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REAL ESTATE

# JOURNAL

REAL ESTATE INSTITUTE OF NEW SOUTH WALES | JAN/FEB 2018 VOL 69/01

## Together on the journey

Leanne Pilkington  
sets her sights  
on strengthening  
the profession



### LEADERSHIP IN ACTION

The state of leadership in our industry

### THE FORGOTTEN CONSUMER

Property investors deserve more respect

### THE FUTURE OF REAL ESTATE

Trends impacting the industry in 2018

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# A new era is upon us

At REINSW, we're looking forward to a busy and productive 2018 as we implement new training standards and continue to ready the industry for professional recognition.



We're looking forward to working hand in hand with the government to navigate the path forward and implement the reforms once they pass through parliament later this year.

Improving professional conduct in real estate practice through better education, robust licensing requirements and targeted ongoing training has always been high on REINSW's lobbying agenda.

Over recent years, we've spent a lot of time discussing our proposed training framework with both NSW Fair Trading and the then Minister for Innovation and Better Regulation, Victor Dominello. Minister Dominello recognised the clear need to raise education standards and, in late 2016, he announced a training reform package incorporating many of our recommended changes. Then, in November 2017, the current Minister for Innovation and Better Regulation, Matt Kean, introduced the *Property, Stock and Business Agents Amendment (Property Industry Reform) Bill 2017* into Parliament.

## Implementing training reforms

The reforms set out in the Bill 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 to navigate the path forward and implement the reforms once they pass through parliament later this year.

Once we raise education standards, we'll start to see a higher calibre of agent enter and remain in the industry. 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 practice across the industry.

As a consequence of these higher practice standards, the client experience will improve.

At REINSW, we want to see excellence in service as the 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.

## Improving consumer opinion

With the implementation of training reforms and a keen focus on raising standards of practice, we have the opportunity to rapidly change this negative consumer sentiment.

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 not only have to focus on improving 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 the professional level.

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 clients should rightfully expect from agents as professionals.

I look forward to working with you in the coming year as we implement these crucial training reforms and step into a new era for our industry.

**Tim McKibbin**  
REINSW CEO

# Meet your new Board of Directors

The new REINSW Board of Directors kicked off their term at the Annual General Meeting on Thursday, 30 November 2017. With a balance of new and ongoing directors and a mix of city and country representatives, the Board is poised to continue REINSW's work to progress the pathway to professional recognition.

Stepping into the position of REINSW President is Leanne Pilkington. REINSW CEO Tim McKibbin said Ms Pilkington's major strength was her ability to connect with people across the industry.

"A strong advocate for women in the profession, Leanne is only the second female President since the establishment of REINSW in 1910," Mr McKibbin said.

Ms Pilkington is currently the Managing Director of the Laing+Simmons franchise network and was elected to the REINSW Board in 2009.

"I first became involved with the Board because I was concerned about declining education standards across the industry," she explained. "My lobbying efforts will be focused on improving education and training. I'll also be looking at the level of service agents provide to consumers and will be encouraging women to step out from administration roles – where they currently dominate – and into more senior positions across the industry."

*To read more about Leanne Pilkington and her goals for her term as REINSW President, go to page 12. ♦*



**Leanne Pilkington**

President  
Managing Director  
at Laing+Simmons

**John Cunningham**

Immediate Past President  
Managing Director  
at Cunninghams

**Brett Hunter**

Deputy President  
Director at Raine & Horne  
Terrigal – Avoca Beach –  
Saratoga

**Barry Johnston**

Deputy President  
Director at Balmoral Partners

**Peter Matthews**

Deputy President  
Director of Strategy and  
Operations at The Agency

**Gary Adamson**

Director  
Managing Director at Strata  
Management Services NSW

**Damien Cooley**

Director  
Managing Director and  
Auctioneer at Cooley Auctions

**Christopher Hines**

Director  
Managing Director for  
Unrealestate Coffs Coast

**David Howe**

Director  
Director and Sales Agent  
at McGrath Estate Agents

**Lyn Kimball**

Director  
Director and Property Manager  
at Fitzpatricks Real Estate

**Ewan Morton**

Director  
Managing Director at Morton

**Andrew Palmer**

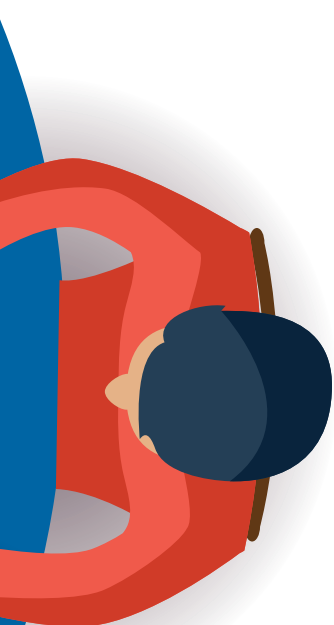
Director  
Director at The Property Shop

