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REAL ESTATE

# JOURNAL

REAL ESTATE INSTITUTE OF NEW SOUTH WALES | MAY/JUN 2017 VOL 68/03



## Crystal clear vision

How David Highland  
created a different  
type of agency

### **BRAND BUILDING**

8 steps to build your brand

### **PROFESSIONALISM**

Elevating ourselves through education

### **WHAT'S YOUR VALUE?**

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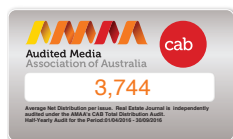
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# Building a new framework

As REINSW continues to push forward in the quest for professional recognition of our industry, a new group has been formed to examine the underpinning framework we need to put in place to achieve our goal.



**We need the real estate industry to be known for professionalism, and agents valued for their expert knowledge and reputation for providing honest, excellent services to consumers.**

While a great deal of work has been carried out in the background over the last few years to ready our industry for the journey toward professionalism, the creation of the Property Professionals Advisory Group signals the official start of our quest.

Meeting for the first time in late March 2017, members of the group are united and single-minded in their commitment to gaining professional recognition for our industry, and understand the urgent need to expedite the project.

The group has been tasked with examining and considering the critical elements necessary to qualify as a profession. The 5 Es – ethics, education, experience, examination and entity – as set down by the Professional Standards Authority (see page 28) will form the basis of the group's terms of reference. Some initial smaller committees have been formed from the group to consider some of the Es – ethics, education and examination. A further committee will look at the financial ramifications of professional recognition. The findings of each committee will be submitted for broader industry input and feedback before forming part of the framework for an application to the Professional Standards Authority.

This journey is critical. As an industry, we must become viewed as trusted advisors. We need the real estate industry to be known for professionalism, and agents valued for their expert knowledge and reputation for providing honest, excellent service to consumers. Only by committing to the evolution of our industry into a profession can we make this happen.

I look forward to working with every REINSW member to make this vision a reality.

**John Cunningham**  
REINSW PRESIDENT

## PROPERTY PROFESSIONALS ADVISORY GROUP

### ETHICS COMMITTEE

To determine the values and behaviours that should apply, from both a consumer's point of view and from a fellow professional's point of view.

#### **Brad Caldwell-Eyles**

Managing Director at 1st City Real Estate Group

#### **Chris Mourd**

Head of Franchise at McGrath Estate Agents

#### **Shannan Whitney**

Director at BresicWhitney

### EDUCATION COMMITTEE

To examine the education reform package and determine what further levels of training should be required for an agent to gain professional status.

#### **Douglas Driscoll**

CEO at Starr Partners

#### **Ewan Morton**

Managing Director at Morton

#### **Danielle Andrews**

REINSW Education and Training Manager

### EXAMINATION COMMITTEE

To consider the mechanisms needed to measure professional accountability and how best to implement those mechanisms.

#### **John Cunningham**

Managing Director at Cunninghams and REINSW President

#### **Leanne Pilkington**

Managing Director at Laing+Simmons and REINSW President Elect

#### **Tim McKibbin**

REINSW CEO

### FINANCE COMMITTEE

To consider the financial ramifications of a new professional regime, including the roll-out of branding, marketing, PR, consumer education and more.

#### **Brett Hunter**

General Manager at Raine & Horne Terrigal – Avoca Beach and REINSW Vice President

#### **Peter Matthews**

CEO at Province Agents and REINSW Board member

#### **Kylie Walsh**

General Manager at Di Jones Real Estate and REINSW Board member



## REAL ESTATE INDUSTRY GENDER PAY GAP 29.3%



**\$92,735**  
AVERAGE BASE  
ANNUAL SALARY  
FOR WOMEN



**\$131,220**  
AVERAGE BASE  
ANNUAL SALARY  
FOR MEN

*These statistics relate to full-time employees in the real estate industry.*

*Source: 'Gender Equity Insights Report 2017: Inside Australia's Gender Pay Gap' released by Bankwest Curtin Economics Centre in collaboration with the Workplace Gender Equality Agency.*

## Online lodgement of DAs to save time

The time it takes homeowners and builders to prepare and submit a development application will go from up to 10 days to less than 30 minutes thanks to a new online lodgement system beginning later this year.

"This will save people so much time and make the entire DA process easier and more efficient," Minister for Planning and Housing Anthony Roberts said.

Currently, a number of individual councils allow some applications to be lodged electronically. However the new portal will eventually be a one-stop-shop for development applications and complying development certificate submissions.



## Winners are grinners at the REIA National Awards for Excellence

NSW picked up three awards at the REIA National Awards for Excellence held in Canberra on Thursday, 23 March 2017.

CBRE won Commercial Agency of the Year and Michael Crombie from Colliers International was named Commercial Salesperson of the Year. Hugh Bateman from The Property Shop was also honoured with the Community Service Award in recognition of his outstanding fundraising efforts for the McGrath Foundation.

"To be presented with an REIA National Award for Excellence is the highest honour in Australian real estate," REIA President Malcolm Gunning said. "Competition was fierce across all categories, which is a real testament to the strength and talent in our great industry."

*See a full list of the winners at [reia.asn.au](http://reia.asn.au).*

## realestate.com.au launches lifestyle site

For more than 20 years, realestate.com.au has helped Australians find a house. But in 2017 it's also helping them create a home.

Lifestyle on realestate.com.au is a new content experience aimed at giving people the power to turn their property into the living space they've always dreamed of. With more than 30 per cent of Australian property owners identifying themselves as 'property improvers' who are interested in renovating and decorating, Lifestyle will deliver insights and inspiration about creating and styling a home.

According to Elizabeth Minogue, Executive Manager – Media and Marketing at realestate.com.au, Lifestyle will help people create a home to be proud of. "With Lifestyle, we want to be there for all of life's moments – from buying, renting and selling, to decorating your space and making it a place to live in and really love."

*You can view Lifestyle at [realestate.com.au/lifestyle](http://realestate.com.au/lifestyle)*

**Lifestyle on  
realestate.com.au  
is a new content  
experience  
aimed at giving  
people the power  
to turn their  
property into  
the living space  
they've always  
dreamed of.**

## TACKLING HOUSING AFFORDABILITY

The former governor of the Reserve Bank of Australia, Glenn Stevens, has been appointed by the NSW Government to provide input into developing a strategy to tackle housing affordability. He will review and provide advice on the options being considered by the government to tackle housing affordability issues in NSW.

"Housing affordability is a growing challenge for many residents in NSW and I look forward to working with the government on measures that might help address it," Mr Stevens said. "I'm pleased the government has indicated it has an open mind when it comes to reviewing existing and new avenues of dealing with the issue."

NSW Premier Gladys Berejiklian said Mr Steven's advice would be invaluable in assessing measures that can have a real impact while avoiding any unforeseen consequences.

"The NSW Government understands that housing affordability is top of mind for many people across the state. That's why we've made it a key priority and why we've asked Glenn Stevens to lend his expertise to tackling the issue," the Premier said.



## AGENTS SLEEP OUT ON THE SAND

500 agents. \$500,000.

That's Damien Cooley's goal for the second annual Real Estate Sleep Out. To be held on 24 July 2017 at Bondi Beach, the Director of Cooley Auctions is urging the real estate industry to get behind the cause which raises money for Father Chris Riley's Youth Off The Streets.

"Youth Off The Streets is an incredible organisation that takes kids off the streets and gives them a brighter future," Damien said. "We have an opportunity to make a huge difference and we're asking all real estate agencies to get behind and support this event by promoting it within their networks."

On the night of the event, the Youth Off The Streets food van will come down to the beach and serve dinner to participants. Father Chris Riley will also be in attendance.

A total of 104 real estate agents participated in last year's inaugural Real Estate Sleep Out. Sleeping on cardboard and wet sand in the middle of winter with the wind blowing and a sprinkling of rain, the event raised more than \$134,000.

*To find out more about the Real Estate Sleep Out and register, go to [everydayhero.com.au/event/realestatesleepout2017](http://everydayhero.com.au/event/realestatesleepout2017)*

**We have an opportunity to make a huge difference and we're asking all real estate agencies to get behind and support this event by promoting it within their networks.**



## NSW LAND & PROPERTY INFORMATION LEASED FOR \$2.6 BILLION

The NSW Government has announced it will lease the Land & Property Information service to Hastings Funds Management and First State Super after accepting their bid of \$2.6 billion.

Premier Gladys Berejiklian said the 35-year concession of LPI would lead to better customer service and a “massive” infrastructure boost.

“Not only will the integrity of the title system be maintained but it will be actually enhanced by new provisions,” she said.

---

**Why lease a highly profitable, efficient and world class title management system that’s been adopted worldwide as best practice?**

---

The government endured months of criticism from peak bodies, including REINSW, who questioned why it would privatise the asset.

“Why lease a highly profitable, efficient and world class title management system that’s been adopted worldwide as best practice,” REINSW President John Cunningham asked.

“Privatisation is supposed to be for poor or failing government enterprises that can be turned into efficient and effective organisations in private hands. But the LPI is far from failing.”

Mr Cunningham said he was disappointed that a “sacrosanct” asset was now in private hands.



## Live the life of Gatsby

A cool \$100 million is all it will take for you to find yourself living the life of Jay Gatsby himself.

The sprawling 3.26 hectare waterfront estate is located in Kings Point on Long Island, New York – an affluent community thought to be the inspiration for the town of West Egg in F Scott Fitzgerald’s classic tale *The Great Gatsby*.

The lavish-living, party-loving Jay Gatsby himself would have felt right at home on the estate, which has a whopping 18 bedrooms and 32 bathrooms spread across the main mansion, built in 1928, and two other mansions used as guest houses. The estate, which is also said to have inspired the set for Baz Luhrmann’s 2013 movie, has everything you need to recreate one of Gatsby’s roaring 20s parties.

Offering panoramic views of New York City, the estate has an outdoor pool with a slide and swim-up bar, an indoor pool, sauna and spa, a tennis court, stunning gardens and private pier that can dock a 60 metre long yacht. Then there’s the multiple wine cellars, garage lift for 10 cars, casino, bowling alley – and a fitness centre for those occasions when you want to do something healthy after all your extravagant partying.

Hopefully, whoever buys the estate has enough left over in their pockets to throw a party that would make Gatsby proud.





**Traditional office space and serviced offices tend to segregate their occupants by defining owned spaces. This is not the case in co-working spaces where sharing is the norm.**

## THE CO-WORKING EVOLUTION

The co-working industry in Sydney has evolved rapidly over the past decade. From just a handful of collaborative workspaces 10 years ago, there are now 56 co-working spaces across Sydney according to a recent Knight Frank research report.

The rapid expansion of shared work spaces across Australia has been underpinned by a number of factors. The changing nature of work, advancement in technology, the rise of a sharing economy and changing workforce demographics are the key catalysts driving co-working.

"Co-working is popular because people prefer to socialise and be part of a community," Kymbal Dunne, Director of Office Leasing at Knight Frank, said. "Traditional office space and serviced offices tend to segregate their occupants by defining owned spaces. This is not the case in co-working spaces where sharing is the norm."

Once catering exclusively to startups and freelancers, co-working or shared spaces have now become an attractive practical alternative to traditional offices for established companies. Moving away from the origins of traditional hot-desking for freelancers, co-working offerings now also include small and large private offices, dedicated desks, on-site cafeterias, premium meeting spaces and childcare.

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When you're dealing in real estate, [education] needs to be taken seriously. The industry will then appeal to people who are going to take it seriously and give it and their clients the respect that they deserve, rather than seeing it as a fast buck opportunity.

**JOHN CUNNINGHAM**  
REINSW President

*REIA pushing for increased standards of real estate agent education*  
Domain, 19 March 2017

What we are trying to do is have building and pest reports added to a sale contract. The fall back option would be to be able to have a central register ... because it is a bit hit and miss with real estate agents knowing if a purchaser has done a building and pest report.

