some of the most promising rugby players in Australia.

The PACD assists players to undertake education opportunities while they pursue their sporting achievements. This helps the players to make a transition into an alternative career once their rugby union career comes to an end. Research has also shown that players who are undertaking some form of study or work while they are playing actually improve their performance on the field.

Two players have already begun courses with REINSW to help establish off-field careers in the real estate profession.

Ben Mowen, 23, currently plays for the HSBC Waratahs. He was previously captain of the Australian

TWO PLAYERS HAVE ALREADY BEGUN COURSES WITH REINSW TO HELP ESTABLISH OFF-FIELD CAREERS IN THE REAL ESTATE PROFESSION.

U21's and he made his Super 14 debut for the Reds against the Sharks in Durban in 2006. The flanker stands at an impressive 1.95m in height.

Ratu Nasiganiyavi, 20, is Australian winger for the HSBC Waratahs and is the cousin of Wallabies' player Lote Tuqiri. He would be hard to miss in the class room, at 1.94m in height and weighing 121kg!

Both Ben and Ratu have enrolled in the Course in Property Practice via eLearning and will follow that up by attending the in-class Licensing Course.

We expect more players to enrol in courses soon and we are glad that PACD recognises REINSW as a partner in excellence to help the players achieve their career goals.

We come to you

REINSW trainers will visit your office, or a location of your choice, and deliver a training program specifically tailored to meet the needs of your staff and your agency. In-house training is an ideal solution that delivers maximum results, with minimum organisation on your part.

REINSW trainers are highly-qualified industry experts, skilled at delivering practical information in a clear and engaging way.

Suitable for small or large groups, In-house training is offered 7 days a week between 7.00am and 9.00pm, and is available in different combinations (e.g. all in one day or a series of short workshops spread over several days).

For a quote or to request In-house training contact REINSW Education & Training Client Services on (02) 9211 8707 or email training@reinsw.com.au

Protect your business workshop

North Coast roadshow

Economic challenges can motivate you to find healthier ways to protect your business and your finances – the key is to think outside the square.

REINSW is offering agents on the North Coast of NSW the opportunity to hear from our agency services advisor, David Pentecost. You'll learn how to protect your agency from legislative breaches and how to ensure your agency is set up to afford maximum protection to your commission and your reputation.

Course dates and venues: Lismore

1 December
1pm – 5pm

Coffs Harbour

2 December
10am – 2pm

Port Macquarie

3 December
10am – 2pm

Newcastle

4 December
10am-2pm

Cost: \$199 for members, \$245 for non-members (prices are GST inclusive)

Material fact courses

The question every agent asks when told they must disclose all material facts to potential purchasers and lessees is: so what exactly is a material fact?

Do you need to disclose the fact that someone died in the property more than three years ago? What about the fact that one of the neighbours has approval for extensions to their house that will block views?

The Office of Fair Trading has recently released new guidelines to help clarify agents' obligations. REINSW is currently conducting sessions around NSW to help interpret these guidelines.

Come along to a session in your area and find out what you can and can't say. Not disclosing a material fact can affect your fee and may result in non-compliance with the *Property, Stock and Business Agents Act 2002*.

Course dates and venues:

Lismore

19 November
10am to 12noon
Lismore Workers Club
231 Keen Street

Newcastle

20 November
10am to 12noon
Quality Hotel Noah's on the Beach
Cnr Shortland Esp & Saara St

Tamworth

25 November
10am to 12noon
Best Western
191 Goonoo Goonoo Rd

Dubbo

16 December
10am to 12noon
Dubbo Golf Club
Newell Highway

Cost: \$50 for members, \$75 for non-members (prices are GST inclusive)

Visit www.reinsw.com.au/training, email training@reinsw.com.au or call (02) 9211 8707 for more details or to make a booking.



REAL ESTATE INSTITUTE OF NSW

AWARDS FOR EXCELLENCE 2008

THE REINSW AWARDS DINNER IS THE MOST PRESTIGIOUS EVENT ON THE REAL ESTATE CALENDAR – AND IT CERTAINLY LIVED UP TO EXPECTATIONS.

WINNERS IN THE 23 AWARDS CATEGORIES WERE UNVEILED AS PART OF A GLAMOROUS AND INSPIRING EVENING AT THE SYDNEY CONVENTION AND EXHIBITION CENTRE.





REINSW WOULD LIKE TO THANK THE FOLLOWING AWARD SPONSORS



REAL ESTATE INSTITUTE OF NSW
**AWARDS
 FOR
 EXCELLENCE**
 2008

WINNERS

EXCELLENCE IN
AUCTION MARKETING

SPONSORED BY SPLASH DISPLAYS



Robert Klaric
 Klaric Partners

AUCTIONEERS



Damien Cooley
 Cooley Auctions

BUYERS' AGENT



Richard Harvey
 Propertybuyer

**COMMERCIAL AGENCY:
 SMALL**



m² Office Leasing

EXCELLENCE IN
CORPORATE SUPPORT

SPONSORED BY REI SUPER



Gai Mason
 McGrath Estate Agents

EXCELLENCE IN
**HOLIDAY OR SHORT
 TERM RENTALS**



Frederick Wraight
 Tea Gardens Real Estate

EXCELLENCE IN
INNOVATION

SPONSORED BY DELOITTE



Ray White Double Bay

**JOHN GREIG OAM
 COMMUNITY SERVICE AWARD**



Craig Marshall
 Century 21 Cordeau
 Marshall Group

EXCELLENCE IN
**RESIDENTIAL PROPERTY
 MANAGEMENT: ACHIEVEMENT**

SPONSORED BY DIRECT CONNECT



Jessica Thei
 Think Property Management

EXCELLENCE IN
RESIDENTIAL SALES

SPONSORED BY ST GEORGE AND
 SUTHERLAND SHIRE LEADER



Ardi Melikian
 Elders Collaroy

**RESIDENTIAL SALES:
 ACHIEVEMENT**

SPONSORED BY REALESTATE.COM.AU



Eddy Piddington
 McGrath Estate Agents

EXCELLENCE IN
VALUATION



Peter Macadam
 Colliers International
 Newcastle

COMMERCIAL AGENCY:
LARGE

SPONSORED BY REALCOMMERCIAL.COM.AU



CB Richard Ellis

EXCELLENCE IN
COMMERCIAL PROPERTY
MANAGEMENT



Tom Skotadis
Knight Frank

EXCELLENCE IN
COMMERCIAL SALES
AND LEASING



Joshua Charles
CB Richard Ellis

EXCELLENCE IN
COPYWRITING



David Nolan
Webster Nolan Real Estate

EXCELLENCE IN
PROJECT MARKETING

SPONSORED BY DEPOSIT POWER



Aaron Weir, Marcus Pratley
and Mark Lacey
Colliers International

RESIDENTIAL AGENCY:
LARGE

SPONSORED BY HUMAN EQUITY



Cunninghams Property

RESIDENTIAL AGENCY:
SMALL

SPONSORED BY POOLWERX



No Bull Real Estate

EXCELLENCE IN
RESIDENTIAL PROPERTY
MANAGEMENT

SPONSORED BY AON INSURANCE BROKERS



Vasili Hadzellis
Opendoor/McGrath Property
Management

WEBSITE: CORPORATE

SPONSORED BY REALTY-TV



LJ Hooker Alexandria

WEBSITE: INDEPENDENT



The Novak Agency

WOODROW WEIGHT OBE
LIFETIME ACHIEVEMENT



John McGrath

Integrity equals success

BY ROSLYN ALDERTON

JOHN MCGRATH, 45, HAS RECEIVED THE PRESTIGIOUS WOODROW WEIGHT OBE AWARD IN RECOGNITION OF HIS OUTSTANDING CONTRIBUTION TO THE REAL ESTATE PROFESSION IN NSW.

"Mate, I need a favour," said REINSW President Steve Martin on the phone to John McGrath a few months ago. "I would really like you to come to the REINSW Awards Dinner and present an award for us."

"Of course, whatever you want," John replied.

Fast forward to the Sydney Convention and Exhibition Centre on the evening of Saturday, October 18. Halfway through the glitzy event, it's time for the biggest award of the night, the Woodrow Weight OBE Award. John listens eagerly as Steve begins to reveal the life history of the recipient, whose identity is always kept secret until the final moment.

The winner, Steve says, is a young football star who didn't do well at school. He was devastated when injury halted his sporting career, and so turned instead to a career in real estate. He started his own business at age 24 and through hard work, commitment, honesty and innovation, has built up one of the strongest brands in real estate today.

Sitting at the table, it suddenly occurs to John that all the clues fit his own story.

"My heart started pounding," he later told the *Journal*.

His shock at receiving the Woodrow Weight OBE Award was evident,

as was his embarrassment at the standing ovation from many of the nearly 600 agents in the room.

In his off-the-cuff acceptance speech, John recalled a story of when he started out in real estate, where he was so broke he could only just afford to rent a photocopier. The machine was stuck on a landing in the building's stairwell for several weeks until he could hire workmen to move it.

He has certainly come a long way from that time until now, receiving the industry's top honour.

"In 25 years, this is the most prestigious award or recognition that I have received," he said.

"I have always loved that award – I had always seen those guys that won it previously. Those that I knew well, I had held in such enormous esteem as luminaries of the industry."

The award generally acknowledges a lifetime of achievement in real estate, but John still feels he has a long way to go. Only this year, he has implemented a franchise program for McGrath that will expand the business more rapidly into new markets not just in Australia but internationally.

"It's often the way with these sorts of awards that they come at the tail end of a person's career," John said. "For me, it's at a point where I'm re-starting a career and have changed the business model. I feel like it's day one again. This award really came at a nice time for me. It punctuates my career so far."

Raising the bar

The story of McGrath Estate Agents continues to inspire countless real estate professionals across Australia.

It's not just the fact that the business has grown from John's living room to a group with residential sales turnover of more than \$3.15 billion in the 2007/08 financial year.

It's not just the way he has embraced technology, including being an early proponent of realestate.com.au, where he was Chair from 2003 to 2007.

It's not even that he has built one of the most recognisable brands in the real estate industry, with world-class marketing.


It's the way he has done it, simultaneously raising standards within the real estate profession and improving the reputation of the industry.

In his book *You don't have to be born brilliant: How to design a magnificent life*, John outlined the founding principles of his business, which include having a positive attitude, excellent systems and complete integrity.

"I would argue that unless you're essentially decent and honest, it's virtually impossible to achieve long-term success in business," he wrote.

"Honesty, even brutal honesty, rarely ruins a sale. In fact, it nearly always consolidates the sale."

John has also embraced a concept foreign to many real estate agents nowadays: he shares information with his competitors.



"IN 25 YEARS, THIS IS THE MOST PRESTIGIOUS AWARD OR RECOGNITION THAT I HAVE RECEIVED."

Not all information, of course, but it is hard to find an agent more willing to form networking relationships with his competitors. His willingness to share the 'secrets of his success' has led to his renowned Australasian Real Estate Conferences attended by hundreds of agents each year, many of whom are from outside the McGrath group.

He calls it "co-opetition".

"Any agent that wants to ring up and chat about anything, right through to having a coffee and talking about the market, I'm delighted to do so," he told the *Journal*.

"This is a business of relationships. Every relationship is critical, even your competition."