**Linda Rudd**

Director  
Senior Director of Asset  
Management Services at  
Knight Frank

**Sandy Warburton**

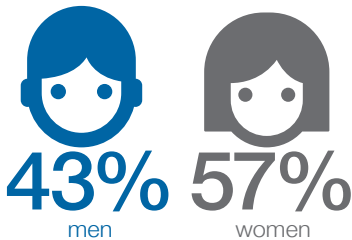
Director  
Director at John Flood  
Estate Agents



## AUSTRALIAN REAL ESTATE INDUSTRY SNAPSHOT

# 109,930

people working in the real estate industry across Australia  
37,703 in NSW



# \$71,724

Average salary  
\$73,828 in NSW

# 41.9

Average age of real estate employee

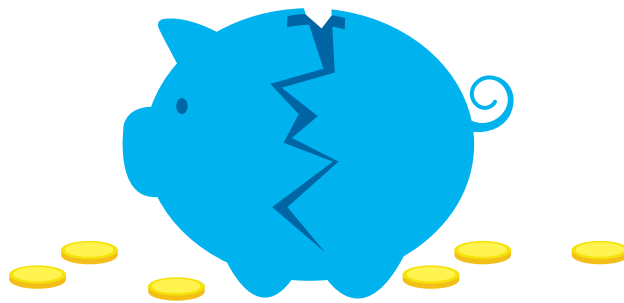
# 15 to 97

Ages of the youngest and oldest people in the industry

# ↑ TOP 5

Real estate agents ranking for overtime hours worked per week

Source: Census 2016 results



## Government to investigate 'sunset clawbacks'

A string of reports about the unscrupulous activities of property developers has sparked a NSW Government investigation.

Despite emergency legislation introduced to stop the so-called practice of "sunset clawbacks", the government is still concerned that consumers are being ripped off and is asking for feedback on a Discussion Paper on the subject.

Two years ago, emergency legislation was introduced to stop developers from rescinding purchasers' off-the-plan contracts and then relisting the same apartments at higher prices. But real estate rip-offs involving off-the-plan sales are continuing.

Now, the *Off-the-plan contracts for residential property* Discussion Paper asks whether two years on there is a need to further strengthen protections for off-the-plan purchasers, particularly with reports coming to light of developers substantially altering development plans after contracts have been exchanged. In some cases, one-bedroom apartments have become studios, and lot sizes have been reduced substantially so more units can be squeezed onto a site. There have also been complaints about the length of contracts and one-sided terms that unfairly favour developers.

Minister for Finance, Services and Property Victor Dominello said that, in the rush of contracts, there was often no time for a purchaser to consider the contract properly and negotiate terms. As a result, the Discussion Paper "considers these issues and possible reforms in relation to disclosure, standard terms and cooling-off periods to provide more clarity and certainty in the marketplace," he said.



## THE LITTLE PINK TRACTOR

When REINSW member Hugh Bateman set out on his Pink Tractor Trek in October 2015, little did he know the true extent of his journey. What started out as a 22 day, 2900km drive around NSW has now culminated in the release of a children's book – *The Little Pink Tractor*.

Hugh, Director of The Property Shop in Mudgee, has smashed his original goal of raising \$250,000 for the McGrath Foundation. Through the Pink Tractor Trek, the Pink Up Mudgee initiative (where

300 businesses in his home town turned pink) and plenty of other fundraising endeavours, Hugh has now raised more than \$500,000 for the placement of specialist breast care nurses.

The *Little Pink Tractor* follows the adventures of Hugh and his tractor as they travel across the state, making friends along the way and encouraging others to 'turn pink' and support the cause.

You can purchase a copy of *The Little Pink Tractor* at [pinktractortrek.com.au](http://pinktractortrek.com.au). All net proceeds will be donated to the McGrath Foundation.





## FACEBOOK IS COMING FOR REAL ESTATE

According to Kylie Davis, Head of Content and Property Services Marketing at CoreLogic, Facebook is likely to dramatically change the way we 'do' real estate in the near future.

There are 1.32 billion people active on Facebook every day. It's the eighth most-used feature on any mobile phone. The only community bigger than Facebook is Christianity!

But Facebook is not just a cool app that allows you to see photos of your friends' new babies, hashtag your #blessings, rage against the latest political upset or message your nearest and dearest with the latest cat video that's gone viral.

Facebook is also a major player when it comes to big data and real estate.

"Every interaction we have with Facebook captures information about us as individuals – our likes, passions, friends and life events, and equally who our friends are and their likes, passions, friends and life events," Kylie said.

"As Facebook's ability to capture and process data about us accelerates at speeds that are truly mind blowing, its capability for predictive analytics becomes ridiculously powerful.

"Soon Facebook won't just be able to target people because they match a profile of someone who might be interested in buying, selling or renting because you select them as part of an advertising campaign. In the not too distant future, Facebook will be able to target people because of their behaviour on Facebook and its associated apps, and signal that they're actively engaging in behaviour that pre-empts buying, selling or renting."