**TIM MCKIBBIN**  
REINSW CEO

*Property hunters wasting thousands on building reports for properties they could never afford*  
news.com.au  
21 March 2017

We can't understand this. From a consumer's perspective they want surety of title, they want to understand that what they've got is safe and the concept of it going out of government hands doesn't sit well. This is a massive concern.

**JOHN CUNNINGHAM**  
REINSW President

*Land titles registry sell-off: the 'last minute' decision that could cost NSW up to \$200 million*  
The Sydney Morning Herald  
29 March 2017



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# What's the buzz?

Training reforms continue to generate headlines, as did the NSW Government's much-criticised plans to privatise Land & Property Information, which have now come to fruition. Airbnb's plans to shake up the rental space also made the news.



I'm aware of instances where the [required] four-hour training has been provided in under 10 minutes and [the training organisation] issues a piece of paper. That a further 20 per cent can't even be bothered getting this piece of paper to give to Fair Trading is alarming.

**TIM MCKIBBIN**  
REINSW CEO

*'Alarming': One in five real estate agents in NSW failing to meet minimum standard, according to Fair Trading audit*  
Domain, 4 April 2017

Among first home buyers there's only a portion who are buying new homes, because they're usually more expensive than established homes ... so the reality is that more first home buyers don't get any concessions, grants or anything.

**JOHN CUNNINGHAM**  
REINSW President

*Pressure mounts for NSW Government to help first home buyers*  
Illawarra Mercury  
5 March 2017

There's always been the threat of a disruptor to come along. The big question mark is, will they do it better. Whenever anyone's tried to manage properties from a central hub, it has failed dismally. The reality is you need to be on the ground in the location and do what needs to be done.

**TIM MCKIBBIN**  
REINSW CEO

*Airbnb considering long-term rental market takeover*  
Residential Property Manager  
17 March 2017

Providing purchasers with the ability to pay stamp duty over time instead of upfront will assist in getting more people in NSW realising the great Australian dream of owning their own home.

**JOHN CUNNINGHAM**  
REINSW President

*Stamp duty back in firing line*  
Australian Broker  
7 April 2017

The land titles system underpins \$1.2 trillion worth of real estate in NSW. If we sell [the LPI], everyone loses.

**JOHN CUNNINGHAM**  
REINSW President

*Protest march at Parliament House over plans to privatise*  
Western Advocate  
8 April 2017

# Pay peanuts, get monkeys



PRDnationwide has released research showing consumers get a better result when they pay commissions to real estate agents.

The PRDnationwide research compared the median sales prices achieved by Purplebricks and online DIY sites like buyMyPlace.com.au and forsalebyowner.com.au against those achieved by traditional agents in Sydney, Melbourne and Brisbane dating back to 2014.

On average, the research found that traditional agents in Sydney achieved 19.7 per cent higher house prices and 3.8 per cent higher unit prices. In Brisbane, traditional agents achieved 8.3 per cent and 4.2 per cent higher prices for houses and units respectively, and in Melbourne it was 10 per cent for both houses and units.

“Overall, traditional real estate agents are achieving higher median prices than disruptors,” PRDnationwide National Research Manager Diaswati Mardiasmo said. “Based on this data, it’s appropriate to coin the term ‘when you pay peanuts, you get monkeys’.

“Although vendors might be paying higher commissions to agents, it would appear they are getting much better results under the traditional model and the accountability it creates.”

The PRDnationwide research comes as agents battle disruption from the likes of Purplebricks, as well as dozens of other new players eating into their commissions.

## Demonstrating value

PRDnationwide Chairman and Managing Director Tony Brasier said that while there’s been a lot of talk of disruption in the real estate industry, the results show it has had little impact. “That’s not to say agents don’t need to be aware of disruption,” Mr Brasier said.

REINSW President John Cunningham agreed and said agents cannot afford to be complacent.

“As agents, we need to consistently demonstrate the value we add to the transaction,” he said. “The days of simply showing up at a property and opening the door to show people around are long gone. Agents must be able to provide insights by drawing on their local knowledge and industry expertise, and in doing so position themselves as the trusted advisor who is integral at all stages of the transaction.” ♦

“

Although vendors might be paying higher commissions to agents, it would appear they are getting much better results under the traditional model and the accountability it creates.

## DISRUPTION DATA

Disruptors were defined by PRDnationwide as anyone not in a real estate franchise or independent agency. The following table compares the sales prices for houses of disruptors and real estate agents, and the percentage difference between the two.

YEAR	DISRUPTOR	REAL ESTATE AGENT	DIFFERENCE
2014	\$730,000	\$890,000	18%
2015	\$850,000	\$1,066,000	20%
2016	\$861,500	\$1,090,000	21%
2017	\$940,000	\$1,150,000	18%





# Millennial home ownership woes

As the housing affordability debate continues to rage here at home, a new survey shows the home ownership dream is not dead but deferred for millennials around the world.

Home ownership in Australia is ranked among the world's worst for young home buyers, according to the recent *Beyond the Bricks* study released by HSBC.

Surveying 9000 millennials (born between 1981 and 1998) across nine countries, Australia is close to the bottom of the list with only 28 per cent having bought their own home. This compares to the global average of 40 per cent. Only the United Arab Emirates ranked worse, with just 26 per cent of millennials saying they were home owners. The country with the most first homebuyers was China, where 70 per cent of those surveyed owned a home.

## Deposit difficulty

In eight of the nine countries included in the survey, property prices had risen in 2016 and almost all homebuyers pointed to difficulties saving a deposit. Sixty-one per cent of Australian respondents said they needed to earn a higher salary before they could save or afford to buy.

“  
Sixty-one per cent of Australian respondents said they needed to earn a higher salary before they could save or afford to buy.

“The deposit for a home loan is the biggest initial cost of owning a home, but buyers also need to factor in the costs of stamp duty, legal fees, mortgage insurance, building inspection fees and in some cases renovation costs,” HSBC Australia's Head of Mortgages, Alice Del Vecchio, said. “This research demonstrates that a lack of preparation and understanding of the realities of owning real estate can stall or even deflate the achievement of their dream of homeownership.”

Australian millennials are also getting less help from their parents to buy a home. Just 30 per cent of home owning Australian millennials tapped the ‘Bank of Mum and Dad’, compared to the international average of 36 per cent – but more of them are moving back home to save for a deposit than the global average.

Despite lower ownership levels, younger Australians haven't given up on the goal of owning their own home. As many as 83 per cent – in line with the international average – said they intended to buy in the next five years. ♦

## MILLENNIAL HOME OWNERSHIP

	Average	China	Mexico	France	Malaysia	USA	Canada	UK	Australia	UAE
Millennial home owners	40%	70%	46%	41%	35%	35%	34%	31%	28%	26%
Millennial non-owners intending to buy in next 5 years	83%	91%	94%	69%	94%	80%	82%	74%	83%	80%

## PARENTAL SUPPORT FOR MILLENNIAL HOME OWNERSHIP

	Average	UAE	Mexico	China	Canada	UK	USA	Australia	Malaysia	France
Millennial home owners whose parents helped them to buy	36%	50%	41%	40%	37%	35%	32%	30%	29%	26%
Millennial home owners who moved back with parents to save for a deposit	20%	6%	21%	20%	21%	27%	28%	25%	23%	14%

# Crystal clear *vision*

From the earliest stages of his career, David Highland had a vision to create a different kind of real estate agency. Here's how he brought his vision to life.

By TINA LIPTAI

**F**or David Highland, there was never any doubt he would work in real estate. It's in his blood. But from the moment he took his first job at 18, this third-generation real estate agent knew he not only wanted to run his own business, he wanted to create something new.

And that's exactly what he did.

David honed his skills at boutique agencies in Sydney's eastern suburbs and Cronulla, working in property management and residential sales. Then, at the age of 27, Highland Property Agents was born.

From a team of six when the doors opened in 2007, David has used an innovative, collaborative approach to grow the business to a team of 90, including an in-house design and creative department, across two locations.

And he's far from done.

## Starting from scratch

Though he grew up in Cronulla, David only had two years' experience working in that market before he decided to open his own agency. Throw the start of the Global Financial Crisis into the mix and most people would be tempted to put their plans on hold. But for David, the challenges were part of the allure of building the business from the ground up.

“  
I love seeing an opportunity, creating an idea, rolling it out and then watching it become an industry-leading standard.”

“I always had a passion for property and I was always going to be in real estate,” he explained. “I had a hunger to create something new and a vision for how to make it happen. The GFC hit the same year we opened Highland Property Agents, but in many ways the financial crisis was our friend. We had to be very focused with all our business decisions and have a flexible approach to the market.”

With laser-focus and no ‘Plan B’, David set out to build a business with enough scale to affordably offer a comprehensive ‘one stop shop’, providing exceptional service for clients without losing the heart and soul of a family-run agency.

## Innovation

One of the things David believes sets his business apart is his willingness to embrace change and keep his business agile enough to evolve as necessary.

“The industry is going through dramatic change at the moment and you need to be very forward thinking about how you run your business if you want to succeed,” he said. “Our market is saturated with agents who are closed off to a lot of new ideas about how to do things, like vendor paid marketing, digital and social media. We embrace new technologies and are energised about new ways to work in our industry.”





This approach and a belief in the power of diversity in business has led to the creation of a full in-house creative team and a project marketing department.

"I love seeing an opportunity, creating an idea, rolling it out and then watching it become an industry-leading standard," David said. "Our project marketing department began this way and after just 18 months we now have a specialist team of agents managing 25 individual projects consisting of over 500 off-the-plan opportunities. This is on top of 140 residential listings on our stock sheet. None of this is possible without good systems and good people running them."

By having an in-house creative department – a team of six specialists, including two graphic designers, a marketing associate, videographer, photographer and brand manager – David knew he was giving his business a competitive edge.

"Our creative team give us a much stronger, faster and better offering for clients. We can list and get a property to market quicker than anyone else. Because we have more control over every aspect of the listing, marketing and sale we can offer a much higher level of service and quality control for our clients. We also have complete control over all campaigns, and it's much easier to keep the look and feel of our brand relevant with a creative team that understands what we need as a business because they're part of it."

And while it may seem like an extravagance, David can't imagine his business without diversity.

"Scale is what allows us to do this. Having it all in-house is ultimately cheaper for us and our clients, but it's only cost effective because of our size," he said.

"The reality is the costs of running a real estate business are going up, and a lot of the expenses are the same for small agencies as they are for large agencies. You need to control costs if you want to have a future in the industry and one way to do this is by scale. For larger businesses, it makes sense to have it all under one roof – but only if it's managed well.

"We are innovative, but we're not pretending to be something we're not. None of what we have done is possible without good systems and good people running them. Developing the creative team and project marketing department, along

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**Developing the creative team and project marketing department, along with the incredible people we have attracted across the business in recent years, has been my biggest career achievement so far.**

with the incredible people we have attracted across the business in recent years, has been my biggest career achievement so far.

"I love our team and I love what we are able to achieve together."

### **Company culture**

Most real estate agencies understand creating a company culture that allows employees to thrive is key to not only business success but client satisfaction. From day one, David always had a clear vision for the company culture of Highland Property Agents.

"I wanted to create something unique in the market and I chose to be independent because my personal vision wasn't aligned to a franchise model," he explained. "We're large, but we aren't a 'cookie cutter' business and I'm proud to say our company DNA and culture is different to most large agencies. We have a belief that our clients should never be left in the dark and we're totally transparent and straightforward in all of our dealings with clients and colleagues.