He has also invested time and money into community work. In



2006 McGrath Estate Agents won the Prime Minister's Award for Excellence in Business Community Partnerships in the medium-business category for their philanthropic contribution to Father Chris Riley's Youth Off The Streets.

While John's work is inspiring to most agents, behind closed doors, other agents have spoken about the negative impacts of his single-mindedness: the long hours demanded from his staff, criticism of business decisions he has made, and a skepticism about his self-promotion.

"There's always, in any society, a 'small poppy' element of people," John said. "I accept that's a reality of life.

"The other thing I realise is that as you become successful or your business

grows, it will also polarise others. Some are attracted and excited. There might be 10 or 20 per cent of people that wish that I would retire or the business would go broke.

"All I can do is get up every day and be honest. I don't believe I have ever knocked anyone out of the way. We chase business aggressively but we never step over the line of doing the wrong thing to a customer or a competitor. I never bad-mouth a competitor."

John's reputation for integrity came under scrutiny earlier this year after an investigation by the NSW Office of Fair Trading (OFT) accused some McGrath agents of underquoting prices. The story made the television news, even though the agents had been given no chance to defend the allegations – which were of a minor nature – and without any right to reply.

"I FEEL LIKE IT'S DAY ONE AGAIN. THIS AWARD REALLY CAME AT A NICE TIME FOR ME. IT PUNCTUATES MY CAREER SO FAR."

Steve Martin immediately called John McGrath to let him know that REINSW would fight on behalf of his business. As a result, the agents' names were removed from the OFT website.

Shadow Minister for Fair Trading Catherine Cusack also defended John when she addressed the REINSW State Conference in May, noting his reputation as "one of the most ethical and engaged leaders in the industry".

Since that time, Steve along with REINSW CEO Tim McKibbin have been working closely with both sides of Government to ensure that such a situation never happens again.

John said the incident reinforced to him the importance of belonging to an industry association.

"All real estate agencies face challenges from time to time and it is reassuring that we can always call on REINSW in these situations," he said.

"I am particularly grateful that REINSW has gone out of its way to address industry issues."

He said that with REINSW's help, the 'cowboy' behaviour in the industry can be eliminated, especially as more young people join the profession.

"I think that this now has been validated as a serious career for smart people," John said. "When I started, it was sort of a thing you did if you lucked out in other careers. Therefore I think it attracted a lot of the wrong people. Nowadays, there are a lot more really great, bright young people getting into the industry."

He is working closely with the newly-launched REINSW Young

Agents group and was a guest speaker at their first 'Open for Inspection' event at Darling Harbour in August.

John also keenly promotes training for all agents, regardless of their level of experience.

"I see a lot of people rest on their laurels," he said. "They go okay at real estate; they don't seem to push to the next level. I would encourage people to continue their learning and skills development."

At the cutting edge

As REINSW continues to remain at the forefront of industry issues, John intends to keep his business at the cutting edge of industry trends.

His latest focus is on the environment. McGrath Estate Agents has recently launched a sustainability program that includes making every property transaction carbon neutral.

"It puts pressure on the rest of the industry to fall in and do something about what they are doing (about the environment)," John said.

McGrath agents are expected to achieve more than 4,000 property sales in 2008/09. "That means there are 4,000 vendors that will hear about our commitment to sustainability," John said.

It's all part of John's remarkably ambitious goal that he has pursued with rigorous self-belief since he first joined the profession.

"Going forward, I want to have the best boutique group of real estate agents on the planet," he said. ♦

REINSW store

2009 IS NEARLY HERE

The 2009 REINSW Diary is a complete planning and reference tool for real estate professionals.

Available in two sizes

(all prices include the 10% member discount):

- Desk Diary (22 x 27.5cm) \$67.50
- A5 Diary (16.5 x 22.5cm) \$58.50



ORDER NOW
AND RECEIVE A
FREE
POCKET
DIARY

A new look, but the same great content:

- Full day per page, including Saturday and Sunday
- Appointment times from early to late to suit your busy work day
- Eye-catching cover brands you as a member of Australia's largest association for property professionals
- 20 pages of specialist information all in one place
 - essential industry contact details
 - floor space and measurement methods
 - rent and stamp duty reckoners
 - and much more.

DETAILS

Name

Company name

Street address

Suburb Postcode

Telephone Email

Please supply (indicate quantity in box):

Desk Diaries @ \$67.50 A5 Diaries @ \$58.50 each REINSW Membership number

Yes, I would like a **FREE** pocket-sized diary for each diary ordered.

Complete the order form and return to the REINSW by mail: REINSW PO Box A624, Sydney South NSW 1235 or fax to 02 9261 3364.

Please add \$16.00 for delivery and handling

TOTAL: \$

Cheque enclosed (mail orders only; cheques payable to REINSW) **OR** AMEX VISA Mastercard

Credit card number Expiry date

Name on card Signature

To check out other products on sale at the REINSW Store go to www.reinsw.com.au



Representation or misrepresentation – a fine line



BY TORQUIL MURRAY AND CANDICE JUPP

WHEN IT COMES TO SELLING PROPERTY, AGENTS MUST BE CAUTIOUS WHEN PASSING ON BIDS RECEIVED FROM POTENTIAL PURCHASERS. IF A BID IS PASSED ON OR 'REPRESENTED' AND LATER TURNS OUT TO BE FALSE, THE AGENT MAY BE LIABLE FOR 'MISREPRESENTING' THE BID, EXPOSING THE AGENT TO CLAIMS FOR MISLEADING AND DECEPTIVE CONDUCT. THERE IS A FINE LINE BETWEEN REPRESENTING A BID AND MISREPRESENTING A BID. THIS 'FINE LINE' WAS CLOSELY EXAMINED IN A

RECENT CASE IN THE SUPREME COURT OF NSW, WHICH WENT TO THE NSW COURT OF APPEAL.

The case involved the purchase of a property on the NSW South Coast. The selling agent was engaged to market the property for the owner and instructed to deal with the owner's son.

At the time it was placed on the market, a portion of it was leased by the next door neighbour

IF YOU ARE PASSING ON INFORMATION THAT YOU HAVE RECEIVED FROM ANOTHER PARTY IN ANY TRANSACTION, ALWAYS DISCLOSE THE SOURCE OF THAT INFORMATION.

who grazed dairy cattle on it. The vendor's son informed the neighbour that the property was listed for sale. The neighbour made an offer to purchase the property for \$780,000. The vendor's son advised the selling agent that the neighbour was an interested purchaser and that he would deal directly with him. The selling agent agreed with this arrangement.

The ultimate purchaser expressed interest in the property having seen it advertised on the selling agent's

website for \$780,000. As this prospect was overseas at the time, a buyer's agent was appointed to inspect the property and negotiate its purchase. Through the buyer's agent, the prospect made an offer of \$818,000, which of course included the selling agent's commission.

THE PRINCIPAL QUESTION AT ISSUE WAS WHETHER THE SELLING AGENT WAS MERELY PASSING ON INFORMATION OR WHETHER THE SELLING AGENT HAD ENDORSED THE TRUTH OF THE REPRESENTATION.

The vendor's son informed the neighbour of the competing bid and advised the farmer that he would accept an offer of \$800,000 from him, as no commission would be payable. The offer was made and accepted. The vendor's son informed the selling agent who communicated the information to the buyer's agent. A contract for sale was drawn up specifying a purchase price of \$800,000. Despite agreement to sell to the neighbour, it was also determined that the vendor's son had accepted the offer of \$818,000.

A few days later the vendor's son told the neighbouring farmer that there was a competing bid of \$900,000 from an internet bidder (the purchaser). The neighbour declined to increase his offer. Notwithstanding this, the vendor's son informed the selling agent that the neighbour had increased his offer to \$900,000 and that the purchaser needed to increase her bid to \$920,000 to secure the property. The selling agent was not aware that this information was false.

The purchaser made a final offer through the agent of \$920,000 and the property sold for that price.

The purchaser later discovered that the neighbour's offer of \$900,000 had been fabricated. She commenced proceedings against the selling agent alleging that the

agent's conduct was misleading and deceptive in breach of section 42 of the *Fair Trading Act 1987 (NSW)* and section 52 of the *Trade Practices Act 1974 (Cth)*. She claimed \$102,000, being the difference between what she paid for the property and her previous bid of \$818,000, plus interest and costs.

The principal question at issue was whether the selling agent, in informing the purchaser's agent that a third party had made a higher offer, was merely passing on information provided by the vendor's son, or whether the selling agent had endorsed the truth of the representation and adopted it.

The terms of the selling agent's conversation with the purchaser's agent, as to the offer of \$900,000, was carefully examined by all courts deliberating the matter. The selling agent's recollection was:

"The vendor's son has told me that the neighbour has agreed to pay \$900,000. The vendor's son said if the purchaser wants it, she will have to pay \$920,000."

The purchaser's agent's recollection was different:

"The neighbour has made an offer of \$900,000. If your client wants the property you will have to bid higher, otherwise the property will sell for that price."

The crucial difference between the evidence of the selling agent and the evidence of the purchaser's agent was that the selling agent attributed the source of the information to the vendor's son in saying "The vendor's son has told me ...". It was held to be critical that the source of the information passed on was identified.

The purchaser's agent gave evidence that he always understood that the neighbour was dealing directly with the selling agent. The selling agent gave evidence that he always disclosed that the neighbour was making private bids to the vendor's son, and that he, the selling agent, was just passing them on.

The trial judge accepted that the selling agent's recollection of events was better than that of the purchaser's agent as it was more detailed and logical having regard to the evidence. On this basis, he decided that where there was an

irresolvable conflict, he should accept the evidence of the selling agent.

The trial judge dismissed the purchaser's claim and found that the selling agent had done no more than pass on what was represented to him by the vendor's son and had made no representation as to its legitimacy. The selling agent had not adopted nor endorsed the information and merely passed it on.

The purchaser appealed to the NSW Court of Appeal. That Court of Appeal upheld the earlier judgment and dismissed the appeal with costs. The selling agent's legal fees amounted to in excess of \$150,000.

Lessons from this case

If you are passing on information that you have received from another party in any transaction, always disclose the source of that information. In addition you should state that you have no belief, either way, as to whether the information is correct.

THE TRIAL JUDGE DISMISSED THE PURCHASER'S CLAIM AND FOUND THAT THE SELLING AGENT HAD DONE NO MORE THAN PASS ON WHAT WAS REPRESENTED TO HIM.

Although the law does not require you to make statements that would not be found in normal commercial discourse, it is wise to make a point of disclaiming any knowledge in the truth or falsity of the information that you are passing on.

For example, you might say, "This information has been given to me by Mr X. I have not made enquiries as to whether the information is correct so I am unable to tell you if the information is true or not. You should verify the information and make your own enquiries."

Professional indemnity insurance

Fortunately the agency had taken out professional indemnity insurance with RealCover and the claim was fully covered under the terms and conditions of the policy. Had the

IF THE CASE HAD BEEN DECIDED AGAINST THE AGENCY, NOT ONLY WOULD IT HAVE HAD TO PAY ITS OWN COSTS OF THE PROCEEDINGS, IT MAY HAVE BEEN ORDERED TO PAY THE OTHER PARTY'S COSTS AS WELL.

agency not taken out professional indemnity insurance, it would have been responsible for its own legal costs. In such a case, even if the agency was successful, the court has discretion to decide whether the agency is entitled to recover some, all or none of its costs.