And this leads to a new world order of being able to target people based on their profile, behaviour and a likelihood of intention much higher up the sales funnel.

So how can you get ready for this next exciting stage?

### Here are Kylie's four top tips:

1. Get serious about social media ... now!
2. Learn about geo-targeting and targeting by property features
3. Improve your content
4. Experiment with different content styles.

You can find out more detail about Kylie's top tips by going to [reinsw.com.au/kyliefacebook](http://reinsw.com.au/kyliefacebook)



## Minister introduces reform package into Parliament

After years of consistent lobbying by REINSW and ongoing in-depth consultation, the Minister for Innovation and Better Regulation, Matt Kean, introduced the *Property, Stock and Business Agents Amendment (Property Industry Reform) Bill 2017* into Parliament in late November 2017. The reforms are aimed at strengthening and improving real estate industry standards.

The reforms, first mooted by the NSW Government with the release of the *Real Estate and Property Services Industry Reform Paper* in November 2016, reflect the critical role real estate agents play in what is the biggest transaction of most people's lives.

The reforms are a massive win for REINSW and are in keeping with the Institute's goals to professionalise real estate agents. Substantial improvements to training standards are at the centre of the reform package.

"We've been campaigning for more than 10 years for an improvement in training standards," REINSW CEO Tim McKibbin said. "We've had substantial input into the reforms through direct lobbying and via the Real Estate Reference Group.

"REINSW is firmly of the view that the overwhelming majority of the issues that attract the attention of the regulator and aggravate consumers can be resolved by substantially improving the education of agents."

The reforms are expected to come into effect later this year.

### Some of the key reforms

- Higher training standards for all real estate agents, including for Certificate of Registration, Licence and CPD
- New Licensee-in-charge licence category requiring additional qualifications and practical experience for agents who act in a supervisory capacity and oversee trust accounts
- Greater transparency around fees, charges and commission
- Introduction of separate trust accounts for sale and rental monies
- Requirement for all trust account audits to be submitted to NSW Fair Trading
- Fraud prevention measures requiring agents to transfer rental income out of trust accounts at the end of each month.



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## GALA DINNER

### DATE

Thursday 22nd March 2018  
6.00pm – 11.30pm

### VENUE

Doltone House, Jones Bay Wharf  
Heritage Wharf - Level 3  
26- 32 Pirrama Road, Pyrmont

### DRESS CODE

Black tie

### COST

\$250 per ticket  
\$1,125 half table - 5 people  
\$2,250 full table - 10 people

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# Just rewards

At the Annual General Meeting held on 30 November 2017, outgoing REINSW President John Cunningham presented awards to some of the deserving members in our ranks.



## Life Fellow

### Miles Felstead

Director at Miles Felstead Realty

Inducting a member as a Life Fellow is not a decision that's taken lightly, and this year's recipient joins a small and exclusive club.

"The Life Fellow award is given in recognition of outstanding contribution to REINSW and the real estate industry," outgoing President John Cunningham said to AGM attendees. "This year's inductee is the very deserving Miles Felstead."

"Miles has been an REINSW member since 1976. During this time, he's continuously served on the Property Management Chapter Committee since 1981, including two terms as Chair. He also served on the REINSW Board from 2007 to 2015. And his dedication to the industry continues in his role as the REINSW representative and a Director of the Rental Bond Board."

Mr Cunningham explained that Miles has played a key role in improving various pieces of legislation during his time on the Property Management Chapter Committee and he has dedicated his life to real estate.

"I've spoken to many of his colleagues and the one thing that has shone through is how giving Miles is. Nothing is ever too much trouble and he's always happy to help others. To a person, everyone I speak to agrees that Miles is humble, knowledgeable about all things property management, and completely deserving of this honour."



## Service Award

### Kathryn Hall

Principal at Kathryn Hall Real Estate

The Service Award is given to a member in appreciation of the substantial service they have given to the industry – and there is no one more deserving than Kathryn Hall.

"I'm delighted to bestow this award on Kathryn, who has served on our Residential Sales Chapter Committee for more than 14 years," Mr Cunningham said.

"Kathryn has been an extraordinary contributor to both REINSW and the industry over the years, supporting our work to achieve the best possible changes in legislation for members."

"During her time on the Residential Sales Chapter Committee, she served as the Chair twice and has been a strong advocate for stamp duty reform for first and last home buyers, and for the creation of more affordable housing."

"With nearly 40 years' experience in real estate, Kathryn has been able to mentor many other agents on their career journey."



## John Hill Award

### Colin Rodgers

Property Manager at McGrath Estate Agents

Named after former REINSW President, John Hill, this award recognises the outstanding contribution of a Chairperson to their Chapter.

"This year's worthy winner is Colin Rodgers, the current Chair of the Property Management Chapter Committee," Mr Cunningham said. "This Committee collectively boasts more than 400 years of industry experience, and the Committee members hold tens of thousands of managements between them across the State."