"All our staff have aligned values. We're family orientated and this culture means our 90 staff are working collaboratively, not in competition with each other. We also have a lot of processes and policies around quality control and accountability that not only help to keep our service exceptional, but contribute to excellent morale across the business."

With staff retention high, some who have been with the business since it opened 10 years ago, David believes having a culture that ensures employees feel supported is key. And a good company culture can then extend to excellent customer service.

"We encourage transparency across all areas of the business, our company values are discussed openly and often, and I'm proud of the way all our teams work together."

### **Community**

Like many real estate agents and business leaders, David believes giving back to the local community is essential.

"I have always believed that our business is sustainable and successful because the community supports us," he said. "We have a strong focus on giving back to the community,

which is a value that is shared by everyone across the business.”

In less than three years, Highland Property Agents have raised a total of \$750,000 for the Sydney Children’s Hospital in Randwick.

“One of the biggest fundraisers for the Children’s Hospital is our annual ‘Blue Lunch’, which last year alone raised \$345,000. I love that we can use the scale of our business to make a real difference to our community and support causes that we believe in.”

### The future

While David is excited by the strength of the business he has created, it’s the future of the company that he’s really looking forward to.

“My role in the business is constantly changing. I enjoy exploring how we can take advantage of new technology in the marketplace and embrace opportunities to move forward as our industry changes,” he said.

“Over the next few years, I’m focused on controlled growth and making sure we have the right systems and processes in place to ensure the business runs smoothly as we move into our next phase. I want to secure greater market share in patches we’re not as strong in and look at the potential for us to move into other sectors of the industry.

“I also want to make sure we have the absolute best leadership for our company, and make sure the brand remains relevant in the marketplace and all our staff continue to thrive.” ♦

### DAVID’S TOP TIPS for real estate success

- 1 Embrace evolution**  
Make sure you’re constantly evolving, stretching and moving out of your comfort zone. If you’re standing still, you’re going backwards.
- 2 Have integrity**  
Always do the right thing by your clients, your team and yourself. Maintain your integrity, even when you see others who don’t. And never criticise your competition.
- 3 No Plan B**  
If you want to excel, get rid of your Plan B. It will just be a distraction. You don’t need it.
- 4 Laser focus**  
You need a laser focus if you want to succeed. Identify what you want and do what it takes to get there.
- 5 Have no fear**  
Be fearless and be prepared to invest in yourself and your business.



**My role in the business is constantly changing. I enjoy exploring how we can take advantage of new technology in the marketplace and embrace opportunities to move forward as our industry changes.**

### WHY I LOVE REAL ESTATE

“Real estate is in my blood, so there are many things I love about the industry. But for me, the best thing is that the skills are so transferable and it’s an industry where you can truly create the career you want.

“As a selling agent, I’ve always fought like I was number two in my core market – even when I may have been the leading agent.

“These days, I’m passionate about the business and strategic side of our company. I love seeing an opportunity and working out how we can leverage it or what we can create to meet a challenge.

“But so much of what I learnt in my early days as an agent still helps me in my role today. I have always tried to stay grounded and humble. I’ve always been determined, resilient and adaptable when the market changed. I don’t fear constructive criticism and I’m quick to learn from my mistakes, whether it be sales or business related. I’m totally focused on my goals. I know my destination and the steps I need to take to get there.”



# It's time to buy

A DAY IN THE LIFE OF  
SHELLEY HORTON



**Shelley Horton from Albion Avenue, a leading specialist buyers' agency in Sydney, spends her day out and about finding the perfect property for her clients. Here she gives us a glimpse at a typical day.**

I've worked in and around the residential property industry for more than 20 years. I worked as a property valuer for 10 years before making the move to a corporate position with a mortgage insurance company. Then, about a decade ago, a friend mentioned that she was buying a property with her sister and they were using a buyers' agent.

That conversation sowed the seed. I started to see how I could bring all my skills together to add value for buyers in the transaction. Four years ago, I took the plunge, became a buyers' agent and set up Albion Avenue.

## 6.30AM

To be honest, I'm not much of a morning person. I need something to wake me up and start my day on a high note. A good 45 minutes of exercise does just that. I generally alternate between a personal training session or a run through Centennial Park. It's a definite 'must' for me every day – especially on Saturdays, which can be my busiest work day.

## 8.00AM

It's not unusual for me to grab breakfast at a local café. I use the time to check my schedule. Every day is different – with a mixture of property inspections, client meetings and auctions – and it's a great chance to set myself up mentally for the day ahead.

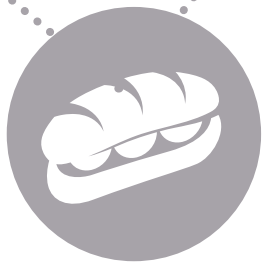
This morning I have five open for inspections to get to; three of them are for one client and two are for another. I double-check all the inspection times over breakfast, so I know I have enough time to get from one to the next. It's tight, but doable.

## 9.00AM

I always try to get to an inspection 10 minutes early. I generally touch base with most of the sales agents in the days ahead of the inspection, so they're happy to let me in a little early while they're still setting up. It gives me a chance to have a good look around before the crowds descend – and I can also grab some one-on-one time with the agent.

Have they had a lot of interest? Is there any urgency behind the sale? Are they looking to sell sooner rather than later? Are they committed to selling at auction? These are all the sorts of things I'll ask the agent.

I also check off my clients' requirements as I inspect each property. They each have their own list of 'must haves' and 'nice to haves', so I'm looking to tick off as many as possible to determine how suitable the property will be for them. The more ticks there are, the more appealing it will likely be.



### 12.00PM

With the inspections over, I take some time over lunch to gather my thoughts. I've made lots of notes over the course of the five inspections this morning, so I start to put them into some order and begin to draft up reports for my clients. I also start thinking about which properties to shortlist and take the clients through.



### 1.30PM

Another of my clients wants to view one of the properties I've shortlisted for them, so I head off to pick them up. As I chaperone them through the property, we review their list of 'must haves' and 'nice to haves', and discuss the pros and cons of the property. This time, the property isn't quite hitting the mark for my client, so I take the opportunity to gather more feedback from them. Sometimes it's the smallest piece of information that can make the difference between finding a great property for them and the perfect property.



### 3.00PM

My last meeting for the day is with a potential new client. We have a preliminary discussion and I run them through the process. I also explain the different packages we offer. Sometimes a client just wants us to bid at auction for them. Others want the full package.

I take the time to set out what I need from them to ensure the process flows smoothly and answer all their questions. Once the client signs an agreement, we start defining what sort of property they're after so I can get to work.



### 5.00PM

I finish up in the office by completing any outstanding reports for clients. I like to give my clients a quick call and then email through the report, so they can review them when they get home from work and overnight.

I'm bidding at an auction tonight for one of my clients, so I do some preparation before heading off to the auction venue. Just as I do with inspections, I arrive early so I can see who's who in the room, gather feedback about the property and find out how many bidders have registered.

My client is with me at the auction tonight. That's not always the case, as my clients come from all over – local, interstate and international.



### 8.00PM

I make my way home after the auction. It's been a long day and I'm looking forward to having a nice meal and just relaxing with my partner. I tell him about my day, he tells me about his day and we might watch some TV before heading off to bed at around 10.00pm. I definitely need my eight hours of sleep a night – I even have an app on my phone that reminds me when it's time to go to bed!

# Youth and enthusiasm

Young, ambitious and dynamic, Zac Theobald and his team at LJ Hooker Bathurst are leading the way for a new generation of real estate professionals.

By HELEN HULL

Zac Theobald was inspired to make a career for himself in real estate by a neighbour who worked in the industry.

"I've been an agent for 10 years this year," said Zac, who at the age of 28 is one of the youngest franchisees in the LJ Hooker network. "I started straight out of high school. Our next-door neighbour was a real estate agent and it's something I was always interested in.

"Because of my age, lots of people just assume that the agency is my dad's business," he said. "But it's not. I'm passionate, determined and driven, and that's how I've gotten here. There's been a lot of hard work.

"Some people are a bit taken aback by my age, but I use it as motivation to prove them wrong. I'm also motivated by all the clients who choose to place their trust in me.

"I feel good about helping people. Working with clients to manage their biggest asset, talking them through good situations and bad, and helping someone buy their first property – I get a real kick out of it."

## Embracing opportunity

Zac opened LJ Hooker Bathurst in January 2014 and the agency services the Central Tablelands city and areas within a 25km radius. Focusing on residential sales, the agency also provides property management services and deals with commercial property and rural hobby farms.

LJ Hooker NSW State Manager Ben Mitchell said he's excited to have Zac onboard as a franchisee.



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**I'm passionate, determined and driven, and that's how I've gotten here. There's been a lot of hard work.**

"The agency is in a key marketplace for us and I like Zac's willingness to embrace everything we offer as a franchise. The team always strive to do everything to the highest standard and with the trend of aging business ownership in our industry, it's a great thing for us to have such a young Principal.

"There's nothing that's not achievable for Zac. He's young and has it all ahead of him. He'll give anything a go. Born and bred in the local area, he engages well with the community and is respected in the marketplace even though he's quite young," Ben said.

## Building relationships

"At LJ Hooker Bathurst we have a team of 10, with four sales people. I have a marketing coordinator and an EA, as well as a lead generator. This structure allows everyone in the team to work to their strengths.

"I really like the fact that LJ Hooker has evolved in recent years. It's now a really fresh brand, which matches well with our young and dynamic team."

Zac enjoys the fact that he decided to stay in Bathurst and the client relationships he's been able to build.

"I like that small town vibe. Everyone is there to help each other, and you can really develop a relationship and rapport with your clients. It's all about helping them and achieving the best result."

## New approach

According to LJ Hooker's Ben Mitchell, it's Zac's enthusiasm that makes him a great asset to the LJ Hooker network.





“The culture he has created in his agency is young, enthusiastic and ambitious. His team are keen, hungry, and ready to always go above and beyond, but they never forget the importance and value of good old customer service.”

According to Zac, Bathurst is a bit ‘old school’ and quite set in its ways.

“We’re trying to mix things up by not conforming. Bathurst hasn’t traditionally been an auction oriented market, but we decided to offer this option to our clients. At the time, it was unheard of – now our competitors are doing it too. We felt we needed to shake the marketplace up, and it’s an option that can give the vendors a great result in a shorter time. It’s our willingness to challenge the status quo in this way that sets us apart.”

Developing personalised marketing campaigns for every property, rather than just listing the property and then sitting back, is another way the LJ Hooker Bathurst team are taking a different approach.

“It’s about working out who the right type of buyer is and then deciding how they should be marketed to. If the property is appealing to a young family, we target our marketing with an online campaign. But if the property is more suited to an older couple, we lean more toward print.”

With a median house price of \$340,000, Zac is seeing a new mix of buyers looking to invest in the area.

“We’ve had strong interest from the Sydney market, with roughly 35 per cent of my buyers being investors who are choosing to rent in the

city and purchase an investment property in Bathurst.

“They can’t afford to break into the Sydney property market, so we manage their property on their behalf and when they build enough equity they purchase another property.”

### Community support

Zac believes it’s important to give back to the community and LJ Hooker Bathurst started out sponsoring a local netball team. That sponsorship has now grown and an entire new club – the LJ Hooker Heat – has been created, which has teams from nine year olds up to adults.

“It’s great to give back,” Zac said. “You don’t do it hoping they’ll list a house with you. You do it to meet new people. It’s great to go down to the club house with the LJ Hooker bear, have a sausage sandwich and cheer on the teams. It shows that you’re a real person – someone genuine, who’s not just collecting commissions.”

### Future growth

In the short term, Zac would like to grow his team by adding another sales agent.

“I’d like to continue to do our own thing and not conform, and give our clients the experience they deserve,” Zac said.