The importance of professional indemnity insurance is highlighted when you consider what the agency's worse case scenario would have been. If the case had been decided against the agency, not only would it have had to pay its own costs of the proceedings, it may have been ordered to pay the other party's costs as well. In large litigation matters this can amount to hundreds of thousands of dollars.

Torquil Murray is a Partner and Candice Jupp is a Solicitor at TressCox Lawyers. For more information, contact TressCox Lawyers on (02) 9228 9200 or visit www.tresscox.com.au.

For more information about professional indemnity insurance, call the RealCover Service Hotline on 1800 803 636 or visit www.realcover.com.au.

Disclaimer

RealCover is a wholly owned subsidiary of The Real Estate Institute of NSW and was created solely for real estate agents to put control and management of professional indemnity insurance back into the hands of the real estate industry.

While care has been taken preparing this article, and the information contained in it has been obtained from sources that RealCover Insurances Limited (RealCover) believes to be reliable, RealCover does not warrant, represent or guarantee the accuracy, adequacy or completeness or fitness for any purpose that the article may be used. RealCover accepts no liability for any loss or damage (whether caused by negligence or not) resulting from the use of this article.

The information in this article is also of a general nature and individuals should always consider their own circumstances and read the relevant Product Disclosure Statement before making any decision regarding any RealCover Product.

Tips to avoid misrepresentation

In the last couple of months we have witnessed a frightening upheaval in the world economy. In tough economic times such as these, unfortunately there will be people who experience financial problems with mortgages on either their own home or their investment properties. When they fail to make their mortgage repayments or need to invest more in the property than they anticipated, some people may look for someone to blame. It is at these times that the real estate agent who sold them the property can become the easy target.

The common allegations made in these cases is that the agent misrepresented aspects of the property such as size, boundaries, encumbrances, views and characteristics. In some cases, misrepresentations are also made in regards to the future potential of the property, either by capital gain or rental return.

These scenarios reinforce the need for agents to maintain well documented and comprehensive files. These files will become the backbone of any defence of allegations of misrepresentation or misleading and deceptive conduct. It is crucial for your case to demonstrate that all information provided to the potential purchasers was as accurate as possible and properly researched.

To assist you in protecting your professionalism, Aon has developed the following tips:

Advertising – Avoid terms such as “uninterrupted views,” “never to be built out,” “guaranteed returns” in advertising as they may constitute puffery or out-right misrepresentation.

Profitability – Reconsider representations you make about the potential profitability of a property. It is also important to remember that your

THE AGENT WHO SOLD THEM THE PROPERTY CAN BECOME THE EASY TARGET.

professional indemnity policy will not indemnify you for what is considered the giving of financial advice.

Rental returns – When talking to your clients about the potential rental earnings of a property, it's important that you can substantiate your estimation if the client later makes a claim against you for negligence.

Representations – Principals, when conducting sales team and internal staff training, should make it clear that off-the-cuff comments, such as “I'm pretty sure you can build a block of flats on this land!” have the potential to come back to haunt agents in the future. Diarise dates and times and record all client contact carefully and promptly.

Records – Keep copies of all relevant documents plus a general record of all transactions. (Keep for at least six years, however in the case of ‘off the plan’ sales, we recommend that agents preserve their sale file for a longer period, due to the prolonged settlement period.)

Vendor/seller client – Unfortunately, agents are often involved in claims due to inaccurate information provided by their vendors. Minimise this risk by confirming in writing the seller's instructions and maintaining a diary of all discussions with both seller and potential buyers.

If you are uncertain of the accuracy of the information provided by the vendor, recommend that the purchaser seek their own independent expert advice in writing.

For more information, visit www.aon.com.au/realestate. ♦

CAN YOU OFFER INSURANCE TO YOUR CLIENTS? YES YOU CAN!

As a property manager, you look after your landlord clients' investment properties, so it makes sense that you assist them with insurance to protect that investment.

Becoming an Aon distributor enables you to provide insurance to your clients under Aon's Financial Services Licence.

We provide our distributors with step by step guidelines on assisting your clients with their insurance needs.

Find out more from Aon today

CALL **1300 734 274**

EMAIL nswre@aon.com.au

www.aon.com.au/realestate

EAC launches new realestateworld.com.au platform



THE ESTATE AGENTS CO OPERATIVE, (EAC) HAS ANNOUNCED THE LAUNCH OF ITS REDESIGNED REAL ESTATE PROPERTY LISTING WEBSITE REALESTATEWORLD.COM.AU.

This release is a result of over 10 months of behind the scenes development and testing to bring both real estate agents and consumers the most comprehensive, technologically advanced, user interactive and friendly real estate website available to the NSW market.

The new platform will still incorporate all the characteristics previously available on the last release but now includes several new features, resulting from qualitative market research, which EAC feels will give real estate consumers a more informed online experience whilst in the decision-making process of purchasing or renting a new property. Some of these features include:

NSW Suburb Trends & Most Viewed Suburbs Statistics

Site visitors will now have access to a multitude of property and suburb related statistical information such as the NSW Top & Bottom Ten Suburb Trends. The information shown is based on the median price of properties compared to the previous quarter. Consumers can click on any suburb in the list to produce various median price and capital growth reports with the click of a mouse.

Real Estate Trending Reports

Consumers can also choose any NSW suburb for statistical reporting with the NSW Real Estate Trends Facility. This report retrieves median price statistics on a NSW suburb of choice, along with its surrounding suburbs. Once produced, consumers can drill down further

and obtain Recent Median Sales History and Capital Growth Data using this tool.

Inspection Alerts – Whether you're looking for property to buy or rent, our Inspection Alert service makes the process easy by searching through our listings once a week to find new properties that match your criteria with upcoming inspections. Our inspection alert will notify consumers via email of properties that match your own personalised criteria.

"TODAY'S REAL ESTATE CONSUMERS ARE DEFINITELY MUCH MORE FOCUSED ON INFORMATION TECHNOLOGY, WHICH THEY USE IN ANY DECISION MAKING PROCESS WHEN LOOKING TO PURCHASE PROPERTY."

realestateworld.com.au Community

The realestateworld.com.au community portal is where agents and consumers will find forums where they can seek or post information on any real estate related topics that they would like to discuss with other real estate consumers and industry experts. Also available is media news related stories and articles relating to realestateworld.com.au and real estate related material. There are also direct links to

social networking sites such as Facebook.

Property Search Page Views

Consumers will now be able to personalise their selected search page criteria utilising either a traditional Listing View, a Photo View or even a Property Map View which plots the properties on a map next to the listings.

Google Maps & Street View

Using the latest in Google Maps technology, consumers will now be able to select from a series of map views, including Street View, which enables a virtual tour of the entire street where the property is listed. Another added feature is the ability to type in your current address to be supplied with road directions to one or several properties you may wish to inspect.

New Listings Search

In addition to the traditional search criteria, consumers can now choose to search solely from the most recently listed properties as they are uploaded to the site using the "New Listing" search facility.

"Today's real estate consumers are definitely much more focused on information technology, which they use in any decision making process when looking to purchase property. Buyer behaviour reports now confirm that modern real estate consumers seek to obtain as much online information as possible on any prospective purchase before they even make contact with a real estate agent," stated David Crombie, Chief Executive Officer – EAC.

"All in all I think our development team has produced a site which will provide consumers with all the information they will require to assist in this process."

Agents' Benefits – Taking Back Control of Advertising Spend

"realestateworld.com.au currently has over 800 listing agents and is rapidly proving to be the fastest growing real estate website in NSW, with over 25,000 properties listed in October 2008. In some areas agents are reporting a better consumer response rate to their listings than some of the other well known property sites," commented Damien McDonald, Sales & Marketing Manager – EAC.

"The site is supported by six realestateworld.com.au publications: Far North Coast, Nambucca, Sydney, Mid South Coast, Illawarra as well as Albury, which between them boast a distribution of 495,000 copies per month that all assist NSW real estate agents in taking back control of their advertising and marketing budgets.

"The most beneficial advantage to NSW agents is the availability of real time sales property data that is generated directly from the site and available through Red Square. For as little as a \$1 per day agents can have an industry developed and owned site that provides all of their property marketing needs."

Agent Pricing

EAC Members	\$29.95
REINSW Members	\$29.95

realestateworld.com.au Publication

Advertisers	\$29.95
Red Square Subscribers	\$39.95
Other	\$39.95

Any offices wishing to subscribe to the realestateworld.com.au website or enquire how to establish a realestateworld.com.au publication in their region can contact the realestateworld.com.au team on 1300 137 161 or email info@realestateworld.com.au to receive an order form. ♦



MICHELLE TOPPER
ENDLESS SUMMER REALTY



Setting her own course

WITH HER CHILDREN GROWN UP, MICHELLE TOPPER DECIDED IT WAS TIME TO EMBARK ON A NEW VOYAGE IN HER CAREER BY ESTABLISHING HER OWN BOUTIQUE AGENCY.

Michelle Topper sits on her 27-foot pontoon boat. She is talking to a couple of potential buyers as they cruise along the Tweed River to view a property in Michelle's unique approach to an 'open house inspection'.

It is perfect timing: as they look across the sparkling water, dolphins appear.

Michelle couldn't have asked for a better sign that her decision to open her business, Endless Summer Realty, is the right one.

Like many real estate professionals, Michelle came from a sales background in other industries, with 15 years' experience in printing sales and in security. Yet she always had an interest in property.

"I have such a passion for all aspects of the real estate industry," Michelle said. "I knew many years ago I would ultimately commence a career in real estate and start my own real estate agency."

In 2002 she met a local couple who owned a small independent real estate agency, which inspired Michelle to join the profession.

"Even though I thoroughly enjoyed my career as an account executive working within the corporate market in Brisbane, I knew my career was

within the real estate industry," Michelle said.

"At first it was a bit of a shell shock. Probably the most challenging experience was that I was so used to dealing with a team environment. I learned very quickly that (in real estate) it was basically like having your opposition sitting in front of you."

Recognising the need to escape a negative working environment, Michelle left the agency, completed a number of real estate licences and business courses, and subsequently worked in another agency.

"In March this year I decided to follow my goals and open my own real estate agency," she said.

It took her five months of preparation to develop her approach, company branding, business plan and market analysis.

"I wanted something different, which was thinking outside the square," she said.

"I had to look at the question: did I want a shop front? I analysed my sales over the past five years to see where all my sales came from. It was an eye-opener. They weren't from window enquiries.

"Now I have the perfect office for our new company. I live on the Tweed River so I converted part of the home into our new agency, which overlooks the river. The agency specialises in waterfront properties and I have the

new Endless Summer Realty buyer's boat parked at our back door. Clients come to the office, walk down the pontoon and onto the boat. The clients get to experience looking at waterfront properties with a different aspect. It's relaxed and enjoyable to cruise around the river viewing properties from the water."

Michelle's immediate goals are to establish her business in the competitive Coolangatta/Tweed market and achieve more listings. Over the long term, she hopes to grow to include a few staff but intends to remain a 'boutique' real estate agency.