"The Committee is a powerhouse of dedicated, professional and passionate people, and Colin has played an instrumental role in successfully leading the Committee. Specifically, he has played a pivotal role during the review of the *Residential Tenancies Act*."

"Colin is always on hand to offer help and advice to his colleagues, and has contributed a huge amount of time to REINSW over the last two years."

"A wonderful person, with a heart of gold, there is no worthier recipient."





# Together on the journey

Stepping into the role of REINSW President, Leanne Pilkington's sights are firmly set on strengthening the Institute's influence, raising professional standards and bringing the industry together.

By TINA LIPTAI

If there's one thing Leanne Pilkington is certain of, it's that there are no short cuts to success. And key to achieving many of the significant milestones of her career has been Leanne's ability to inspire others to stay the course on the journey together.

"I've always been good at managing difficult situations and relationships," she said. "The best way to work with people is to first understand their challenges, priorities and goals. If you can see both sides of the story, then you can find a way forward where everyone wins."

Much of this wisdom and understanding took root early in Leanne's career while working in retail and commercial management and leasing, but really bloomed during more than two decades in franchise management.

"As a leader, you have to be able to encourage people to come on the journey with you," she explained. "You need to be clear about your vision and what you're trying to achieve, then you need to sell the upside to others or they won't be invested."

For Leanne, this philosophy is more than just a smart way to do business or close a deal, it's something she's committed to in all areas of her life.

As the founder of the Catch Up with the Property Girls networking event, involvement in the Real Women in Real Estate mentoring program and a volunteer mentor for the SISTER2sister Program for disadvantaged teenage girls, Leanne is passionate about contributing time and energy towards building community and strong networks to help others thrive.

"This industry has been really good to me and my family, so it's important to me that I give back through mentoring and also by being part of the

team that's keeping our industry strong as we work towards being recognised as a profession," she said.

## Reluctant real estate recruit

Today, Leanne is regarded as a respected industry leader and her long list of personal and business achievements are both impressive and inspiring. But Leanne said she was a reluctant real estate recruit.

Leanne got her first taste of real estate at the age of 12, answering phones at her father's agency every Sunday. And while she enjoyed working with her dad, when she finished school her plan was to become a teacher.

"I was at schoolies on the Gold Coast and I called dad to ask for some money. He said he would give it to me on the condition I'd pay it back by working for him during my holidays until I went to uni. Well, I never went to uni.

"Even then I was adamant about finding my own path. I was sure I didn't want to be a sales person – I didn't want to follow dad in that way. So I decided to study valuation, but in the end sales felt more natural for me and I enjoyed it, so I pursued that."

Leanne worked in her father's agency until her late 20s, when she decided it was important for her career development to be challenged in new ways and work with different people.

During this time Leanne moved into the "steep learning curve" world of retail and commercial management and leasing.

"It was really interesting," she explained. "Honestly, I didn't know anything about shopping centres, other than I liked to go shopping in them. It was a steep learning curve

“

This industry has been really good to me and my family, so it's important to me that I give back through mentoring and also by being part of the team that's keeping our industry strong as we work towards being recognised as a profession.

and a really tough gig, but I've realised that I actually thrive in those situations and it was a great experience."

In 1995, Leanne joined Laing+Simmons as Franchise and Administration Manager. Two years later she was promoted to Marketing Manager and then became General Manager in 2000. In 2015, Leanne took on the role of Managing Director of the Laing+Simmons group, where she remains today. While she's responsible for overseeing the whole group, Leanne also balances this with a keen focus on the growth and development of each franchise which includes developing and implementing new systems, programs, training and services. Leanne is the only female Managing Director in real estate franchising in the state.

Leanne completed a Masters Degree in Business Administration in 2005, and her professional accolades include being a finalist in the 2004 Telstra Business Woman of the Year Awards, finalist in the 2017 Optus My Business Awards in the Businesswoman of the Year category and she was named the 2017 Real Estate Business Thought Leader of the Year.

Though she has achieved a lot throughout her career, Leanne isn't the sort of person who's content to rest on her laurels and she's just as motivated and excited today to go to work as she's ever been.

"I just love what I do," she explained. "It's an autonomous, fun and varied role, and I work with a great team of people. Both my parents were small business owners and I'm very passionate about working with and supporting franchisees. I'm genuinely excited to get up and go to work every day."

### Work-life integration

Forget balance. Leanne said if you want to be living life to the full, you need to get organised and prioritise. For Leanne, that means staying active, focusing on good health and spending time with family.

"I think these days people are more conscious of the best ways to operate at peak performance levels and understand that looking after yourself is going to help get better results at work and in life," she said.

Though she loves work, Leanne said she's happiest when she's with her husband and family. Fortunately, her husband also enjoys

“

**There's going to be a lot of change for our industry over the next few years, particularly with legislation and moving toward being recognised as a profession. I'm looking forward to being part of that.**

coming to real estate events and Leanne's brother and sister own Laing+Simmons Quakers Hill – so she often gets to enjoy work and family at the same time.