“Over the next five years I don’t necessarily want to grow to be the number one agency in terms of listings. I want to grow in terms of our client base and do right by our people. I’d like to see the same team still be here building on what we’re doing now.” ♦

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**I’d like to continue to do our own thing and not conform, and give our clients the experience they deserve.**

2017 AWARDS FOR

# excellence

20th ANNIVERSARY

## ENTRIES ARE NOW OPEN

It's that time of year when REINSW showcases our industry's top performers.

This is your opportunity to highlight your biggest successes and most outstanding achievements.

Finalists will be announced in August 2017 and winners will be revealed at the Gala Dinner on Thursday, 5 October 2017.

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Visit [reinsw.com.au/2017Awards](http://reinsw.com.au/2017Awards) to view the criteria and enter. Entries close on Monday, 26 June 2017.

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### AGENCY CATEGORIES

Commercial Agency - Large  
Commercial Agency - Small  
Communication  
Innovation  
Real Estate Agency - Large  
Real Estate Agency - Medium  
Real Estate Agency - Small  
Residential Property Management Team  
Residential Sales Team

### INDIVIDUAL CATEGORIES

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Auctioneer  
Buyer's Agent  
Commercial Property Manager  
Commercial Salesperson  
Corporate Support  
John Greig OAM Community Service  
Property Marketer  
Residential Property Manager  
Residential Salesperson  
Rural Marketer

# Setting our strategic direction



**Advocacy. Education. Governance.** These are the three big ticket items that the REIA has committed to in its three-year Strategic Plan.

By MALCOLM GUNNING

The REIA Board and the CEO's of all the state and territory REI's have been hard at work over the last couple of months making plans for how we can all best work together to achieve outcomes that benefit all agents.

Earlier this year, we came together for a strategic planning day. Facilitated by Deloitte, the day allowed us to set down our collective goals for the coming three years and define what success looks like. We now have a united commitment to a new Strategic Plan that will see REIA and all the state and territory REI's working collaboratively to drive better outcomes.

The new Strategic Plan has three main objectives: advocacy, education and governance.

## Advocacy

One of REIA's key roles has always been to represent the interests of the real estate profession at a national level - and the new Strategic Plan sees us recommitting to this role.

Our goal is to be sought out and respected as the custodian of our profession and the industry, and be the trusted advisor to consumers and other stakeholders.

To do this, we'll be working hard to create a robust, proactive lobbying program and actively build strong relationships with senior politicians and government officials. We already have open lines of communication across the various levels of government and our media presence is stronger than it's ever been. But we know there's always more to be done and we'll be doing everything we can to embed ourselves in the minds of politicians, bureaucrats and consumers alike as the go-to voice for real estate across the nation.

Part of this will be strengthening the REI brand, so it is positioned in a consistent way across all states and territories and serves to bolster our advocacy efforts.

## Education

Education is at the core of everything we do as agents and we know that we must work collectively to raise standards of education to improve the service agents deliver to consumers and improve the perception of agents.

While the different states and territories each have different regulatory environments that require different training outcomes for the purposes of compliance, there are also many similarities and these will form part of a new professional education program.

We're already on the pathway toward professionalism and we'll be working closely with all the REI's to achieve our goal of attaining recognition as a profession by 2020.

## Governance

The final objective in our new Strategic Plan relates to the governance of REIA. Our goal is to establish effective, accountable, united and transparent governance that is respected by all state and territory REI's. By the end of 2018, we will have a system of governance in place that ensures Board diversity, rotation and independence.

## Measuring our success

REIA CEO Jock Kriets has prepared an implementation plan (including budget, monitoring, reporting and review mechanisms) to ensure we stay on track to achieving our goals under the Strategic Plan.

I look forward to sharing news of our successes with you. ♦



**MALCOLM GUNNING**  
is the President of the Real Estate Institute of Australia.

## OUR SUCCESS

To ensure the success of any plan, you need to know what success looks like. Through implementation of the Strategic Plan, REIA is committed to achieving the following success by 2020.

### FOR THE REIA AND ALL THE REI'S, SUCCESS LOOKS LIKE ...

- Having a strong and engaged membership
- Being relevant
- Achieving set goals and then moving on
- Being financially resourced
- Having a single voice that's respected and listened to.

### IN ADDITION, FOR THE REIA, SUCCESS ALSO INCLUDES ...

- Creating a national brand that is proud, cohesive and supported by all the REI's with confidence
- Sharing resources and intellectual property
- Having all the REI's as members
- Delivering value to all the REI's
- Being proactively supported by all the REI's
- Being recognised by all the REI's as indispensable.

### IN ADDITION, FOR ALL THE REI'S, SUCCESS ALSO INCLUDES ...

- Having harmonised systems, services and platforms
- Collaborating for value
- Providing an invaluable benefit to members
- Achieving economies of scale through combined efforts
- Supporting REIA.



# Raising the bar on EDUCATION



**“Upon the subject of education ... I can only say that I view it as the most important subject which we as people can be engaged in.” So said Abraham Lincoln – and it’s a sentiment we need to wholeheartedly embrace as our industry seeks to evolve into a profession.**

By CATH DICKINSON

Ten years. Ten long years. That’s how long it’s taken for the NSW Government to recognise that a brake needs to be put on the downward spiral of education standards in the real estate industry. And not just a brake – an emergency brake!

In years gone by agents had to complete a part-time course over two or three years to gain their qualification. It was long. It was rigorous. And it took a lot of work. Oh, how times have changed. Rather than years, it’s now days. Today, after completing a two or three day course, someone who has no previous real estate experience can apply to NSW Fair Trading for their Certificate of Registration and start working in our industry.

Everyone in NSW has some association, direct or indirect, with property. Our industry, through property taxation, is the NSW Government’s single biggest revenue generator. It’s the engine room of our economy. Yet the education levels of those serving the industry have been left to languish.

Over the last decade, REINSW has been relentless in its lobbying efforts to improve education standards for the real estate industry.

“Higher education standards are one of the elements at the core of our industry’s evolution into a profession,” REINSW President John Cunningham said. “And we know that raising the bar on education will result in far better outcomes for consumers, the industry and the market.

“But as we’ve been calling for higher standards, the government has instead progressively removed all barriers to entry into our industry in their pursuit of exclusively serving the interests of competition.

“We support competition as an essential market force and as a mechanism for quality service. But equally, we strongly believe that competition must be competent.

“The current training regime has certainly achieved increased competition. However it’s also had the effect of diluting the aggregate knowledge, skills and competencies of the profession to the detriment of the property consumer.”

## Government and industry working together

Despite repeated calls from REINSW, agents and other industry stakeholders over many years, the NSW Government failed to take action.

That all changed when the former Minister for Innovation & Better Regulation Victor Dominello acknowledged it was time for meaningful reform. “The industry needs to raise standards. There’s no doubt about it,” he said when he addressed delegates at the REINSW Industry Summit on 27 November 2015.

From his very first meeting with REINSW CEO Tim McKibbin and then REINSW President Malcolm Gunning in mid-2015, the Minister has been comprehensively apprised of the need for wholesale education reform in the real estate industry. Taking REINSW’s representations onboard, as well as those from other key industry stakeholders, the Minister set about putting together a once-in-a-generation reform package to lift education standards in the real estate industry.

Promising to work in partnership with REINSW, in early 2016 Minister Dominello directed NSW Fair Trading to establish an

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**We have to not only improve our traditional entry-level and ongoing education standards, but also extend our range of knowledge to those other areas that impact the property. All of this together will help position us at a professional level.”**

independent four-person panel to review existing training standards within the property industry. Members of the panel were nominated by industry stakeholders, including REINSW.

In its Discussion Paper for the review, NSW Fair Trading said: "If the key role of an agent is to appraise the potential sale and leasing price of a property and to recommend a listing price, a certain level of skill is needed to perform the task." REINSW outlined its views about increasing and improving education standards at all levels of the profession in its submission in response to the Discussion Paper. (You can download a copy of the submission at [reinsw.com.au/submissions](http://reinsw.com.au/submissions))

"We spent a lot of time discussing our proposed training framework with both Fair Trading and Minister Dominello," Mr Cunningham said. "The Minister recognised the clear need for raising education standards and, on 5 November 2016, he announced a training reform package incorporating many of our recommended changes (see page 28).

"These reforms will establish a path for the future of the industry by raising standards of education and improving skills and professionalism, while maintaining appropriate consumer protections.

"Importantly, the reforms were developed by the government in close partnership with REINSW and will ensure NSW produces the highest quality agents in the country.

"We're looking forward to working hand in hand with the government as we navigate the path forward," he said.



## AN AGENT'S VIEW: It's not a pink slip!

"The education standards at present for our industry are average at best. If our goal is to be recognised as a profession – if we want to be mentioned in the same breath as lawyers, accountants and other professionals – we need to take our education standards more seriously.

"Whereas once it was about 'what can I learn', these days it's about 'how quickly can I do it'. It's just not good enough. We need to get serious.

"A Certificate of Registration is not a pink slip. Becoming an agent is not akin to rocking up to your local garage, sipping on an awful cup of coffee and waiting a half hour while they give your car a quick once over. Becoming an agent needs to involve much more than that. It's a significant step. It's a commitment.

"I'm not for a minute suggesting that we aim for a standard that only the academically gifted can achieve. Not at all. To do that would mean our industry would miss out on some of its most suited participants.

"But we have to stop looking at ourselves in the mirror. As an industry, we spend a lot of time looking in the mirror – pumping ourselves up and telling ourselves how good we are. And we do training that feeds that mentality.

"It's time to convert those mirrors into windows. We need to start looking beyond ourselves. We need to look outwards. What does the market expect from us and how can we add value to the client relationship and the transaction?

"What it ultimately comes down to is that we need to invest in ourselves. We need to invest time and effort in our own education on an ongoing basis. Only by doing that can we elevate ourselves and truly add value.

"Why should a consumer be prepared to invest in us if we're not willing to invest in ourselves?"

DOUGLAS DRISCOLL  
CEO at Starr Partners

## Getting back on track

Mr Cunningham said raising the level of qualifications required to become and remain a real estate agent will have a number of positive flow-on effects.

“Once we raise education standards, we’ll start to see a higher calibre of agent enter and remain in the industry,” he said. “Right now, the divide between the best agents and ‘the rest’ is too great. We need to close the gap and have consistent, high standards of education and practice across the industry.

“As a consequence of these higher standards, the client experience will improve. I want to see excellence in service as an industry standard. Why do real estate agents always rank so low in terms of consumer opinion? The main contributing factor must be because, in general, they have a poor experience when dealing with the industry. They don’t see us, on the whole, as acting professionally.”

According to Mr Cunningham, we have the opportunity to rapidly change this negative consumer sentiment.

“There’s certainly no shortage of experts who are willing and able to provide us with the tools and knowledge we need to succeed. So why have things gone so incredibly wrong? How have we managed to go so far off track?” he asked.

“One fundamental thing has been missing: education standards. The myriad of quickie entry-level and qualification courses that are available have failed to address the critical issue of essential foundation knowledge. Without a strong foundation of knowledge, the development of other essential skills is fundamentally flawed.”

And experience counts too.

“There needs to be a marriage between theoretical learning and the knowledge and experience a person gains on the job,” Mr Cunningham said. “Learning isn’t the product of teaching alone. It’s also the product of on-the-job experience.

“If someone doesn’t have the benefit of theory, then they’ll do what they’ve been shown but won’t understand why they’re doing it. Equally, if there’s an absence of practical experience, they’ll understand what needs to be done but won’t know how to do it.

“Experience counts and each level of education should ensure an adequate balance between theoretical knowledge and practical experience.”

“

**With the right entry-level and ongoing education standards in place, we can deliver great advice, a great experience and a great result. That’s what our clients should rightfully expect from us as professionals.**

Taking it a step further, Mr Cunningham explained that an important part of what agents do is sharing knowledge with clients.