She has been encouraged by the support she has received from her family. Her husband Scott has

"It's relaxed and enjoyable to cruise around the river viewing properties from the water."

become involved in the business as the skipper of the boat and in assisting with putting out signs or collecting documents from solicitors. Her daughter and son are also planning to get on board in the near future.

After years of being a working mother, Michelle is enjoying the satisfaction of starting up a business of her own.

"Now it's time for me: my goals and my ideas," she said. ♦





JENNINE LEONARD-COLLINS
LEONARD-COLLINS LUXURY HOMES



Creating a life of Luxury

JENNINE LEONARD-COLLINS HAS FOLLOWED HER PERSONAL MOTTOS OF HARD WORK AND CREATIVE THINKING TO ESTABLISH AN INTERNATIONALLY-RENOWNED AGENCY FOR PRESTIGE PROPERTIES.

Jennine Leonard-Collins can distinctly remember the moment that changed her life.

As a single mother raising a young daughter, she was reading Dale Carnegie's book *How to Stop Worrying and Start Living*.

"I was reading a chapter where it says 'why put off to tomorrow what you can do today?'" Jennine recounts.

"I had always been interested in real estate and after reading the chapter, I decided to put my passion for the industry into practice'.

"That book changed the whole direction in my life.

"Was it easy? No, however, I have always believed that if you work hard and give your best effort, then success will follow."

She now runs her own internationally-renowned real estate business, Leonard Collins Luxury

Homes, with a number of prestigious awards to her credit.

At an awards ceremony held in Singapore Mandarin Oriental, Leonard Collins Luxury Homes won the 5 Star award for Best Australian Estate Agency 2008, for the fourth year in a row.

And last year the business won Best International Estate Agency at the prestigious CNBC international property awards.

Jennine shared the secrets of her success with the *Journal* by revealing her two mottos in life.

Motto number one: Hard work earns results

"I have always believed in positive thinking," Jennine said. "Personally, I don't see failure as an option.

"When I first started selling real estate and was building a database, there were years where I worked almost 16 hour days, at least six days a week. It was gruelling and yet, I could see that the benefits would come to fruition for the effort that I was making."

She worked for the same company for nearly eight years before realising

she had reached a level that she couldn't build on any longer.

"It would have been easy to stay in the comfortable groove and continue to be the success that I was, however, I could see that through starting my own company, I would be giving myself autonomy to be creative and build a brand that I would be proud of.

"I wasn't looking to compete with anyone else in the local real estate market. I always aimed to be unique and to stand alone as a luxury brand with an international emphasis."

Motto number two: Think outside the square

Jennine wanted her business to take a fresh approach.

"All our team meetings in the office come back to being creative and my staff often hear me say 'think outside the square'," she said.

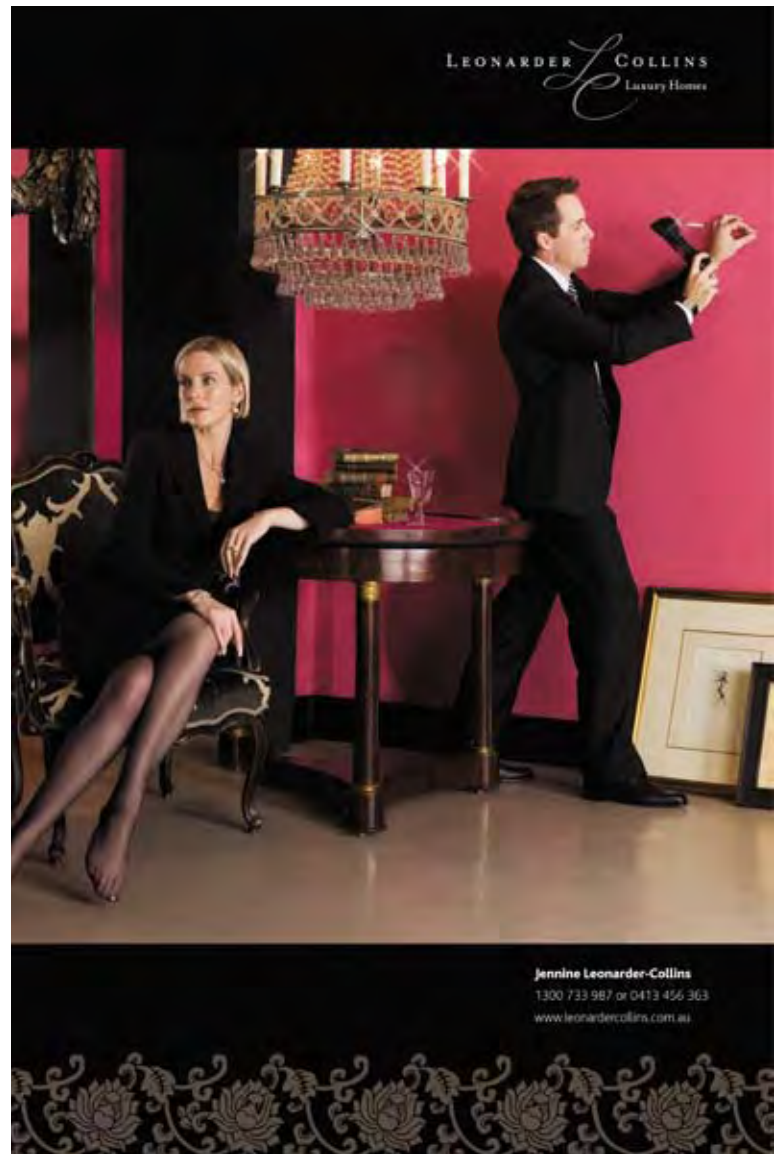
From just one step inside the Leonard Collins Luxury Homes office, one glance at its website or a flick through a brochure, it is clear that Jennine spends a lot of time, effort and money on her branding.

"I know that companies generally don't spend the amount of money on

"I could see that through starting my own company, I would be giving myself autonomy to be creative and build a brand that I would be proud of."

their business that I have from day one," Jennine said.

"I always wanted the brand to be associated with the same qualities as Chanel, Paspaley pearls or Tiffanys. My aim was to create a brand that was synonymous with luxury from the moment the client received our business card. Every aspect of our company and branding has been thoughtfully created along the lines of a luxurious experience, the same



PART OF A DELIBERATELY CONTENTIOUS SERIES OF ADS THAT JENNINE LEONARDER-COLLINS PUT IN DOMAIN EAST WHEN SHE LAUNCHED HER BUSINESS

way that visiting a designer boutique store should feel."

Jennine and her team only represent prestige properties. At the time of writing this article, only one property listed on the Leonarder Collins Luxury Homes website had an estimated sale price of less than \$1 million, however, the particular property would be without a doubt the highest priced property for its market place.

Targeted clients

Jennine has a database of expatriate and business clients that she has built over the course of her 13 plus years in the industry. Three times a year, she and her staff travel overseas to attend dinners and networking events with clients in locations such as London, Paris, Singapore, Dublin, New York and Dubai.

"The expatriate and foreign buyers have historically driven the luxury

market place prices that Sydney has experienced to date," Jennine said. "Having been paid in UK pounds or American dollars and with the exchange rate in their favour, Australia's only global city, Sydney, has been a bargain place to find a luxurious home for them to either live in, or return to. In comparison to cities like London or Paris or Hong Kong, Sydney is relatively cheap. For an expat to buy a beautiful property here, it's almost cash in the bank for them."

Many of Jennine's clients are high profile business identities. The company also deals with celebrities from the film industry, but she won't breathe a word about the stars that she has met.

"Film industry clients know that they can refer their friends to me because they will never read about [the sale] in the media," she said.

However she did recount an incident where a high profile celebrity was in a car with tinted windows so that paparazzi could not take photos. The celebrity refused to leave the car until it was in the garage, away from prying eyes. The only problem was that once inside the tight car space in the garage, they could not open the car doors!

"We had to arrange to move the other cars so that we could let the person out," she recalled.

Jennine's business also provides a more extensive level of service than most real estate agencies, with a comprehensive home styling, renovation and concierge service.

"The fee is usually the last thing ever discussed," she said. "More or less it's irrelevant by the time it's discussed. The owner at that point should know that there's such a great working relationship that they

inherently trust in you to achieve the highest possible sale price."

Jennine also ensures she is up to date with the latest industry information and knowledge. Not only does she read the *Real Estate Journal*, she completes all her training with REINSW.

Looking back, Jennine believes that the keys to her personal success are not only her positive attitude, and hard working ethic, but equally, the creative team members that she surrounds herself with.

"Having an office filled with like-minded creative and hard working people makes coming to work each day a joy," she said. "My staff are my best friends and I believe that when you create an office environment that is based on shared laughs and genuine respect, the company's success will follow." ♦



ROY PARNELL
1922-2008

Farewell to an honourable member

ROY PARNELL BELIEVED STRONGLY IN WORKING TOGETHER TO ACHIEVE THE HIGHEST STANDARDS IN OUR PROFESSION, AND BECAME AN INSPIRATIONAL MENTOR TO HIS FRIENDS AND COLLEAGUES IN THE MANLY-WARRINGAH DIVISION OF REINSW.

Roy Alexander Parnell joined the Real Estate Institute of New South Wales in 1953 and was made an Honorary Member in February 1984. He was an independent-minded individual, a resilient, resourceful and courageous airman, a devoted husband, father and grandfather, a dedicated Rotarian, a keen golfer, a man of generosity and integrity, and a charming and distinguished gentleman.

He was also an ethical real estate agent who made an enormous, positive difference to many people's lives, to the life of his local community and to the real estate profession.

The war years

At the age of 18, Roy was accepted into the RAAF as an Air Craftsman 2 and flew first with 460 Squadron in 1941 and then with RAF 101 Squadron out of England. He achieved the rank of Flight Lieutenant and served as a navigator on night-time bombing missions over Germany.

In early 1942 Roy was shot down over Germany and parachuted out of a burning Lancaster bomber (later being awarded the Red-eyed Caterpillar badge). A week later he was captured by the German Army ahead of the Gestapo and spent the rest of the war as a POW. In early 1945 he was marched along with Allied airmen towards the Russian Front in icy minus 30-degree conditions. He survived because he had the foresight to build a sled which served as a protective lean-to in the snowdrifts.

After the war, he joined the Dee Why Sub Branch of the RSL Club and became a Life Member. He marched with 460 Squadron on ANZAC Day, yet felt that war is a terrible thing to be avoided at all cost. He expressed genuine sorrow about his wartime actions against "the enemy".

A life in real estate

Following the war, Roy went into business with his father Jack in real estate and valuing in Dee Why. In 1956-57 Roy opened his own business, Parnell Real Estate Pty Ltd, in Dee Why.

"He had a great love for real estate, valuing and auctioneering," said his daughter, Ruth Parnell. "He emphasised the personal touch,

deciding against expanding into other offices or becoming a developer. Many people remember him fondly for selling them their first home many years ago."

Roy was a founding member of the Manly-Warringah Division of the Real Estate Institute of NSW and was its Chairman in 1970-71. He was also a delegate to the Real Estate Council in 1978-81.

In 1983 he retired and sold his real estate business to David Gilmour and Rod Jones, who retained the goodwill of his name to become Parnell, Gilmour and Jones.

Rod Jones remembers Roy as being a mentor to the other agents in the area.