"I really do believe great relationships with family and friends are essential for happiness," she explained. "I'm fortunate to have a great work-life integration. My husband is very supportive and between my brother, sister and parents, real estate is very much a part of our family."

### Rising to the challenge

No one reaches career highs without first learning how to overcome challenges – and Leanne is no exception.

"A constant challenge for all agents is the changing nature of the industry, especially when it comes to legislation," Leanne said. "I think it's safe to say there's been more change in our industry over the past year than there has been in the previous 20 years combined. Staying on top of it all is a big challenge for agents and businesses, but it's incredibly important.

"There's going to be a lot of change for our industry over the next few years, particularly with legislation and moving toward being recognised as a profession. I'm looking forward to being part of that.

"I'm not sure we're completely united yet as an industry when it comes to understanding exactly what's ahead. I think some people are scared, some people are excited and some people don't know what's coming. But for me, it's an exciting time of implementing important change."

As only the second woman to be REINSW President since 1910, Leanne hopes she can encourage all agents to believe there are no limits to what they can achieve – even if it seems like the odds are stacked against you.

And her advice to new agents?

"There's no short cut," Leanne said simply. "Everyone has lots of systems and tips they can share with you, but the reality is it takes a lot of hard work before you're going to get rewards. That's it. That's all you need to remember.

"I think a lot of people who start in real estate don't realise how tough it is. This industry is harder than most people in the wider community appreciate. It's a stressful business. We're not saving lives, but buying, selling and moving is very stressful and emotional for people, and we're helping them navigate through that." ♦

## Helping women rise and thrive

Leanne is passionate about helping women realise their potential.

For the past 10 years, she's been involved with charity organisation SISTER2sister, which is a mentoring program for disadvantaged teenage girls who are at risk or suffer from mental, sexual, physical or emotional abuse or neglect.

"I always had strong parental support and people who encouraged me to achieve my goals," Leanne explained. "I have no doubt that support played a big part in the person I have become and I wanted to be that sort of role model for young women. What's also important to me with a mentoring program like this, is that I commit my time and

contribute my knowledge, experience and support, rather than just giving money."

Leanne started out as a Big Sister mentor to one teenager and for the past five years she has also been a team leader, responsible for overseeing 10 volunteer mentors in the program. She also contributes to events, training and interviews potential mentors.

Leanne is also the founder of the Catch Up with the Property Girls networking event for the Real Women in Real Estate group. Initially, she didn't think there was a huge need for a dedicated networking group, but after 65 women came to the very first event Leanne changed her thinking.

"When we got such a huge response to that first event it really struck me that this was really important and absolutely something that was needed," she explained. "It's all about creating a community that inspires you, where you can talk about issues and have people around you to help you take that next step whether it's in business, in life or just out of your comfort zone.

"It's a really wonderful community of women and I love being part of it.

"At this point in my career I do feel an obligation to give back to the industry and also to encourage other women to get involved. This industry can only benefit by having more women in leadership roles."

## LEANNE'S VISION FOR REINSW

**1 Lobbying for a better regulatory framework**  
"I'll be focused on the key role REINSW plays in lobbying government and the impact this has on the industry and consumers. If it wasn't for REINSW's continued lobbying and work with the government, the legislation that agents and consumers need when it comes to buying, selling, and leasing would be near impossible to navigate.

Legislative change is necessary, but it's also very difficult and time consuming to lobby the government. Individual agents, and even larger franchises, don't have the time to invest or the power to bring about the sort of positive change REINSW has and can achieve.

The political landscape is constantly changing, lots of people and industry bodies have a view about real estate, so it's more important than ever that we have a strong, united Institute at the coal face that understands what needs to be done and the will to see it implemented."

**2 Promoting the pathway to professionalism**  
"The pathway to professionalism also needs to continue. I'll be actively following up on the great work our Immediate Past President John Cunningham has already done in this area.

In his new role as Chair of REIA's Professionalism Committee, John will continue to lead our industry toward professionalism and I'll be strongly supporting him to make professional recognition a reality. We must

have recognition as a profession – this is important work and I'll be making it a priority to see it continue.

As an industry, we need to be much clearer on our value proposition. We need to separate those agents who add value and are advisors who guide the public through the entire real estate process, and those who don't. It's so important for consumers to understand that all agents are not the same.

As we prepare for these changes, agents need to be focused on how they can be at the centre of the transaction for the consumer. They need to look to how they can improve the level of service and the quality of advice they're giving consumers."

**3 Strengthening REINSW's influence**  
"REINSW is important and relevant for members, but also for consumers – and I'll be focused on increasing awareness in the wider community about the importance of what we do.

I'll be doing my best to speak to as many people as I can at events, conferences and every day about REINSW. I want to empower them to speak to others and spread the message about what we stand for and what we're doing in the industry.