“These days, consumers have access to so much information. It’s freely available. Part of an agent’s value comes from being able to turn that information into a consumable product. To do this, we need additional knowledge and that knowledge comes from education.

“Consumers are sophisticated and we need to respond to this by demonstrating our expertise and sharing our knowledge to help guide them through the transaction. This means we have to not only improve our traditional entry-level and ongoing education standards, but also extend our range of knowledge to those other areas that impact the property.

“All of this together will help position us at a professional level,” he said.

## Education is key to professionalism

The Professional Standards Councils, with its agency the Professional Standards Authority, is the independent statutory body responsible for promoting professional standards. They use the 5 Es to define the elements that are necessary to qualify as a profession (see box on page 28).

Education is the second E and to be recognised as a profession we must demonstrate that our education standards equip agents with both the technical and professional expertise necessary to effectively discharge our responsibilities.

“The reform package is a giant step forward,” Mr Cunningham said. “We’ll continue to work closely with the government to ensure the package is not diluted.

“The overwhelming majority of issues that attract the attention of the regulator and aggravate consumers can be resolved by substantially improving education standards.

“Education is at the core of everything we do as agents. We have to be skilled professionals who deliver an invaluable service, one for which we’re paid according to the value we add.

“With the right entry-level and ongoing education standards in place, we can deliver great advice, a great experience and a great result. That’s what our clients should rightfully expect from us as professionals.” ♦





**Professionals have a specialist ‘body of knowledge’ that differentiates them from both the ‘unqualified’ and also those who are ‘just qualified’.**

## Three levels of education

**CEO of the Professional Standards Authority, Dr Deen Sanders, explains how education standards differ when it comes to a profession.**

“When we think about education in the context of professionalism, we need to cast our minds further than our traditional idea of entry-level qualifications,” Dr Deen Sanders, CEO of the Professional Standards Authority, said.

“Every profession requires entry-level qualifications. These are the formal, qualifying components someone needs to complete to practise in their field. Lawyers need to complete a law degree. Doctors need to complete a medical degree. In the case of real estate agents, you need to complete a certificate of registration course or a licensing course.

“By completing the qualifying course of study – the first layer of education – you’re able to practise. But to be a recognised professional, your education must go beyond this,” Dr Sanders said.

### Body of knowledge

The word ‘profession’ describes a community of people who position themselves as possessing special knowledge and skills in a recognised body of learning derived from education at a high level. They have a specialist ‘body of knowledge’ that differentiates them from both the ‘unqualified’ and also those who are ‘just qualified’.

“This body of knowledge comes from undertaking an additional professional education component, distinct from the underpinning qualification required to practise,” Dr Sanders explained.

“People often think that the completion of a qualification means someone has the right to identify themselves as a professional. While it’s not illegal to use the word ‘professional’, it’s gilding the lily for

someone with only basic qualifications and limited experience to claim that status. Qualifications are an important control that allow someone to practise in their field, but it doesn’t make them a professional. To be considered a ‘professional’, they need to meet a number of other conditions.”

Dr Sanders points to the accounting profession as an example.

“A person may have completed an accounting degree, which allows them to leave university and start work as an accountant but they still need to complete a further practical course – a professional education program – in order to gain entry into the professional community and be recognised as a Certified Practising Accounting or Chartered Accountant,” he said.

“It’s a second layer of education, one that’s constructed by negotiation and consultation with the profession themselves, and it includes the knowledge and skills the community of practitioners deem necessary to operate at a professional level.”

### Continuing education

But it doesn’t stop there. There’s a third layer. To maintain professional status, education must be ongoing.

“Professional development is a lifelong experience – so what education do you need on an ongoing basis to ensure you remain competent to remain in the profession?” Dr Sanders asked. “Typically, CPD programs require mandatory education about regulatory compliance and other legal issues. But a strong professional continuing education system incorporates a far wider variety of elements to build professional competence.”

These elements include such things as:

1. Capability: The technical, legal, product and industry knowledge that it takes to advise clients and run a business.
2. Attributes and performance: Skills in building professional relationships and improving professional performance.
3. Professional conduct: All the skills and knowledge that go into making good, informed and client-centred decisions.
4. Ethics: The ability to deal with moral and conflict of interest issues.
5. Critical thinking: The skills to process complex information and create new solutions.
6. Reflective practice: The skills to develop yourself and others, and to think about the professional and personal needs of others as well as your own.
7. Inter-dependence: Engagement with the profession, the industry and peers in ways that instil consumer confidence.

### Different roles

Dr Sanders explains that the government and the profession each have different roles when it comes to education.

“It’s the government’s role to encourage more people into the marketplace. It’s the profession’s role to differentiate those people,” he said. “Think of it in terms of a swimming pool. The government’s role is to make sure that anyone who wants to swim can get into the pool, and we can all be confident they will be safe and there’s a lifeguard to keep an eye on everything. But it’s up to the profession to identify the strength of different swimmers, so only the best swimmers are allowed to swim at the deep end and there are additional lifeguards to assist.”

## BECOMING A PROFESSION

REINSW, in conjunction with REIA, are working with the Professional Standards Councils (PSC) and its agency, the Professional Standards Authority, to explore how real estate agents can be formally recognised as a profession.

The PSC uses the 5 Es to define the elements that are necessary to qualify as a profession. Over the course of 2017, we'll be featuring an article in each edition about one of the following Es to explain the pathway forward.

### 1 ETHICS

The prescribed professional and ethical standards that clients rightfully expect their professional to exhibit.



READ MORE about ethics:  
Mar-Apr 2017 edition, p 24.

### 2 EDUCATION

The specific technical and professional requirements to practice in a discrete professional area, linked to formal entry-level qualifications.

### 3 EXPERIENCE

The personal capabilities and expectations of experience required to practice as a professional in a specific area.

### 4 EXAMINATION

The mechanism by which qualifications and ongoing compliance are assessed and assured to the community.

### 5 ENTITY

There must be an entity, usually a professional association, capable of overseeing and administering compliance expectations on behalf of consumers who rely on the professionals.

### EVOLUTION

REINSW believes we need to add another E: evolution.

If real estate agents are to be recognised as professionals, then along with the 5 Es we must also embrace the reality that our industry must evolve. If we don't collectively embrace a mindset of evolution, we simply won't be in a position to commit to the work required to elevate ourselves to a recognised professional standard.



READ MORE about evolution:  
Jan-Feb 2017 edition, p 18.

## TRAINING OVERHAUL

The *Real Estate and Property Services Industry Reform Paper*, released in early November 2016, sets out more than 40 reforms that are aimed at increasing training standards, providing greater transparency and accountability, and enhancing disciplinary measures.

### KEY REFORMS

The reforms will only apply to new industry entrants or new licence applicants. Grandfathering arrangements will be put in place for existing Certificate holders and Licensees, and for Licensees acting as a Licensee-in-charge. The reforms will be introduced over a period of time to allow the industry to adjust to the new arrangements.

#### Certificate of registration

- New entrants to the industry will be required to complete seven units of competence (up from the current requirement of four units) from a Certificate IV qualification from the CPP07 Property Services Training Package to obtain their Certificate of Registration.
- The activities that Certificate holders are able to undertake will be specified, placing greater emphasis on the responsibility of the Licensee-in-charge to ensure proper supervision. For example, Certificate holders will not be able to enter into contracts on behalf of the agency or authorise trust account transactions.

#### Licence

- In order to obtain a Licence, agents will be required to complete a Certificate IV qualification from the CPP07 Property Services Training Package, along with at least 12 months' practical experience.
- The activities that licence holders are able to undertake will be specified, placing greater emphasis on the responsibility of the Licensee-in-charge to ensure proper supervision. For example, prohibiting licence holders from authorising trust account transactions (except in certain circumstances).

#### Licensee-in-charge

- A new licence category will be created – Licensee-in-charge.
- To become a Licensee-in-charge, an agent will need to complete a Diploma level qualification from the CPP07 Property Services Training Package (or a Certificate IV and an equivalent qualification in business management) and at least two years' experience within a licensed business.

#### CPD

- Annual CPD for Certificate holders will be comprised of competency units from a Certificate IV qualification from the CPP07 Property Services Training Package until the qualification is completed.
- Annual CPD for Licence holders and Licensees-in-charge will increase from four hours to six hours. The six hours CPD will comprise three hours of compulsory topics and three hours of elective topics.
- Licensees-in-charge will also be required to complete an additional three hours of CPD focused on business skills.

The package also proposes a range of reforms in relation to conduct and accountability, trust audit processes and disciplinary powers.



READ MORE  
Access the *Real Estate and Property Services Industry Reform Paper* at [fairtrading.nsw.gov.au](http://fairtrading.nsw.gov.au)



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# Offer them value

Steve Devine explains how you can evolve from a 'price agent' to an agent who can articulate your real value to vendors.

By STEVE DEVINE

Disruption. It's the buzzword I keep hearing in real estate circles – over and over and over again. The ever-encroaching presence of the major portals, Domain and realestate.com.au. The explosive entrance into the market of brands like Purplebricks and Open Agent. And make no mistake – Google and Facebook are just around the corner. All of them are patiently waiting in the wings. They're all looking for an opportunity to make us redundant or – at best – less relevant.

At the moment, to me it seems a little like we're just laying down and taking it. What are we doing to combat the ever-increasing disconnection between us and consumers? How are we demonstrating the value we add to the transaction?

In an industry which is growing increasingly tough, it's more critical than ever to prove your value and deliver on your promises.

## All agents are not created equal

It's unfortunate that the market in recent years has created an environment where even poorly skilled agents can succeed. What many vendors don't realise until it's too late is that had they engaged a more skilled agent, with proper marketing, social media reach and an extensive database, their OK result could have been an incredible result.

Our margins and profitability are under attack on so many fronts, but we're still doing all of the heavy lifting. Worse still, we're our own worst enemy. With stock levels lower than ever before and competition amongst agents always increasing, we're all clambering to win business and a fee discounting culture has become rife.

So do we just sit back and accept that the only way you can win the listing today is to join the fee

“

**Our clients are paying us for an outcome and our commission should never be linked to the number of phone calls we make or how many inspections we schedule.**

discounters? The answer is a resounding 'no'.

Our services are not a commodity. We're not selling a TV off the shelf in a department store. What we do is far more complex and our skills as agents unquestionably have an impact on the end result.

Real estate isn't easy. But unfortunately we're in a temporarily inflated marketplace right now where even poor agents are able to look good – and this feeds consumer perception that all agents are the same. We're not!

Put the same property into the hands of two different agents. The first agent simply puts the property online and answers any enquiries as they come in. The second agent also puts the property online, but they also mount a social media and print campaign, implement marketing automation practises and tap into their extensive database to engage a much larger audience of potential buyers across a larger demographic and geographic footprint. Most importantly, the second agent has the skills to lead the buyer to pay a premium price and feel good about it. Do you think both agents will achieve the same result? Yes, they'll both sell the property. But there's no question that the second agent will be able to achieve a better result – and likely in a shorter amount of time.

It's important to never forget that it's not about the amount of time we put in that's important.

Our clients are paying us for an outcome and our fee should never be linked to the number of phone calls we make or how many inspections we schedule. It's not about time. If you can identify one buyer on your database that you know the property is perfect for and they're prepared to pay more in order to secure it in the face of competition from other buyers, then that's worth something.



It's worth more than dozens of phone calls or scheduling another couple of inspections. You've been able to provide a better outcome for your vendor because you're a skilled agent. It might have taken less time, but it equates to real value.

### Articulating value

So why are so many agents willing to cut their commissions? Is it a lack of confidence? Are they desperate to get the business?

I believe that the main reason is that far too many agents aren't able to articulate their value proposition.