"I'm proud that I served in the area in real estate with Roy," Rod said. "I can remember as a young man, Roy was always prepared to stand up for what was good for the profession. Roy was someone I looked up to."

In those days, most agents in the area regularly worked in conjunction with one another. In doing so, Roy earned a reputation for fairness and honesty amongst his peers.

"Whether they were competitors or not, Roy would always be there to help other agents."

"I found Roy to be the utmost gentleman," Rod said. "His word was his bond."

Roy also befriended David Park, an agent from another business in the area who first met Roy at the monthly meetings of the REINSW Manly-Warringah Division.

"My father died in 1969. I was just five years into my father's business," David recalled. "Roy was certainly one of the senior members who I guess was almost a father figure to me. He helped me through a pretty tough time learning the ropes of the business. Whether they were competitors or not, Roy would always be there to help other agents."

After retiring from the business, Roy maintained his love of auctioneering with its people connection and theatricality by continuing to conduct auctions for Parnell, Gilmour and Jones until the late 1980s.

Family and community

Roy met his future wife Imelda (Mel) in 1949 and married her in 1954. They had two children, Ruth in 1955 and Matthew in 1957. He designed and supervised the building of his

dream Spanish villa in Collaroy in 1970, reflecting his passion for classical/flamenco music.

Roy lived by the motto "Service Above Self", so it was only natural that he should join Rotary, a service club guided by that very dictum. In 1967 he was a charter member as well as the Charter President of the Rotary Club of Dee Why (now Dee Why Warringah), his classification being Real Estate.

Over the years he participated in many Rotary committees at club and district level. He was involved in numerous charitable causes under the Rotary banner and attended many Rotary conferences in Australia and overseas, accompanied by Mel.

Though slowed down by a stroke in 1993 and other ill health conditions in more recent times, Roy was a determined survivor. After a short illness, he died peacefully at Mona Vale Hospital on Saturday 20 September 2008, aged 86, surrounded by close family and overlooking his beloved ocean and a golf course.

"Roy sought the highest standards of excellence and service, setting an example that all agents could follow."

REINSW President Steve Martin paid tribute to Roy, saying that he left behind a strong legacy in his local area.

"Roy sought the highest standards of excellence and service, setting an example that all agents could follow," Mr Martin said. "I know that he will be sorely missed within our profession and especially within the Manly-Warringah area." ♦

ROY'S AGENCY IN THE 1960'S



The moving market has evolved.

Direct Connect is the nation's number one moving market company. We arrange fast, easy and convenient utility connections for tenants, vendors and purchasers and offer great incentives to Real Estate Agents and Property Managers for referring your clients.

Our services are completely free for both you and your clients. Our offer to our members includes these additional industry leading benefits:

1

Your own pre-paid VISA debit card for the payment of commissions.

2

A guarantee to pay the highest commissions and rewards to agents and Property Managers.

3

The industry's only service guarantee for Agents and Movers.

4

Your own dedicated Account Manager available to you 7 days a week as your point of contact at Direct Connect.

Take advantage of the industry evolution today!

Register online at: www.agents.directconnect.com.au or call 1300 664 715 and we'll contact you to discuss joining Direct Connect.

Direct Connect

WISE INVESTMENT: Work-life balance through property



BY CHRIS GRAY

MANY PEOPLE – PARTICULARLY WORKING MOTHERS – REGARD WORK-LIFE BALANCE AS SOMETHING OF A HOLY GRAIL: WE'RE ON A CONTINUOUS QUEST FOR IT, AS WE KNOW IT'S THERE, BUT IT CONTINUES TO ELUDE US. HOWEVER, FEW REALISE IT'S OFTEN HOW YOU MAKE YOUR INCOME AND WHAT YOU DO WITH IT THAT DETERMINES WORK-LIFE BALANCE.

That's why property can be so attractive to female investors: its ability to create income and growth passively is one of its biggest drawcards. Investment properties often produce a 4-5% rental return and a 7-10% capital growth over the long term, yet only require a few hours per month to manage them. Having a few investment properties often creates more wealth for a person than they could ever hope from saving, even if they are high-salary earners.

Earning a salary from a typical nine-to-five job does give you money to live day to day, but as soon as you stop work, so does your income. The key to being able to create real work-life balance, or to be able to take a career break, is to leverage and invest your income while you're earning and to put it into something that will create passive income or lump-sum cash in the future.

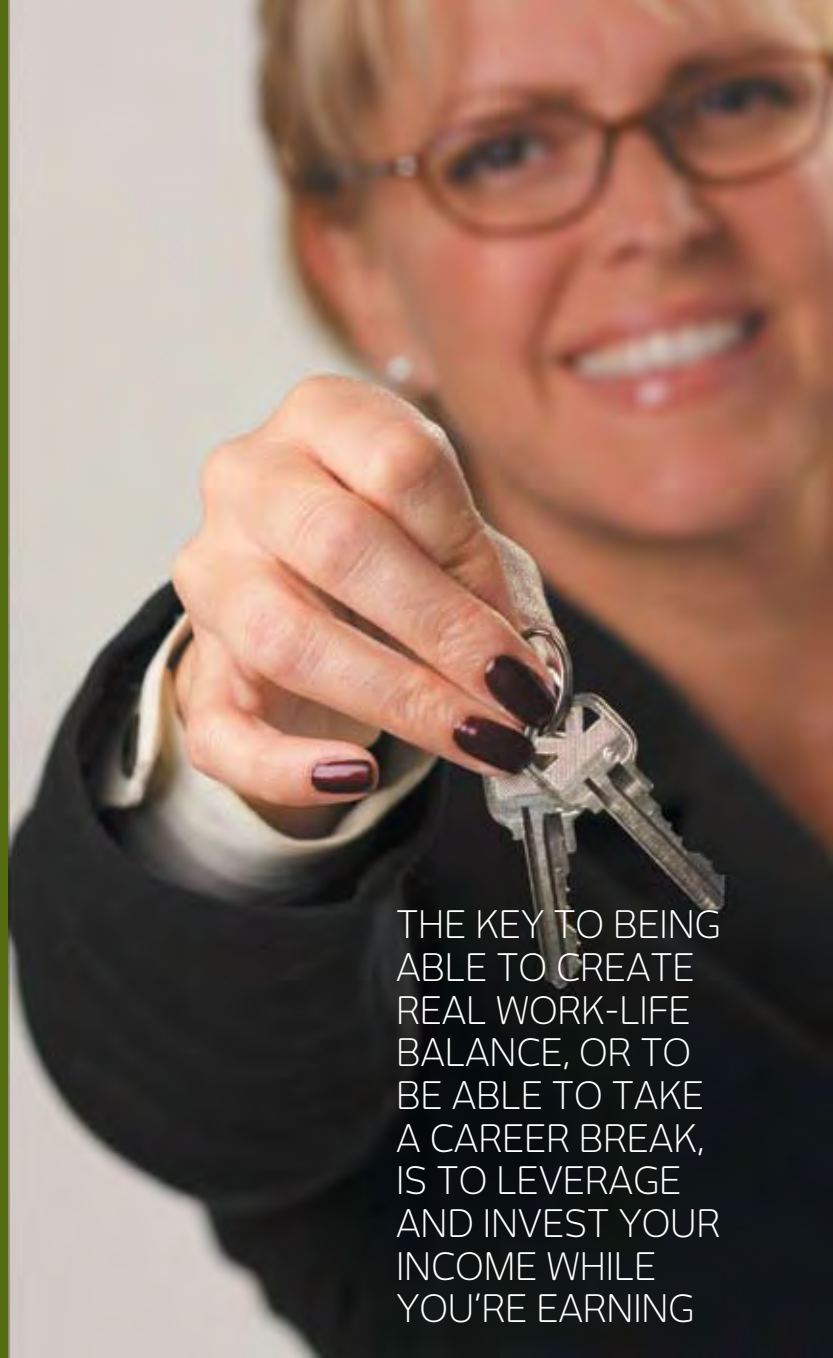
The reason why many people shy away from property investing is the

THE REASON WHY MANY PEOPLE SHY AWAY FROM PROPERTY INVESTING IS THE AMOUNT OF DEBT INVOLVED, BUT THOSE THAT BECOME SUCCESSFUL UNDERSTAND ITS TRUE PROS AND CONS AND LEARN TO MANAGE THE RISK APPROPRIATELY.

amount of debt involved, but those that become successful understand its true pros and cons and learn to manage the risk appropriately – such as by holding large cash buffers or fixing their rate. Borrowing is risky for the first few years of an investment, but as soon as it generates equity, the equity can pay for the rest of the debt.

The majority of most people's wealth on retirement is their one family home, not the money they have saved from a salaried job. Rather than wait 30 years to pay off your home and have a holiday, why not buy more now while you're earning and use your increased wealth to enjoy life while you and your family are young?

If you buy well in the first place, your property should grow in the long term.



THE KEY TO BEING ABLE TO CREATE REAL WORK-LIFE BALANCE, OR TO BE ABLE TO TAKE A CAREER BREAK, IS TO LEVERAGE AND INVEST YOUR INCOME WHILE YOU'RE EARNING

With the additional equity, you can:

- pay the difference between the rent and mortgage, so you don't have to support your investments with your wages;
- reinvest in more appreciating assets;
- take a well-earned rest, extended maternity leave, or work part time; or
- afford the odd luxury you couldn't previously afford on your wages.

Investing is a serious business involving large amounts of money so make sure you do your research and then check your strategy with a qualified accountant, mortgage broker and financial planner, all of which should be property investors too. If they make money from

investing themselves, they should be better placed to help you do the same.

Chris Gray is a leading property expert who provides opinion and commentary regularly on Sky Business News, Channel Nine and other major media. He builds property portfolios for time-poor investors – searching, negotiating and renovating on their behalf. For a FREE copy of his latest book, The Effortless Empire: The Time-Poor Professional's Guide to Building Wealth from Property, go to www.yourempire.com.au. ♦

Disclaimer

While care has been taken in preparing this article, the information is of a general nature only and individuals should consider their own circumstances before relying on this information.

Financial planning for women



BY JOHN GREIG

RECENTLY THERE HAS BEEN A HUGE INCREASE IN DEMAND BY WOMEN FOR HIGH QUALITY ADVICE AND A TRUSTWORTHY FINANCIAL PLANNER. WITH INCREASED WORKFORCE PARTICIPATION, AND THE GROWTH OF SMALL BUSINESSES OWNED BY WOMEN, IT'S NOW TIME FOR WOMEN TO TAKE A MORE ACTIVE ROLE IN SECURING THEIR FINANCIAL FUTURE.

Women face a range of issues that are often gender specific. These issues can threaten women's financial security, and require long-term planning to ensure success.

Broken employment patterns

As the primary caregiver, many women experience periods of broken employment and may spend long periods in part-time or casual work. Time off work to bear or raise children or care for elderly parents or relatives means that women

may have long gaps between jobs. This greatly reduces overall earning capacity and means less superannuation for retirement.

Longer life expectancy

Despite the fact that females generally earn less than males, they have a longer life expectancy and therefore require more superannuation and savings to live a comfortable life in retirement.

What can you do about it?