I'd like to see members and the wider community better understand the important role of REINSW, and raise awareness of what we've achieved and what we're working towards."

# Creating a culture of giving

Giving back is second nature for Mark Morrison. The Harcourts NSW CEO and his team work in collaboration with the Harcourts Foundation to provide funding for both large and small-scale projects. Leading by example, Mark is focused on creating a culture of giving and encourages his entire team to take a 'community first' approach.

"Throughout my career, I've always believed that we should give back to those who are less fortunate to grow and enrich our communities," Mark explained. "When I moved over to Harcourts a number of years back, I was immediately struck by the group's dedication to charity and the great work they do through the Harcourts Foundation for so many extremely worthy causes.

"As an auctioneer, I've always been involved in charity auctions. When you're younger and just starting out as an auctioneer, it's a good way to practice calling your numbers and you learn a lot while at the same time helping out the community.

"But seeing first hand all the work the Harcourts Foundation does really encouraged me to up the ante and participate more closely in causes that are close to my heart.

"The Harcourts Foundation is a testament to the core values that I strive to live by – people first, doing the right thing, being courageous, and having fun with a lot of laughter thrown in."

Mark believes that agents, by nature, are generous people.

"I love the fact that I'm fortunate to work in such a generous industry," he said. "There's a community-minded approach to things that's always impressed me. There are so many agents doing so many wonderful things for so many truly worthy causes. You often don't hear about it, but it's definitely happening – and on a much larger scale than people realise.

"We really are lucky to work in this outstanding industry." ♦

**Is there a cause that's close to your heart? Are you working in your community to support local charities? Let us know by emailing [journal@reinsw.com.au](mailto:journal@reinsw.com.au)**



## WALK A MILE IN THEIR SHOES CHARITY WALK

Walk A Mile In Their Shoes is an education and fundraising campaign led by the Harcourts Foundation and is aimed at increasing public awareness of the impact of violence against women in Australia.

"Since 2015, the Harcourts NSW team has taken to the streets to support White Ribbon's 'Break the Silence' program. The program is rolled out in Australian primary and secondary schools to raise awareness and promote generational change in attitudes towards domestic violence.

"I'm extremely proud to participate in this event. Having two young daughters myself, I'm a strong believer that we must raise awareness at a grassroots level to educate young people that domestic violence is not acceptable.

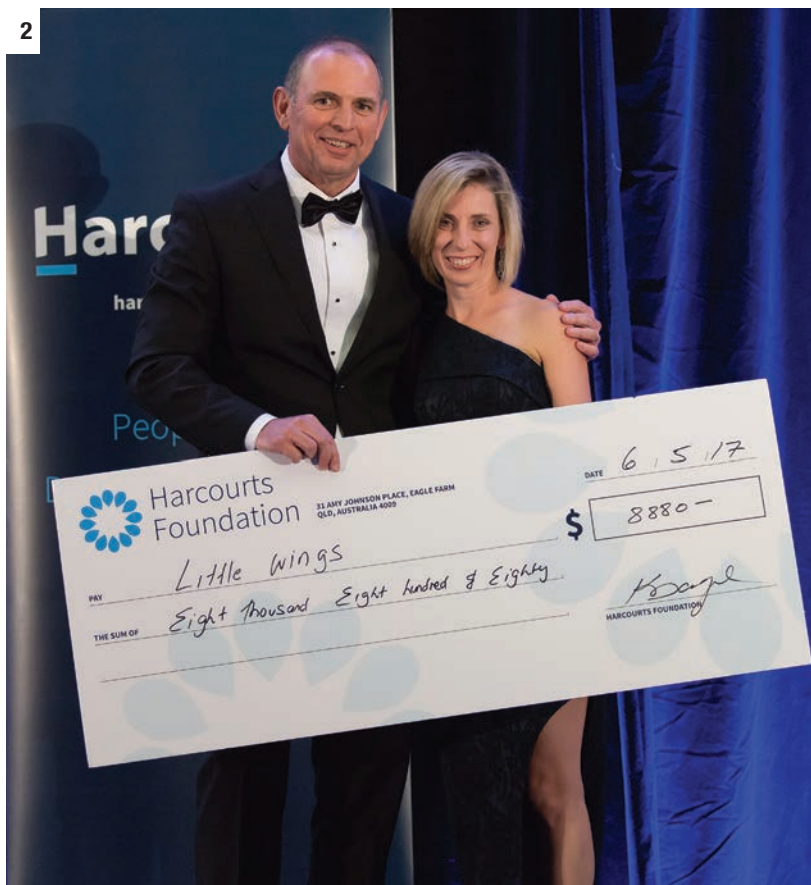
"Walk A Mile In Their Shoes is our way of uniting men and women, by walking a mile in high heels to raise awareness and giving a voice to those who no longer have one.

"I've always sympathised with women who walk for hours on end in high heels, but after participating in this event over the last few years, I can now empathise," Mark said.