Ask yourself: What makes you different from your competitors? What do you tangibly do that sets you apart? Can you effectively communicate your points of difference? And, most importantly, can you demonstrate that your points of difference will result in more money going into your vendor's pocket?

I believe the best way to demonstrate the value of your points of difference is to engage your vendors through storytelling.

Here's an example dialogue, using the geographical coverage of our three offices as a differentiator.

**Agent:** "Where do you think the likely buyer is most probably living right now?"

**Vendor:** "I'm guessing locally?"

**Agent:** "You're right. Our research shows that 90 per cent of buyers live within a 4km radius of the property they buy. We can attract and engage a broader cross-section of buyers by leveraging our network of sales teams in Strathfield, Concord and Drummoyne."

**Vendor:** "Are you saying that agents from all your offices will tell buyers about our property?"

**Agent:** "That's exactly what happens. Let me give you an example of how it works and, more importantly, how it can put more money in your pocket."

"We recently auctioned a property in Strathfield; it sold for \$300K above reserve. While that sounds great, let's analyse how that actually transpired. One of our Drummoyne sales agents convinced a buyer who was looking exclusively in that local area that they should at least consider looking at a property in Strathfield that met their criteria and budget. They were initially reluctant, but they took our agent's advice and begrudgingly inspected the Strathfield property. They fell in love with it and while they actually didn't end up buying that property, they were the under bidders."

"Analysing the auction, the third highest bidder stopped bidding \$100K above reserve and were adamant they couldn't go further. So if we took the Drummoyne buyer out of the equation, the property still would have sold above reserve by probably \$110K. Is that a fair assumption?"

**Vendor:** "That makes sense."

**Agent:** "So having that additional buyer at that auction, that none of our competitors would have engaged, resulted in how much extra for our client?"

**Vendor:** "I guess that got them \$190k more"

**Agent:** "You're 100 per cent correct. You see how having this difference is likely to get a better result for you?"

**Vendor:** "I can see that now."

Remember, if you simply tell them, they may doubt you. If they say it themselves, they will believe it and gain confidence in you and the value you represent to them. ♦

“

What makes you different from your competitors? What do you tangibly do that sets you apart? Can you effectively communicate your points of difference?



STEVE DEVINE is a Director and Sales Consultant at Devine Real Estate.



# Planning reforms must provide certainty

The NSW Government has proposed reforms to make the planning system more efficient and boost community confidence. This is good news for developers and consumers.

The current planning system in NSW is an administrative nightmare and akin to manoeuvring through treacle. The development approval system can only be described as “not yes”, “not no”, but “maybe” – which is expensive, to say the least. Requirements also differ from one council to the next, which only adds to the length of the process and the unnecessary expense.

The real loser in this convoluted and complex system is the property consumer, as they ultimately bear the cost.

That's why REINSW welcomes the proposed reforms to the *Environmental Planning and Assessment Act 1979*. They're a good first step to improving the process, but there's still ample opportunity for further significant improvements.

Councils need to provide certainty when it comes to development applications. If it's a “yes”, it needs to be clear and unequivocal. And if it's a “no”, it also needs to be clear so people can learn from the process and don't pursue approval in the future when it's unlikely to be granted.

## Providing the right type of supply

Improving the planning system has many benefits. One is boosting the supply of housing, which is in many respects the major culprit inhibiting housing affordability. But any new supply needs to be high quality, higher-density living which



**The real loser in this convoluted and complex system is the property consumer as they ultimately bear the cost.**

is located near shared recreational facilities and public transport. It's an inefficient use of land to have a single house situated on a quarter acre block.

The ideal use of land space, particularly in our metropolitan areas, are developments referred to as ‘vertical villages’, which are made up of three main tiers.

- 1. Ground floor:** Retail outlets such as a supermarket, newsagent and restaurants.
- 2. First floor:** Professional services including a doctor, dentist, gymnasium and childcare.
- 3. Higher floors:** residential living. Everything residents require can be obtained from within their vertical village.

Reforming our planning system will play an essential role in providing the right type of housing supply and will help reduce costs and ensure properties which are built to provide the lifestyle that people want and need. ♦

## WHAT ARE SOME OF THE PROPOSED PLANNING REFORMS?

In January 2017, the NSW Government released proposals for planning reform.

Minister for Planning Anthony Roberts said the reforms would help deliver 725,000 new homes, which are forecast to be required by 2036 to house an extra 1.7 million residents.

Some of the proposed changes include:

- Investigating incentives for developers to consult with neighbours and the surrounding community to ensure disputes are resolved prior to a development application proceeding to council
- New powers for the Minister for Planning to direct a council to establish a local planning panel of experts and community representatives
- A standardised format for development control plans, produced in consultation with councils, to promote consistency across the confusing array of up to 400 formats currently used in NSW
- Simplifying and consolidating building provisions to remove confusion for developers
- Widening the availability of internal review options for proponents aggrieved by council decisions as a faster, low cost alternative to court action.



TIM McKIBBIN is the CEO of the Real Estate Institute of New South Wales.



# Put your property front and centre with Front Page

"Generating maximum exposure for your listing is essential to all campaigns and with the introduction of Front Page, you can now take the lead in your suburb. Front Page is the ultimate way to get the right consumers viewing your listings on Australia's number one property site – realestate.com.au" – Andrew Rechtman, Executive General Manager at realestate.com.au

realestate.com.au is putting property first with Front Page, giving agents the opportunity to advertise their properties front and centre on the realestate.com.au homepage.

Front Page listings are showcased to a highly relevant audience based on the smarts of realestate.com.au's search results. This targeting, based off previous search behaviour ensures listings are showcased to highly relevant property seekers in your suburb.

For a Front Page listing to be displayed in any given suburb, consumers will need to have previously searched for a suburb in the Buy section. Once they return to realestate.com.au and search again in that suburb, your listing will be visible on the homepage.

With an audience of 16 million monthly home page visitors<sup>1</sup>, the homepage provides

the greatest exposure for you and your listing. Over a seven-day period you will hold the most exclusive position on the site for people searching in your targeted suburb.

With Front Page, a property will be advertised on the realestate.com.au homepage across all devices, including desktop, tablet, mobile and the realestate.com.au app (which has been downloaded more than 6.3 million times<sup>2</sup>).

The demand for Front Page has already proved high with agents, with campaigns now live across suburbs all over Australia.

*If you are looking to take the lead in your suburb, find out more by visiting agent.realestate.com.au/front-page/ or speak to your Account Manager.*

**"With an audience of over 16 million monthly home page visitors, the homepage provides the perfect place to target your listing."**

**"Front Page provides our agents with unprecedented reach to showcase our vendors' properties to buyers looking for homes in our key area. The exclusivity of Front Page gives us a great opportunity to further differentiate ourselves from our competitors."**

**MICHAEL CLARKE**  
Principal at Clarke & Humel

Disclaimer: Front Page is only available to Premiere customers

<sup>1</sup>Adobe Analytics, average monthly visits to the home page (entire site), February 2016 to January 2017. Front Page targets users who have searched for your specified suburb(s) only. Actual visits to targeted suburb(s) will vary.

<sup>2</sup>Google Play and Apple iTunes Total App Downloads to February 2017



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# The power of brand building

Strong branding can help you stand out from your competitors, add value to your offering and engage with your clients. Here are eight steps to help you build your brand.

BY TIFFANY WILSON

Great branding isn't just about having a strong logo. It's about the essence and values of your business – what you stand for and what you believe in.

Far too many businesses get caught up in the visual elements of their brand. But branding is about so much more than just standing out visually. Your brand needs to establish a connection and build a relationship with clients and potential clients. Here's how.

## 1 BRAINSTORM your brand values

Whether you're starting from scratch or undergoing a rebrand, you need to go back to basics.

Brainstorm the reasons your clients should choose you over one of your competitors. You need to be clear about your brand values. What makes you different? What do you stand for? What do you want to be known for? What do you want people to say about you and how you do business?

Be genuine. Don't just write down what you think your clients want to hear.



TIFFANY WILSON  
is the Director at  
Chronicle Republic.

## 2 RESEARCH what your clients think about your brand

It pays to do your research when it comes to branding. Ask your current clients if you can pick their brains about why they chose to work with you. Set up a coffee catch-up to hear it in their own words. You could also send out an online survey to your database to collect information. And don't forget to review your testimonials – they're bound to be a wealth of information.

Once you've done your research, pick out keywords that come up again and again. These words will reveal a lot about how your brand is currently presenting to the market.

## 3 ENGAGE your team in the branding process

Buy in and support for your brand is essential, so involve your team in the branding process from the start and ask them to help define your brand values. Give them regular updates and ask them for their input. Remember, they're your brand ambassadors and your brand will be much stronger if your team are fully engaged and behind it.

## 4 VISUALISE your brand identity

Once you've identified your brand values, you're ready to start working on the visual elements. Your brand identity is the visual representation of what you stand for and reinforces your values and aesthetic at every touchpoint.

The visual elements of your brand can be subjective and everyone is going to have a personal opinion. Make sure the look and feel of your brand is practical, visually appealing and current – ask your graphic designer to come up with a few different options to choose from. And remember to think about how it will appear across different mediums.

Don't forget to think about your marketplace. If you're doing business at the top end of the market, your brand identity should reflect this. If your target market is suburban families, you'll want to avoid alienating them with a high end looking brand.



# 5

## MAP your brand's key touchpoints

Your branding must be consistent across all your touchpoints. Consider the key places your brand appears and make a list of all your materials. From digital touchpoints like your website, videos and social media to more tangible things like signboards, brochures, business cards and office signage you'll be surprised how long the list is. And don't forget to consider new ways to apply your brand.

Think about your business holistically and go beyond where the visual elements of your brand will appear. It's also about the overall client experience and how your team represents your brand values every time they make contact with a client or potential client.

# 6

## ENFORCE your brand guidelines

Create brand guidelines to give yourself, your team and your suppliers a guide to work from when creating and using material for your brand. The guidelines will be your brand 'bible'. Include a general overview of your brand values, details of the visual elements such as the logo, colours and fonts, as well as photography recommendations, printing parameters, examples of brochures and other material. The more detailed this document is, the stronger and more consistent your brand will be, as there will be less room for error and misrepresentation of the brand.

# 7

## PROMOTE your brand widely

Whether you're starting from scratch, doing a refresh or undergoing a complete rebrand it's important to communicate your brand to clients, colleagues and the market so they know who you are and what you stand for.

A few weeks before you launch, put together some teaser communications to let everyone know that something special is happening. A brand launch party will also help to make everyone aware and get them involved in your brand from the get-go.

# 8

## MONITOR the usage of all brand elements

The key to a strong brand is consistency, so appoint someone to monitor your brand usage. They will be the person in your business that knows the brand better than anyone else and is the keeper of all the brand assets. When you have a team of people applying your brand across a wide range of mediums, it's common for inconsistencies to crop up. So having someone responsible for all approvals is essential.