- Plan ahead and save – Start saving during full-time employment to prepare for time off and extended leave. At times of full employment, don't just rely on the compulsory 9% super contributions; try to salary sacrifice a small additional amount into your super before tax.
- Voluntary contributions and co-contributions – If you work part-time or casual hours, make the most of your situation by making voluntary contributions to super and enjoy the benefits of the Government Co-contribution scheme; this matches your contributions up to \$1.50 for each dollar you put in. If you contribute as little as \$20 per week, you may be eligible for the maximum co-

AT TIMES OF FULL EMPLOYMENT, DON'T JUST RELY ON THE COMPULSORY 9% SUPER CONTRIBUTIONS; TRY TO SALARY SACRIFICE A SMALL ADDITIONAL AMOUNT INTO YOUR SUPER BEFORE TAX.

contribution of \$1,500 per annum, depending upon your income level.

- Spouse contributions – Even if you don't earn an income for a period of time, you may still be able to increase your retirement savings via spouse contributions. It works by having the partner who earns money paying into their spouse's superannuation account, on their behalf. This can be a tax-effective strategy, as every contribution made (up to a total of \$3,000 per year) could be eligible for a tax rebate of up to \$540.
- Look at your investment strategies – Women are generally more conservative than men in their

approach to investment choice. If time is on your side, you may consider a more aggressive or 'higher risk' investment style. If you're nearing retirement, it might pay to stick to a conservative approach. Remember, investments fluctuate over time, so the more time you have, the more risk you may be able to take.

Before you see a financial planner, consider your goals and make your expectations known from the beginning. Don't be afraid to ask questions. It's important to find a planner that you trust and feel comfortable with. Speak to friends or colleagues – they might have seen a good financial planner themselves. Alternatively call REI Super's Helpline on 1300 134 433 for a referral.

John Greig is the NSW Trustee for REI Super. ♦

Disclaimer

This information is a summary only and is based on information received from sources within the market which is believed to be reliable. However, no warranty or guarantee is provided as to its accuracy, reliability or completeness. No part of this transmission is to be construed as a solicitation to buy or sell any security and investors are encouraged to seek professional assistance in order to avoid making decisions which are not appropriate to their needs, objectives and circumstances. REI Superannuation Fund Pty Ltd ABN 68 056 044 770 AFSL 240569. RSE L 0000314 REI Super ABN 76 641 658 449 RSE R1000412.



Business causing you headaches?

Real Estate Agencies wanted to buy – profitable or not.

Operating a business in the current economic climate can cause serious cash flow worries. If you are looking for some relief, we can help. This is a one off opportunity. Act now!

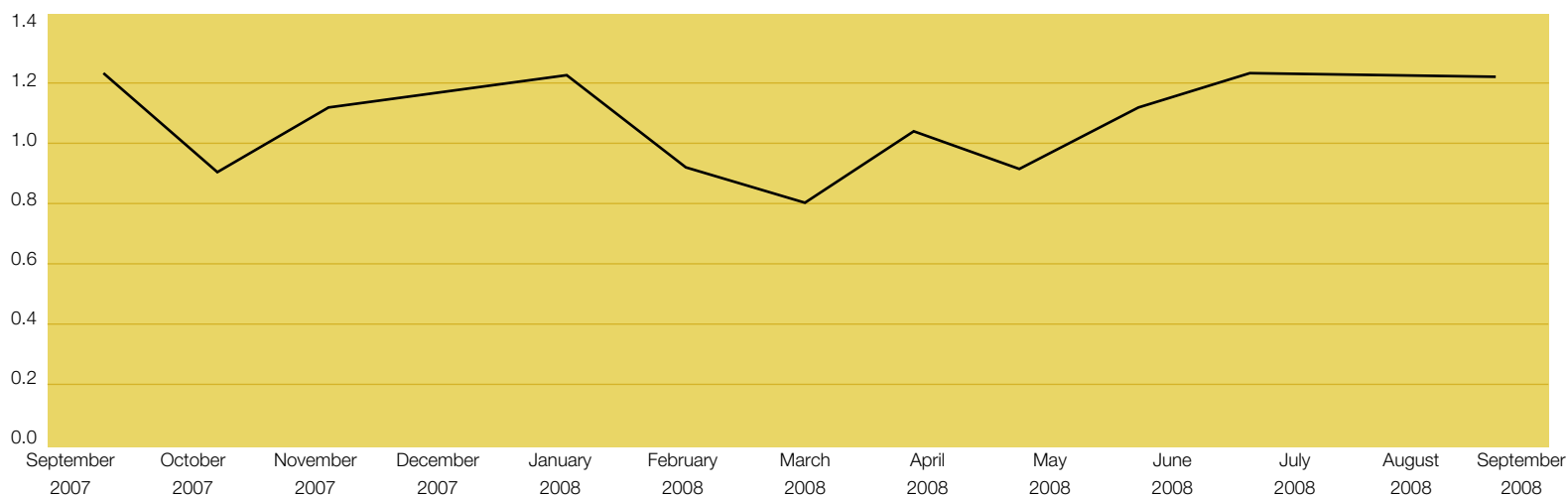
Contact Maurice Godfrey
Ph: 0438 949 184
Email: m.g@tic.com.au

Research

Residential vacancy rate – Compiled by REINSW

SYDNEY	Sep-08	Aug-08	Jul-08	Jun-08		Sep-08	Aug-08	Jul-08	Jun-08
Inner	1.5%	1.4%	1.2%	1.4%	ALBURY	3.0%	3.3	3.7%	4.1%
Middle	1.1	1.2	1.3	1.1	CENTRAL WEST	4.4	2.5	2.4	4.0
Outer	1.1	1.1	1.0	0.9	COFFS HARBOUR	4.1	3.4	4.6	4.9
Total	1.2	1.2	1.2	1.1	FAR WEST	-	-	-	-
HUNTER					MID-NORTH COAST	2.4	2.4	2.1	2.6
Newcastle	1.6	1.6	1.5	1.8	NEW ENGLAND	4.1	4.0	4.0	4.7
Other	2.1	2.6	1.6	1.8	NORTHERN RIVERS	1.9	2.0	1.9	1.7
Total	1.8	2.1	1.5	1.8	ORANA	2.6	2.0	1.7	2.4
ILLAWARRA					RIVERINA	2.7	2.7	2.6	3.3
Wollongong	1.4	2.1	2.3	1.3	SOUTH COAST	4.1	4.0	3.8	3.8
Other	2.4	2.6	2.3	3.4	SOUTH EASTERN	3.7	2.7	3.8	2.0
Total	1.8	2.3	2.2	2.2					
CENTRAL COAST									
	3.0	3.1	3.2	1.8					

Sydney vacancy rate



Source: REINSW Vacancy Rate Survey

Please assist REINSW in compiling the vacancy rate by responding to the survey emailed each month.

To find out more, please call (02) 9264 2343 or email info@reinsw.com.au.

Sydney weekly auction clearance rates – provided by Australian Property Monitors

Week Ending	Inner Sydney		Inner West		Lower North		Inner East		Sydney	
	Number Auctioned	Auction Clearance Rate	Number Auctioned	Auction Clearance Rate	Number Auctioned	Auction Clearance Rate	Number Auctioned	Auction Clearance Rate	Number Auctioned	Auction Clearance Rate
19/10/08	62	44.0%	24	57.7%	13	42.6%	67	37.5%	319	43.5%
12/10/08	37	59.2%	20	68.2%	21.5	44.5%	36	57.5%	312	49.3%
5/10/08	47	56.4%	38	53.8%	30	46.5%	39	44.9%	361	47.4%
28/9/08	24	40.6%	12	75.0%	24	47.1%	30	48.6%	213	45.6%
21/9/08	75	51.2%	25	74.1%	76	53.2%	83	52.0%	504	49.1%
14/9/08	45	61.8%	20	30.4%	41	51.0%	75	57.6%	355	46.7%
7/9/08	55	57.8%	21	68.2%	34	52.2%	47	52.8%	299	45.7%
31/8/08	36	56.3%	18	66.7%	32	34.1%	52	66.7%	276	48.8%
24/8/08	51	47.5%	20	59.1%	65	43.0%	78	53.3%	471	44.7%
17/8/08	47	55.0%	17	44.4%	35	51.2%	41	53.1%	284	46.3%
10/8/08	54	56.3%	15	60.0%	36	54.8%	49	45.0%	297	45.5%
3/8/08	45	62.3%	12	46.7%	28	56.7%	33	42.1%	259	46.5%

Avoiding complaints



BY CATHY MCGOWAN



KEEP THE LINES OF COMMUNICATION OPEN AND MAKE SURE THAT THE CLIENT OR CUSTOMER UNDERSTANDS WHAT IT IS YOU ARE TELLING THEM.

THE REINSW PROFESSIONAL STANDARDS SERVICE REVIEWS COMPLAINTS AGAINST MEMBER AGENTS – A MEMBER BENEFIT THAT CAN SOMETIMES HELP AGENTS BY SORTING OUT A MATTER BEFORE THE DISGRUNTLED PARTY CONSIDERS COURT ACTION.

Here are some common questions about the complaints service.

What are the most common types of complaints?

The most common complaints are those that are associated with poor communication and perceived poor service.

MOST COMPLAINTS ARISE BECAUSE THERE HAS BEEN A BREAKDOWN IN COMMUNICATION BETWEEN THE PARTIES.

Most complaints arise because there has been a breakdown in communication between the parties. Agents often assume that their clients and customers understand the in's and out's

of the real estate transactions and don't take the time to explain to their client or customer the processes involved (this is most prevalent in sales).

The other common types of complaints relate to poor service, for example agents not getting back to people when they say they will and the client having an expectation of service beyond the level being offered by the agent.

What can I do to avoid getting a complaint?

Communication is really important, so keep the lines of communication open and make sure that the client or customer understands what it is you are telling them, as misunderstandings are often the source of a dispute.

Set an expectation of service with your client from the beginning of your relationship that is achievable and understood by both parties and then deliver accordingly.

Make sure you keep your paperwork in order and keep diary and file notes, and other relevant information including emails in the file so that if ever a problem arises it can be quickly resolved.

I have a landlord that wants me to issue his tenants with a termination notice even though the tenants have not breached their lease and to do so would be illegal. He says he will report me to REINSW if I don't and will terminate the agency agreement. What should I do?

Whilst you have an obligation to follow your landlord's instructions, you also have an obligation to act in accordance with the law and this overrides your obligation to your client. In fact, the *Property, Stock and Business Agents Regulation 2003* states:

"An Agent must act in the client's best interests at all times unless it would be contrary to the Act or regulations under the Act or otherwise unlawful to do so."

Similarly the Institute's Code of Practice states:

"A member must act in accordance with the instructions of a client except where to do so would be unlawful or contrary to good agency practice."

In these instances it is a good idea to have a senior staff member talk the issue through with the client and make sure that they understand the legal position and the potential ramifications of their request.

SET AN EXPECTATION OF SERVICE WITH YOUR CLIENT FROM THE BEGINNING OF YOUR RELATIONSHIP THAT IS ACHIEVABLE AND UNDERSTOOD BY BOTH PARTIES AND THEN DELIVER ACCORDINGLY.

It may also be prudent to put this in writing to the client and if they need more convincing, consider referring them to an independent body or regulator such as REINSW or the NSW Office of Fair Trading to reinforce your legal position.

If the client is still adamant in pursuing the same course of action, you may need to consider terminating the agency agreement.