Since first participating in the event, Mark and the Harcourts NSW team have raised almost \$55,000.



2



## LITTLE WINGS CHARITY GRANT

Almost \$9,000 was gathered from team members across NSW through sales donations and salary sacrifice and donated to the Little Wings Flight Program, which provides free, safe and professional flights and ground transportation services for seriously ill children and their families from regional NSW to the Children's Hospital in Sydney.

"The program allows children suffering from cancer who undergo 21-day cycles of therapy to return home for 14 days before commencing their next cycle," Mark explained. "For many families, treatment means 12 months away from home. Little Wings is working to let families have a break from the hospital to reconnect with family and friends.

"Myself and a board of office principals were responsible for selecting the charity for the grant on behalf of all NSW team members. From the grant received, Little Wings assisted 50 families with their travel needs, providing 400 flights and transporting 1000 passengers.

"We're so grateful to have been able to help these families in such a traumatic time."

## SMILING FOR SMIDDY CYCLING CHALLENGE

Held in memory of Adam Smiddy, who passed away from an aggressive cancer at just 26, Smiling for Smiddy is a cycling challenge held to inspire individuals and communities to raise funds for cancer research. Mark participated in the event in 2016, riding more than 1700km from Adelaide to Uluru.

"Although it was a challenging experience to ride to the Red Centre over nine days, it was extremely rewarding," Mark said.

"The Harcourts team set out to raise \$45,000 to support world-class research projects to improve the quality of life for cancer patients. We surpassed our goal and ended up raising \$66,000. Handing over the cheque was a gratifying feeling, knowing that we were supporting a cause that has affected so many of us personally."

Not one to back down from a challenge, Mark is set to participate in the Tassie Smiddy challenge in March 2018, where he'll cycle the 653km course down the incredible coast of Tasmania.

3



1. Walk A Mile In Their Shoes is an education and fundraising campaign aimed at increasing public awareness of the impact of violence against women in Australia.

2. Mark Morrison presented Little Wings Flight Program with almost \$9,000, which was gathered from team members across NSW.

3. Smiling for Smiddy is a cycling challenge held to inspire individuals and communities to raise funds for cancer research.

## VOLUNTEER MARINE RESCUE NSW

The Marine Rescue Unit at Shellharbour provides search and rescue capabilities and emergency response to the communities of the Illawarra.

"The Unit relies entirely on volunteers who are on call 24/7 for any marine emergencies," Mark said. "The \$4,000 we raised went towards replacing their existing boat, which had been experiencing mechanical problems. This enabled the volunteers to perform their duties safely, while also ensuring maximum safety for anyone needing rescue."

# Teaming up

John Flood Estate Agents in the Upper Hunter has gone from strength to strength in recent years under the stewardship of a new leadership team. Agency Principal Sandy Warburton shares how a severe downturn in the local market was a blessing in disguise and allowed the agency to reconsider its current business approach and ultimately expand its reach.



Originally part of a larger group in the Upper Hunter, the agency was established in 1976. Separating from the group almost 20 years later, John Flood Estate Agents was born in 1994 and opened its doors in Muswellbrook.

Today, John Flood Estate Agents is led by Principal Sandy Warburton, who joined the agency in 1996 and quickly established himself as one of the area's most successful agents. Sandy became a partner in the business in 2004 and then took full ownership and control in 2013. The agency's footprint expanded in 2015 when a second office was opened in nearby Scone. The Scone office is headed up by Sandy's partner, Sarah Lorden – the award-winning and well-known Sydney agent, who made the move to the area in 2011.

## Making change

"We've been through a lot of changes in recent years – both in terms of our internal structure and as a result of market forces," Sandy explained.

"The coal mining industry, which was the major employer in the region, crashed in 2013. The resulting loss of jobs led to a rapid drop in population in the area. Lots of houses hit the market and rental vacancies blew out from less than one per cent to more than 10 per cent in a very short space of time.

"The market downturn happened just as I'd bought my partners out – Murphy's law! – so we needed to work out what other income streams were available and tap into them quickly. We couldn't just wait around for the market to improve."

That's when Sandy and Sarah identified an opportunity in Scone and decided to open the second office.

"We saw it as an opportunity. Everyone – family, friends and colleagues – thought we were crazy to even think about opening a second agency when the market was in such dire straits. The market was doing 30 per cent less transactions and prices had fallen by 20 per cent. For a regional area, that's massive.

"But we felt it was the right move. We needed another income stream and Scone was a natural progression."

The move paid off, with the 2016–2017 financial year seeing sales volumes increase by almost 35 per cent and property managements grow by nearly 15 per cent.

"Across the two offices, we now have an outstanding team of 14 – soon to be 15. It's definitely a growing team!"

## Team approach

Key to the success of John Flood Real Estate's growth and success in recent years has been taking a team approach.

"We share everything. There are no secrets," Sandy said. "Whether it's

between agents, between teams or between offices, we work as a team in everything we do.