If you do happen to find that inconsistencies are arising, consider having a team training session or updating your brand guidelines to clarify the application of your brand. ♦



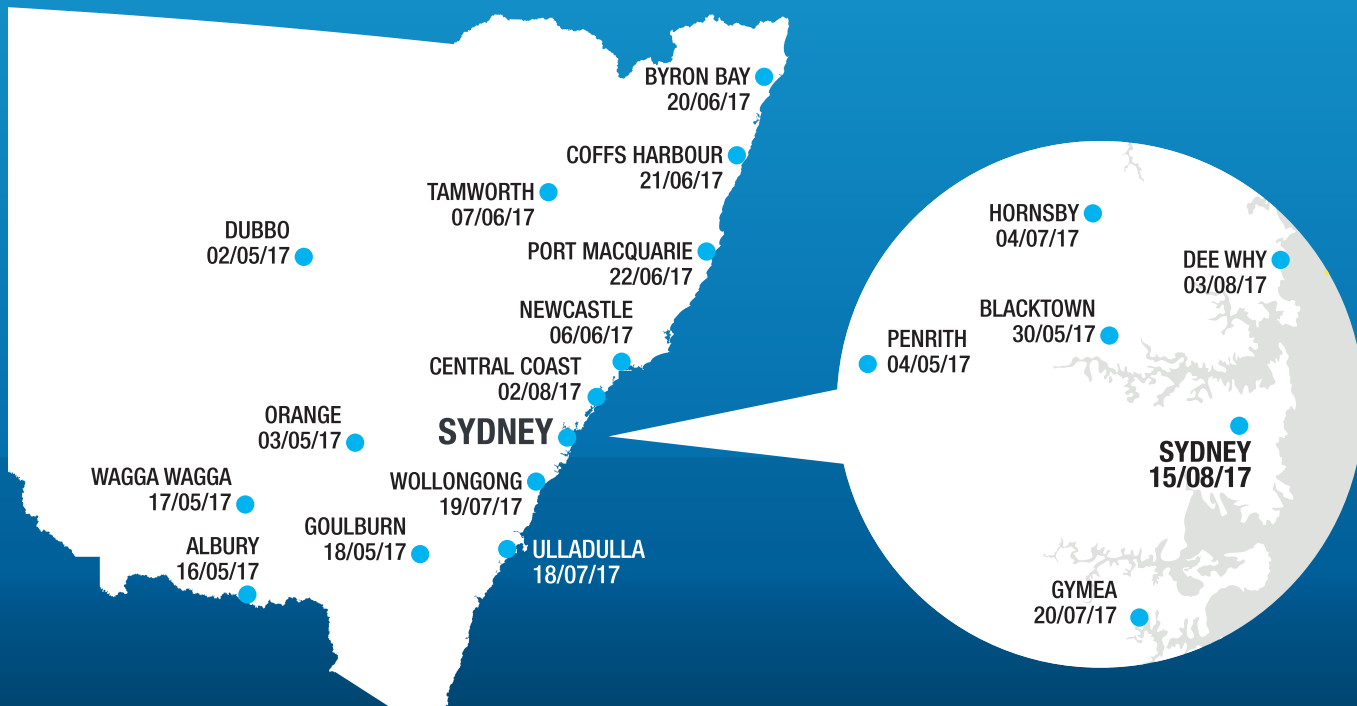
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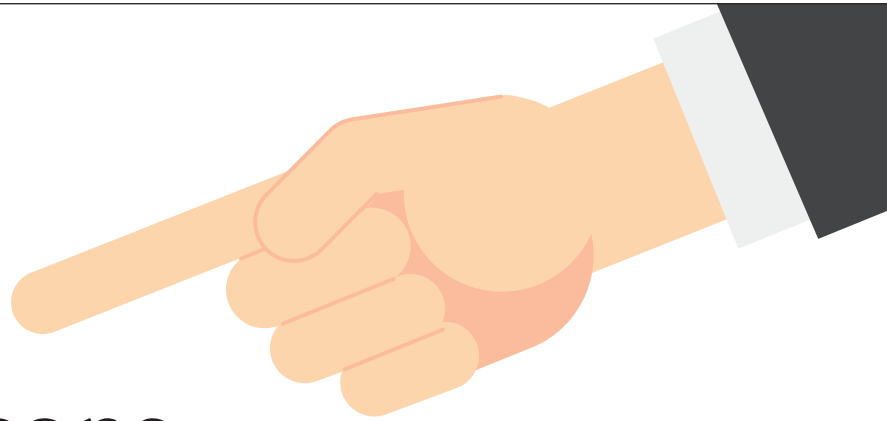
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**REINSW is on the road again in 2017. From coast to country, from the city to the bush, we're bringing you a program packed with the industry information and networking opportunities you've asked for!**



**HEAR FROM**



# Litigious liaisons

Australia is one of the most litigious societies in the world and real estate agents are not immune to claims.

Our society is becoming more and more litigious. You only need to look at some of the crazy claims being levelled at agents to understand that even the most diligent among us could fall victim.

At Realcover, we've noticed a significant increase in claims being made against agents over the past year. This has resulted in more damages being paid out and agents need to be more vigilant than ever before.

Some of the cases have included claims you could never have envisaged, highlighting the importance of having the right level of professional indemnity insurance.

## Crazy case studies

Realcover has received some claims involving circumstances that, quite simply, boggle the mind!

Take the instance where an agent was sued by a tenant after the tenant injected heroin and then passed out in the bedroom. The tenant's hand landed on a heater and, because he was unconscious, stayed there for about six hours. The result? Catastrophic burns to the tenant's hand resulting in amputation.

But the tenant claimed their injury was caused by the negligence of the agent. Why? Because, according to the tenant, the agent had failed to install a smoke alarm in the bedroom and had not carried out an adequate risk assessment of the premises. They also claimed that the premises were leased in circumstances that were unsafe, because it did not comply with legal requirements.

The case is currently with the Supreme Court and awaiting a hearing date, but it goes to highlight how a claim can arise from a situation which you could never envisage.

Realcover has also had a claim where a plaintiff sued an agent after they suffered an injury when they fell over a plant which protruded onto part of the footpath. The plaintiff claimed that allowing the plant to spill onto the footpath caused a safety hazard and the plaintiff sought damages from several defendants, including the managing agent.

It serves as a reminder that sometimes agents don't need to be found negligent to be hit with hefty legal and defence costs.

## Other typical professional indemnity claims

The type of claims Realcover has been involved in are certainly not limited to those set out above.

Other claims include:

- Incorrect description of properties for sale
  - Defamation by an agent
  - Discrimination by an agent regarding a potential tenant
  - Cultivation of cannabis by a tenant causing property damage and loss of rent payments
  - Excessive mould causing personal injury to the tenants
- ... and the list goes on!

Realcover knows how the risks for agents are increasing, with new

legislation aiming to expand their role into other areas.

However agents are not architects, engineers or landscape gardeners etc, and so our best advice is to get adequate professional indemnity insurance for peace of mind. ♦

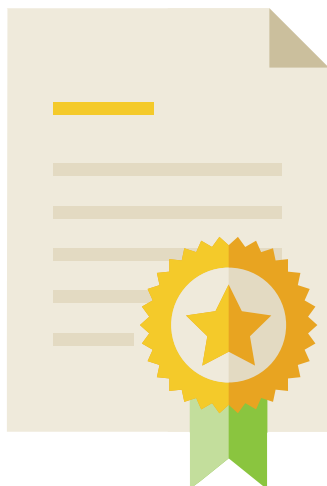
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**NANCY RAINBIRD** is the Claims & Compliance Manager at Realcover.



# Be recognised for your experience and skills

Been in the industry for a while, but haven't taken the leap to obtain your Real Estate Licence? You may be able to obtain recognition for the skills and experience you've gained over the years. Here's how.

By DANIELLE ANDREWS

With training reforms now imminent, there's an increased emphasis on agents attaining their Real Estate Licence by successfully completing the CPP40307 Certificate IV in Property Services (Real Estate).

If you're an experienced agent, this could potentially be a little frustrating as you already have lots of experience and have developed many skills. Why should you have to go back to formally study them?

REINSW believes you shouldn't have to spend time re-learning things you already know and can already do. That's why we offer our learners the opportunity to have their experience and skills recognised via our Recognition of Prior Learning (RPL) program.

We've recently streamlined and updated our RPL process to make it as easy, straightforward and affordable as possible.

## How do you receive RPL?

You need to provide evidence demonstrating your existing knowledge, skills and experience.

There are three stages to having your knowledge and experience recognised for the issue of a full Certificate IV in Property Services (Real Estate). You can also be recognised for just some units of competency within the qualification, rather than all of them, which gets you part of the way there.

### 1. Self assessment

Once you've enrolled in the RPL program and have paid the administration fee, you'll receive access to an online self-assessment tool.

First you need to answer a series of multiple choice questions, where you rate your level of experience and/or the frequency that you complete certain activities.

Then you need tell us about your skills, knowledge and experience so we can assess whether you are eligible for RPL in a particular unit of competency.

Finally, you need to complete the Evidence Kit document. This gathers details of your current and recent work history, plus relevant contacts to help support your RPL application.

### 2. REINSW review

Now it's our turn!

An REINSW assessor will review your self assessment and contact your references. They'll then arrange for a phone or face-to-face interview to confirm our understanding of your experience and skills.

Once we've done this, we'll advise you in writing of the outcome. This could mean you receive recognition for a full Certificate IV qualification, or recognition for particular units within the Certificate IV. If you're not recognised for the full qualification, we'll advise you of the additional training you need to complete in order to attain the full Certificate IV.

### 3. Recognition

Once you have paid the Recognition Fee, you'll be issued with the relevant credentials for the units of competency you've achieved via RPL.

If you need to complete any additional training, REINSW can provide this in a combination of distance and face-to-face formats. Up to two clusters of units are covered by the Recognition Fee. If you require three clusters, you'll be given a 50 per cent discount on the full cost of the training. Where more than four clusters are required, we'll transfer your Recognition Fee (minus an administration fee) to your training costs. This will likely be a cheaper priced option for you.

To find out more about RPL, including pricing, please visit [reinsw.com.au/rpl](http://reinsw.com.au/rpl) ♦



We've recently streamlined and updated our RPL process to make it as easy, straightforward and affordable as possible.



DANIELLE ANDREWS  
is the REINSW Education  
& Training Manager.



# Train with the industry body



## Staying up to date

REINSW has developed a range of new CPD courses.

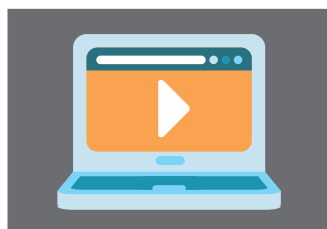
They consist of up-to-date information on a range of topics including:

- compliance
- business growth
- self management
- team leadership.

You can study these courses in a range of formats:

- Face-to-face training in the classroom in Sydney
- Online training via the modern eLearning platform
- In-house training for your whole team at your office.

*To find out more, go to [reinsw.com.au/CPD](http://reinsw.com.au/CPD)*



## At your desk

REINSW runs regular one-hour webinars that are free for members.

These webinars are a time-efficient way for you to update your knowledge on a range of topical subjects including:


- NCAT issues
- PSBA changes
- Strata reforms
- Commercial sales and leasing

*To find out more, go to [reinsw.com.au/webinars](http://reinsw.com.au/webinars)*

## Find out more

To find out more about any of REINSW's courses:

 [reinsw.com.au](http://reinsw.com.au)

 (02) 9264 2343

 [training@reinsw.com.au](mailto:training@reinsw.com.au)



# Make your team your biggest asset

REINSW is hosting an industry-leading panel event about how to make your people your agency's biggest asset.

Kylie Walsh (General Manager at Di Jones Real Estate) will be facilitating the event, supported by the REINSW Agency Services Chapter Committee.

A panel of speakers will be on hand to answer your questions. For more information about the panel, go to [reinsw.com.au/QAPANEL](http://reinsw.com.au/QAPANEL)

Topics discussed will include:

- Recruiting the best staff
- Creating the right culture
- Driving employee engagement
- Encouraging learning for life
- Ensuring employees are motivated and satisfied.

You'll leave the event with all the information you need to make the most of your agency's best asset – your people!

There will be plenty of time to ask questions and the panel will share the tips and practices they use in their workplaces.

It's also the perfect opportunity to network with the panel and your peers over lunch.