For more information about any of the above, call the REINSW Practice Support Helpline on (02) 9264 2343 or email helpline@reinsw.com.au ♦

Membership news



L TO R: MARGARET FORSYTH (5TH GENERATION FORSYTH), LAURA WILSON (7TH GENERATION FORSYTH), LADY MAYORESS BETH REILLY, LORD MAYOR PAT REILLY, DANIEL WILSON (7TH GENERATION FORSYTH) AND JAMES FORSYTH (6TH GENERATION FORSYTH).

Birthday celebrations

Congratulations to REINSW member agency Forsyth Lifestyle Properties, which recently celebrated its 110th year in business!

In 1898, Robert Todd (RT) Forsyth opened RT Forsyth, house, land and estate agents in a timber office on the corner of Penshurst and Clanwilliam Streets, Willoughby. Its phone number, one of the first in the area, was Chatswood 145.

Today, Forsyth Real Estate remains in this prominent Penshurst Street location, and is still owned by the Forsyth family.

Another member agency also celebrated a milestone. Bentons, located at Annandale in Sydney's inner west, celebrated 100 years of business. It has operated in the same prominent location since it first opened.



A PHOTO OF BENTONS REAL ESTATE TAKEN IN 1927. THE OFFICE IS IN THE SAME LOCATION TODAY



PRODUCT OF THE MONTH: Pink 'Sold' stickers

SUPPORT BREAST CANCER RESEARCH BY BUYING SPECIAL PINK 'SOLD' STICKERS FROM REINSW.

Profits from the pink 'Sold' stickers will be donated to the National Breast Cancer Foundation.

Breast cancer is the most common cancer among women in Australia. One in eight women will be diagnosed with breast cancer by the age of 85. More than 2,640 women die from breast cancer each year, making it the leading cause of cancer-related death in females.

The incidence of breast cancer is increasing, but with continued support and funding from organisations like the National Breast Cancer Foundation, improvements in research mean survival rates are on the rise.

To purchase your pink 'Sold' stickers, email store@reinsw.com.au, call (02) 9264 2343 or visit the REINSW Store at 30-32 Wentworth Avenue, Sydney.



MEMBERS ON THE MOVE: Morton and Morton expands

Harbourfront property agent Morton and Morton is set to launch a new office site in Darling Island, Pyrmont. This adds to the agency's other offices in Crows Nest, Woolloomooloo and Circular Quay.

LET'S TALK ABOUT FORMS: Material Fact

REINSW AGENCY AGREEMENTS CAN HELP YOU TO BE COMPLIANT WITH YOUR OBLIGATION TO DISCLOSE ALL MATERIAL FACTS ABOUT A PROPERTY.

With the recent release of guidelines from the Office of Fair Trading about agents' disclosure obligations, now is a good time to make sure that you fully understand what is required.

The *Property Stock and Business Agents Act 2002* and *Regulation* require you, as the agent, not to misrepresent the characteristics of a property, and to be mindful of your obligations to disclose material facts.

The vendor or landlord is a valuable source of information that can assist you in this regard.

REINSW has included material fact clauses in all its agency agreements. These clauses contractually obligate a vendor or landlord to disclose material facts to you and, in turn, authorises you to disclose these to any potential or actual purchasers or tenants.

To order the most recent agreements, visit www.reinsw.com.au, email store@reinsw.com.au or visit the REINSW Store at 30-32 Wentworth Avenue, Sydney.

If you would like to find out more about the issue of 'material fact', come along to one of a number of workshops that are currently being held around the state. Visit www.reinsw.com.au training to find out course dates and locations.



FIABCI:

Opening doors



BY PHILIP WEBB
PRESIDENT FIABCI
AUSTRALIA/ASIA-PACIFIC

Having been in the real estate business for more than 36 years, I have witnessed countless young people enter the profession and go on to develop brilliant careers. Naturally, I am a strong supporter of the industry and its capacity to offer enormous opportunities for those looking to build a future. The truly committed real estate professional knows that ours is not an industry for those seeking overnight

success. Ongoing training is essential to keep one on the cutting edge of best practice initiatives, as is affiliation with a network of seasoned professionals.

FIABCI is a window to the global real estate market, unrivalled by any other organisation, and provides infinite opportunities for those seeking to take their career to a new level.

With a network of more than 1.5 million affiliated members, there is no greater organisation that real estate professionals can belong to.

FIABCI has also made serious social, economic and environmental considerations in all aspects of its operations. If one wants to be part of a global network that has the capacity to alter the nature of the industry, FIABCI is the vehicle for such change.

FIABCI IS A WINDOW TO THE GLOBAL REAL ESTATE MARKET, UNRIVALLED BY ANY OTHER ORGANISATION, AND PROVIDES INFINITE OPPORTUNITIES FOR THOSE SEEKING TO TAKE THEIR CAREER TO A NEW LEVEL.

With members represented in 55 countries, it has significant influence on the global real estate industry and its future.

Next time you're talking to younger members of staff, encourage them to consider FIABCI membership. It will only help them to realise their career goals, opening them to a host of opportunities. In fact, here in Australia we have a "Young Members" group which focuses on the needs of the upcoming generations. Some of the benefits worth thinking about include an International Work Experience & Exchange Program giving your staff the chance to undertake internships overseas. When combined with the opportunity to participate in various international conferences, this can only be described as a world class career move.

If you have any questions regarding FIABCI membership, contact the Real Estate Institute of Australia on (02) 6282 4277 or Philip Webb on (03) 9841 1011.

NEW MEMBERS

Big River Realty
160 North Street
GRAFTON 2460

Century 21 Charlesworth Singleton
171 John Street
SINGLETON 2330

Dowling Real Estate (Maitland)
PO Box 416
MAITLAND 2320

Gigliotti Real Estate
Suite 1, Level 1
SEAFORTH 2092

Glendenning Property
Suite 107
656 Military Road
MOSMAN 2088

Hoholt Property Services
216 Bridge Street
TAMWORTH 2340

LJ Hooker Glen Innes
Grey Street
GLEN INNES 2370

McKillop Realty Pty Ltd
"Clifton Grove"
104 Cabbage Tree Road
GROSE VALLEY 2753

Mr A Brien
23 Prince Street
GRAFTON 2460

Mr P Hanscombe
Level 13
115 Pitt Street
SYDNEY 2000

Mr Peter Charles Marshall
PO Box 2240
RICHMOND SOUTH 3121

Ms J Wang
PO Box 542
AJUBURN 1835

Owner Assist Realty
4 Forest Court
PORT MACQUARIE 2444

Raine & Horne Commercial Marrickville
PO Box 5324
MARRICKVILLE 2204

W.K.Trankle & T.A.Evans
PO Box 426
MURWILLUMBAH 2484

Associated Calling Citi Investment Research
Level 22
2 Park Street
SYDNEY 2000

Colleen Coyne Property Research Pty Limited
PO Box 3109
NERANG EAST 4211

Reciprocal O'Meara Kennedy First National Real Estate
91 Belmore Street
YARRAWONGA 3730

Practice members
Ms A.Besgrove
DUNBIBLE 2480

Mr A J Byrne
MOSMAN 2088

Mr J Chantrell
BELLEVUE HILL 2023

Ms A Greentree
KINGS LANGLEY 2147

Mr P McCormack
ORANGE 2800

Mr P. Reading
NUNDERI 2484

Mr A Rinaudo
CASTLE HILL 2154

Mrs J Vile
GOSFORD 2250

NEW MEMBER PROFILE:

Glendenning Property Mosman

After working in the property and financial services industries for 20 years, Kathryn established her own business, Glendenning Property in 1997.



The main focus of Glendenning Property is executive leasing and residential property management, particularly at the prestige end of the market.

Kathryn joined REINSW to keep up to date with constant changes in legislation, for training and networking opportunities, and for the support structure available to members.

Real benefits

REINSW IS YOUR PROFESSIONAL ASSOCIATION FOR ADVICE, SUPPORT, KNOWLEDGE, EXPERIENCE AND TRAINING. NO MATTER WHAT AREA OF THE PROPERTY INDUSTRY YOU WORK IN, REINSW WILL SUPPORT YOU TO:

01 Build your business

- REINSW branding
- REINSW Awards for Excellence
- REINSW Find an Agent
- REINSW networking and member forums

02 Minimise your risks

- REINSW Compliance Review Service
- REINSW free member-only helpline service
- REINSW forms, leases and agreement documents
- REINSW legal advice and dispute resolution

03 Protect your interests

- Lobbying government and driving industry change
- Advocacy for members through the media
- Industry representation
- Educating consumers

04 Increase your knowledge

- REINSW Education and Training
- REINSW Real Estate Journal
- REINSW website
- REINSW specialist industry newsletters
- REINSW online news updates

05 Save you money

- REINSW Store
- REINSW member-only prices
- REINSW member discounts on a full range of commercial supplies

REINSW member discounts

Property websites

realestate.com.au
REINSW member agencies receive a 10% discount on standard subscriptions, platinum subscriptions and selected advertising products on realestate.com.au and realcommercial.com.au.
Call 1300 134 174.

Professional indemnity insurance

RealCover
REINSW member agencies enjoy a 10% discount off base premium professional indemnity insurance with RealCover. Minimise your risk and ensure your business is protected by experiencing the RealCover difference.
Call 1800 803 636 or visit www.realcover.com.au

Office products

Corporate Express
Discounts of approximately 15% to 20% less than retail price when purchasing office supplies such as stationery, blank paper, printer toners and bathroom products. Free delivery anywhere in NSW.
Call Paul Gordon on (02) 9335 0956 or 0407 471 100 or email paulg@ce.com.au

Car services

Private Fleet Car Buying Service
The usual service fee will be waived for REINSW members. Private Fleet are able to obtain fleet discounts on all new vehicles. Call 1300 303 181.

Mitsubishi Motors Australia

Purchase any one of a number of vehicles from the extensive Mitsubishi range at the fleet owners' discount price.
Call REINSW Membership on (02) 9264 2343 for more information.

Media

BRW

BRW offers REINSW members a highly discounted rate to BRW of \$179 for 12 months (50 issues). This offer is available to new subscribers to BRW only. Call 1800 032 577 or email brwhelp@brw.fairfax.com.au.