**When** 8 June 2017  
10.00am to 1.00pm

**Where** Darlington Centre,  
174 City Road, Darlington

**Cost** \$40 per person  
(including morning tea and lunch)

To find out more and to register, go to [reinsw.com.au/QAPANEL](http://reinsw.com.au/QAPANEL)

**GO ON...  
have a go  
at being an  
auctioneer!**



**NAC**  
**NOVICE**  
**AUCTIONEERS**  
**COMPETITION**  
**2017**

Have you ever thought of trying your hand at auctioneering? Now you can by registering to take part in one or more of the nine Novice Auctioneer Competition (NAC) heats across NSW!

To enter the competition, you do not need to have any prior auction experience, you do not need to hold a real estate qualification and you do not need to be an REINSW member. So there's no excuse!

**LOCATIONS**

**Albury**  
15 May 2017

**Wollongong**  
18 May 2017

**Castle Hill - Sydney**  
15 June 2017

**Dee Why – Sydney**  
27 June 2017

**Newcastle**  
5 July 2017

**Balmain – Sydney**  
13 July 2017

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## New members

Today the real estate business is more competitive than ever before and membership of REINSW has never been more important. We're proud to welcome the following agencies to our membership ranks.

3 International Pty Limited  
Swansea

All Aspects Modern Realty  
Springwood

Batemans Bay Property Management  
Batemans Bay

Booths Realty  
Wyang

BresicWhitney Property Management  
Glebe

Byron Bay First National Real Estate  
Byron Bay

Century 21 Hunter Real Estate  
Parkes

Century 21 The Property Partnership  
Avalon

Davidson Cameron & Co  
Guyra

Den Property Group  
Gynea

Development Smart Solution Group  
Chatswood

Elk Realty & Capital  
Burleigh Heads

GNF Real Estate  
Bangalow

Guardian Realty Castle Hill  
Castle Hill

Harcourts Coffs Harbour  
Coffs Harbour

Hussey Property & Auctioneering Services  
Marrickville

Ideal Realty Providers  
Sydney

Land & Development Group  
Camperdown

Ocean Drive Realty  
Bonny Hills

Pratt Barrass Property Management  
Surry Hills

Premium Plus Properties  
Chatswood

Proprieta  
Camperdown

Raine & Horne Botany  
Botany

Raine & Horne Mona Vale  
Mona Vale

Raine & Horne Wetherill Park  
Wetherill Park

Ray White Bateau Bay  
Bateau Bay

The Edge Property Buyers  
Chippendale

Trendy Property  
Chatswood

*The agencies listed took out membership  
in March 2017.*

# EXPERIENCE THE REINSW MEMBER BENEFITS WITH COMMANDER

Dedicated member support team

No obligation bill comparison

Great call rates for REINSW  
members

Receive a monthly rebate of up to

# \$98\*

ex gst.

Find out more on  
**1300 552 085**

**commander.com.au**  
**/rei-nsw**



## COMMANDER



PHONE



INTERNET



MOBILE



ELECTRICITY

\*The monthly bill rebate is only available when your monthly spend is over \$700 for Fixed Line services (24 months) or for Fixed Line services combined with Mobile and/or ADSL. Ask us about the other rebate options. Exclusive partnership or REINSW members only.



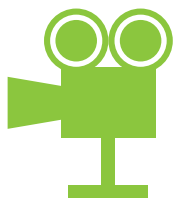
# We're in your corner



## LOBBYING

### Promoting your interests

As an organisation created by members for the benefit of members, REINSW lobbies on your behalf. Our close relationships with government and industry stakeholders allow us to contribute to a better regulatory environment and to improve the standing of property professionals across NSW.



## MEDIA

### Your industry voice

Through regular comment in the media, REINSW works to build the reputation of the real estate industry and increase the standing of property professionals in the community.



## COMMUNICATION

### The information you need, when you need it

REINSW publishes a range of print and online communications that give members access to relevant and up-to-date information about the real estate industry and the current market environment.



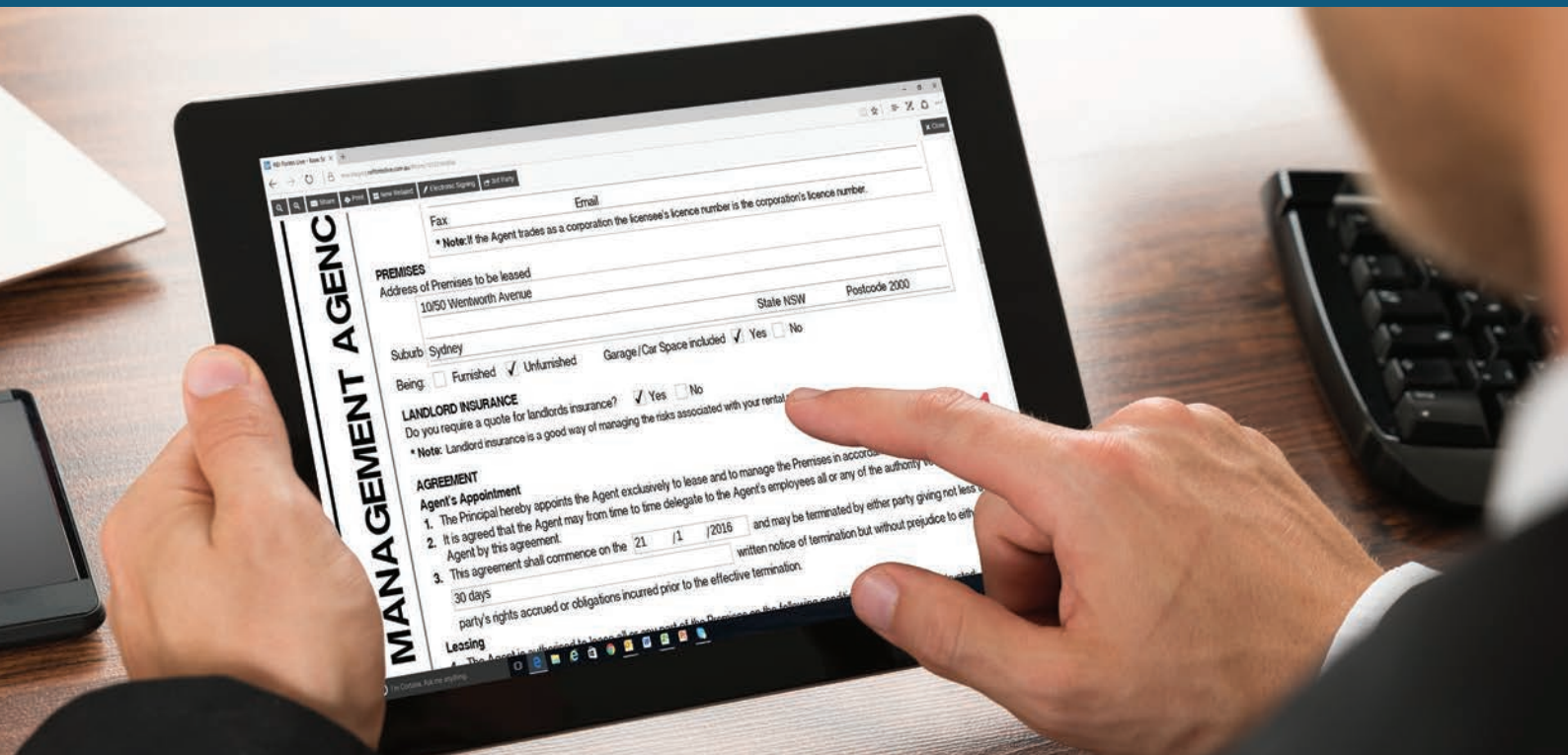
## Make the most of your membership

As an REINSW member, you can benefit every day. To find out about the full range of products, services and benefits you have access to, go to [reinsw.com.au/memberbenefits](http://reinsw.com.au/memberbenefits)



READ MORE  
at [reinsw.com.au](http://reinsw.com.au)

# REALTYPROTECT



## LANDLORDS' INSURANCE



FULLY INTEGRATED WITH  REI Forms **LIVE**

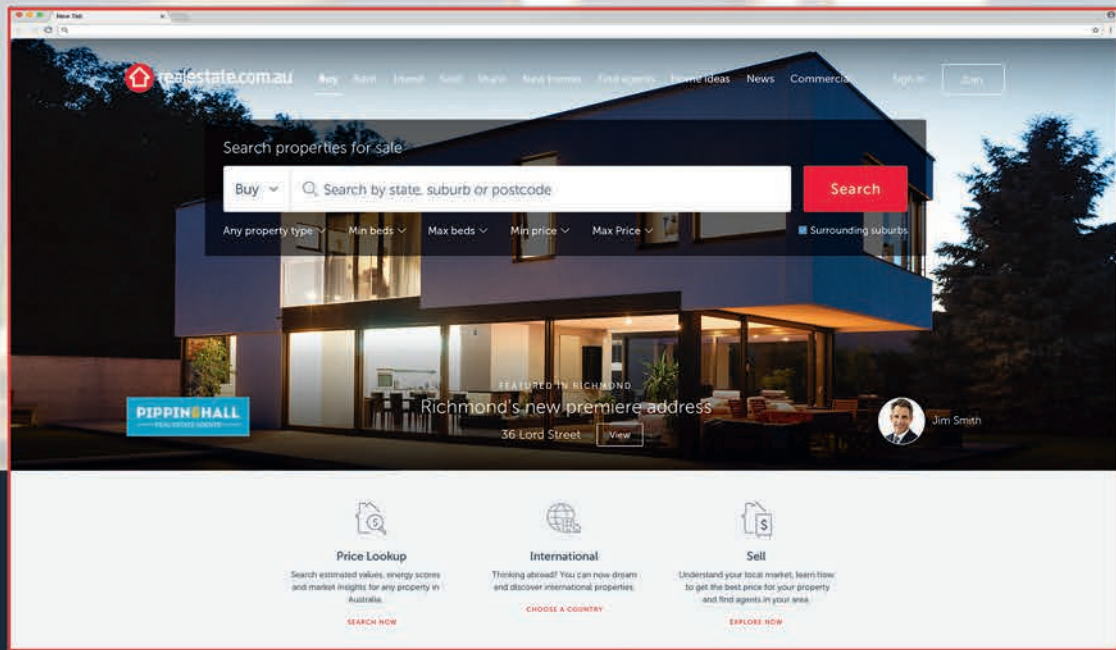
ENDORSED BY



For more information call Bill Sharland of REINSW on 0411 013 853 or email [bsharland@reinsw.com.au](mailto:bsharland@reinsw.com.au)

[WWW.REINSW.COM.AU/REALTYPROTECT](http://WWW.REINSW.COM.AU/REALTYPROTECT)

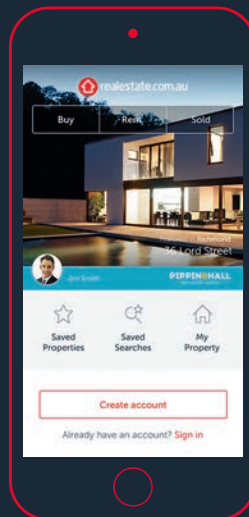
# Put your property front and centre with **FRONT** PAGE



## First impressions matter

You can now advertise your property on the realestate.com.au home page across all devices – desktop, tablet, mobile and our app, giving you a level of exposure like never before.\*

**Speak with your Account Manager or visit [agent.realestate.com.au/frontpage](http://agent.realestate.com.au/frontpage) to see how you can be front and centre today.**



## Take the lead in your suburb

Nationally the realestate.com.au home page receives 16 million visits each month.<sup>1</sup> With Front Page, people searching in your suburb will see your property first.

\*Available to Premiere All customers only.

<sup>1</sup>Adobe Analytics, Average monthly visits to the homepage Feb 2016–Jan 2017. Actual visits to targeted suburb(s) will vary.