Contact us

Reception: (02) 9264 2343
Education & Training: (02) 9211 8707
Email: info@reinsw.com.au
Website: www.reinsw.com.au

Board

President:
Steve Martin

Deputy President:
Christian Payne

Vice Presidents:
Malcolm Gunning, Wayne Stewart

REIA representative:
Chris Fitzpatrick

Directors:
Christine Clarke, John Cunningham,
Miles Felstead, Kim Hamilton,
John Hill, Brett Hunter, Kate Lumby,
Charles Mellino

Journal

Editor:
Roslyn Alderton (02) 8267 0528
email: ralderton@reinsw.com.au

Advertising:
Alyssa King (02) 9264 2343
email: advertising@reinsw.com.au

Administration

Chief Executive Officer:
Tim McKibbin

General Manager:
Peter Griffin

Manager, Marketing
& Communications:
Allison Barrett

Manager, HR:
Caroline Busvine

Manager, Education & Training:
Jamie Hammond

Manager, Corporate Services:
Kevin Kenna

Manager, Legal & Agency Services:
Sam Kremer

Manager, Membership and Retail
Dale Maroney

Production

Design and Production:
Spoonful (02) 9331 4468
email: info@spoonfuldesign.com.au
www.spoonfuldesign.com.au

Printing:
GEON Penfold Buscombe
(02) 8333 6555
www.geongroup.com

REINSW major partners

The Real Estate Institute of NSW acknowledges the generous support of our major partners:

Direct Connect

A connection service for electricity, gas and telecommunications. Call 1300 664 715 or email agent.service@directconnect.com.au

realcover

100% owned by Real Estate Institute of NSW

Professional indemnity insurance specifically designed to protect and support real estate agents. And it is 100% owned by REINSW. Call 1800 803 636 or visit www.realcover.com.au

Aon REINSW INSURANCE

A broad range of insurance solutions to protect you, your business and your clients. Call 1300 734 274 or email rei.insurance.nsw@aon.com.au

Disclaimer

Whilst the Real Estate Institute of New South Wales uses its best endeavours in preparing and ensuring the accuracy of the content of this publication, it makes no representation or warranty with respect to the accuracy, applicability, fitness, legal correctness or completeness of any of the contents of this publication.

The information contained in this publication is strictly for educational purposes only and should not be considered to be legal advice. Readers must obtain their own independent legal advice in relation to the application of any of the material published in this journal to their individual circumstances.

The Institute disclaims any liability to any party for loss or any damages howsoever arising from the use of, or reliance upon, any of the material contained in this publication.

The views and/or opinions expressed in this publication are those of the respective author and do not necessarily reflect those of the Real Estate Institute of New South Wales.

Want to receive your own copy of the *Journal*, email updates, training and event discounts, and more?

If your agency is a Full Firm or Branch member of REINSW, you can sign up as an individual member for just \$108.00 per annum (GST inc).

REINSW APPLICANT INFORMATION

CATEGORY OF MEMBERSHIP

This category (Ordinary / Affiliate) is for an employee of a company that is currently a REINSW member (Full Firm, Branch or Reciprocal). Email membership@reinsw.com.au to join a Chapter(s) once your membership has been approved.

The non-refundable Membership fee of \$108.00 per annum (GST inc) payable on application.

TO APPLY

- Complete this Application form and fax to Membership on (02) 9264 2098
- For more information call REINSW on (02) 9264 2343 or email membership@reinsw.com.au

APPLICATION FORM

Please include copies of your current licence, valuers registration or certificate of registration

1. FIRM DETAILS

Name of REINSW member firm

REINSW membership number Contact telephone number

Principal Representative / Office Manager

2. YOUR DETAILS

Name Position title

Cert. of Registration OR Licence Number

Are you a registered Valuer? Yes No Expiry date

Mobile Email Date of birth

(Please note: Access to member-only content on the website requires a unique email address for each person)

3. CREDIT CARD AUTHORISATION

Membership fee \$108.00 per annum (GST inc)

Please charge my Visa Amex Mastercard

Credit card number Expiry date

Name on card

Signature Date

ACKNOWLEDGMENT AND UNDERTAKING

I acknowledge that acceptance of this nomination is subject to determination by the Board of Directors of REINSW. I understand that upon acceptance of my nomination I will be enrolled as an Ordinary or Affiliate Member of the Real Estate Institute of New South Wales and I undertake to be bound by the Constitution, Code of Practice¹ and policies of REINSW in force and as henceforth amended and adopted. I agree to pay membership fees when these become due and will be responsible for these until such time that I advise in writing to discontinue my membership and confirmed by REINSW. Fees are subject to change.

Date Name

Signature

SUPPLIER DIRECTORY

AUCTION SERVICES



Auction Call offers a dynamic and professional presentation for your next auction property. With over 20 years experience, we are recognised as auctioneers of style and success. Enhance your office exposure and marketing expertise.

Call 0408 744 668 or email roger@rogerpage.com.au

AUCTION SERVICES



Cooley Auctions is a young, fresh and energetic team of auctioneers that are recognised as being amongst the top performers in the country. We are driven by our results!

Call (02) 9326 2833 or visit www.cooleyauctions.com.au

CONVEYANCING



Conveyancing. Really when you say it!"

Do you want a competitive advantage? Lawlab delivers smarter conveyancing solutions to your business. We utilise industry leading technology to provide streamlined and efficient collaborative conveyancing.

Call 1800 529 522 or visit www.lawlab.com.au

DISPLAYS



The most powerful digital internet solution to display window listings. It's cost effective and easy to manage. Fully customised to fit your window and brand.

Call 1300 767 116 or email info@ivisual.com.au
www.ivisual.com.au

DISPLAYS



Looking for an eye-catching window display? One that stands out from the rest? Then you need to contact Window Displays for all your window display needs.

Call (02) 9457 7888 or visit www.windowdisplays.com.au

FINANCIAL SERVICES



RealCover provides professional indemnity insurance specifically designed to protect and support real estate agents. And it is 100% owned by REINSW. 10% discount for REINSW members.

Call 1800 803 636 or visit www.realcover.com.au

FINANCIAL SERVICES



With a broad range of insurance solutions to protect you, your business and your clients, Aon are the real estate insurance experts.

Call 1300 734 274 or email rei.insurance.nsw@aon.com.au

INDUSTRY SUPER



Rei Super, the industry superannuation fund, pays no commissions to financial advisers, reducing fund costs and providing a 'Lifetime of Difference' to fund members.

Call 1300 13 44 33 or visit www.reisuper.com.au

IT



Console is the market leader in real estate CRM, sales and property management software with more than 9,000 users throughout Australia and New Zealand.

Call 1300 131 311 or visit console.com.au

MEDIA



BRW is Australia's only weekly business magazine that examines Australian business. For real estate professionals, BRW offers regular news, views and trends going on in the property industry.

Call 1800 032 577 or email brwhelp@brw.fairfax.com.au www.brw.com.au

OFFICE SUPPLIES



Paper, printer toners, stationery and bathroom products for your office. Discounts of up to 20% and free delivery for REINSW members.

Call Paul Gordon (02) 9335 0956 or 0407 471 100 Email: paulg@ce.com.au

ONLINE ADVERTISING



realestate.com.au is Australia's No. 1 website for real estate, with more than 4 million property seekers visiting the site each month. 10% discount for REINSW members. To advertise your business and listings:

Call 1300 134 174 or email reainfo@realestate.com.au

UTILITY CONNECTION



To use the connection service, call 1300 664 715 or email your details to agents.support@directconnect.com.au and our Agent Services Team will contact you within 24 hours.

VIRTUAL SHOWROOM



No two properties are the same, why should your ads be? YouVu Virtual Showrooms differentiate your property with a greater level of content controlled by you.

25 locations, 150 images, 25 videos/virtual tours and up to 10,000 words for \$40.00.

Call (02) 8005 1702 or visit www.youvu.com.au

Increase your sales

Reach new customers by advertising in the Real Estate Journal and benefit from its high level of reader engagement.

Make an investment in the future of your business – book an ad today!

For a list of advertising rates, email advertising@reinsw.com.au or call (02) 9264 2343.



Lawlab delivers smarter conveyancing solutions to your business. We utilise industry-leading technology to provide you with streamlined and efficient collaborative conveyancing.

You can rely on us to do our job so ... you can do yours.

Do you want a competitive advantage? By working with lawlab, you will instantly receive the benefits of lawlab's new, smarter online collaborative conveyancing system. Lawlab is ready when you are, 24/7. You and your clients will appreciate just how stress-free and easy we make it!

- Collaborative conveyancing – we work with you to achieve results.
- Secure new vendors – increase the speed to market of your seller's residential property. Input data directly into our online interview form. Initiate contract preparation and searches for a seller in your office, when you choose.
- Lock in buyers – start the purchase conveyancing process online, even on a Saturday.
- Get a copy of the contract when you need it – print/view it from www.lawlab.com.au any time.
- Save time – you and your client can access sale and purchase information 24/7. Track the entire conveyance online and message us instantly.
- Receive critical messages wherever you are – exchange, end of cooling-off period and settlement confirmed by sms.

Call 1800 529 522 (1800 LAWLAB) or visit us at www.lawlab.com.au

lawlab

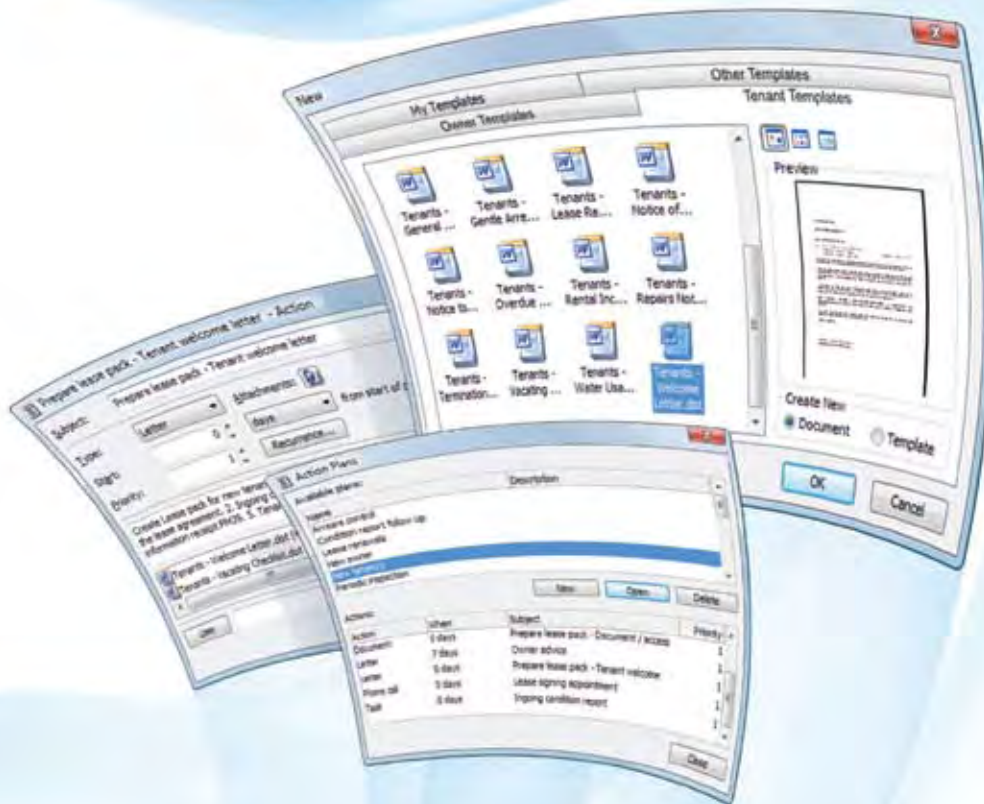
Conveyancing. Ready when you are™

SEPARATE LETTERS & FORMS PACKAGE VS GATEWAY 2007? NO CONTEST.

When it comes to running an efficient office, it helps when you can find everything you need in the one place.

The new Expert Content Library in Gateway 2007 includes more than 200 letters, forms and action plans – customised for local legislation – built into the system you use every day.

So now when you need an expert, you won't have to look very far.



No separate package. No extra cost. No contest.



 Console[®]
Gateway 2007

 **Console**
One System. Many Properties.

Call us on 1300 131 311 or visit console.com.au