"We have a shared database. If one of our Muswellbrook agents has a potential buyer looking for a certain type of property and one of our Scone agents has something that ticks all the boxes, they work together to match the buyer to the property. By working together, we can provide the best outcomes for our clients.

"Team work is very much at the core of our culture."

This approach to business extends through to Sandy and Sarah's leadership style.

"We involve the entire team in our business planning. It's important that they understand what the goal is and why we're on this journey. It ensures they're invested in the business."

Without revealing too much, Sandy said there are a few major changes on the horizon for John Flood Estate Agents in the next 12 months.

"I don't mind saying that things have been tight for the last few years, but everything is now pointing in the right direction and we're excited about the future.

"We're committed to investing in our business and are investing heavily in our brand and image. Watch this space for a big reveal in 2018!" ♦



“

We involve the entire team in our business planning. It's important that they understand what the goal is and why we're on this journey. It ensures they're invested in the business.



## 5 STEPS TO AGENCY SUCCESS

### 1. SETTING TARGETS

"Profitability and growth is obviously the goal, but without solid targets in place it's difficult to see a pathway to achieving that profitability and growth," Sandy said.

"By setting clear targets in both sales and property management for things like prospecting, listings, new managements, sales and rentals, we've found our team respond more effectively. They're more focused and take the extra steps to ensure they don't miss their target.

"It also allows more direction and control for business operations and we're able to more effectively plan for better business outcomes and therefore profitability."

### 2. PROVIDING 6-STAR CLIENT SERVICE

"While we can't control the direction of the market, we can control the level of service we provide to our clients," Sandy said. "Our sales and property management growth is directly attributable to our commitment to proactive, regular communication with our clients – including pre-framing possible situations, so they are well-prepared should issues arise.

"Our philosophy is that while what we do is sell and rent houses, why and how we do that is by helping our clients achieve their property goals.

"The sale or rental of a property is simply a step in the process toward the end goal, and if we focus on helping the client achieve that goal then the reward to the business automatically flows."

### 3. FOCUSING ON LEADERSHIP

After taking a 'batten down the hatches' and reactive approach during the severe market downturn between 2012 and 2016, Sandy explained that there is now a more proactive approach to leadership.

"By taking a proactive approach, we can empower our team, build their confidence and skills, and in turn grow a strong business. Both Sarah and I have engaged coaches to assist us in this area and ensure we're steering the ship in the right direction and in the most effective way."

### 4. LEVERAGING TECHNOLOGY

In a busy work environment, it's often easy to forget to do something or miss a step in the process.

"While a commitment to providing 6-star client service is the first step, having the right systems and technology in place is paramount," Sandy said.

"Simply using technology such as a database is not enough. We're committed to using our

database to its full capability. Action plans for each client activity with automated reminders means our clients are informed every step of the way, nothing is missed and their experience with our agency is seamless."

### 5. DEVELOPING PEOPLE

John Flood Estate Agents is focused on continuous training and learning, and providing the team with development strategies to improve their skills to provide the best client experience.

"We do a lot of internal training with our team," Sandy said. "Legislation updates, brainstorming challenges, role playing, dialogue training and team discussions focused on relevant themes all regularly feature on our agenda. We also have in-house 'deal mentoring' for team members who need specific assistance in relation to a particular deal."

Beyond internal training opportunities, Sandy and Sarah also ensure the entire team have access to a wide range of external training and mentoring opportunities.

"We know that our team are our biggest asset and we're committed to investing in them, both for the benefit of the business and their own careers and personal development."

# Leadership in action

The real estate industry is at a crossroads. As we travel the pathway toward professionalism, we need strong leaders to help guide the way. But just what is the state of leadership in our industry and what do we need to do to improve?

By HELEN HULL

There's little doubt that the real estate industry's reputation has spiralled out of control in recent years – and not in a good way. This is one of the key drivers of the movement toward recognition as a profession and John Cunningham, Chair of the REIA Professionalism Committee, said strong leadership will be at the core of changing this reputation for the better.

"As an industry, we're generally far too self-centred," he said. "Ego isn't a bad thing, but it's certainly detrimental when it becomes over-inflated. The concept of teamwork and working together for the common good is all too often over-shadowed by the 'rock star' mentality that's overtaken our service-based industry. We've come to a point where the focus is on the agent and not the best outcome for the consumer."

According to Mr Cunningham, leadership has been pushed aside in favour of the almighty dollar.

"There's a 'greed is good' mentality and we've lacked the will and the strong leadership required to address it. As a result, over the past 10 years, the biggest egos have dominated our industry," he said. "And it hasn't gone unnoticed by consumers. They've been talking about us – and not in a flattering way!"

Mr Cunningham said the industry

needs strong leadership to address the situation.

"We need leaders who are willing to stand up and be part of a movement that will change the face of real estate practice forever," he said. "Strong leadership is what gives a change movement a direction that can be understood and followed. Without it, the movement will fall apart or become fragmented, because the purpose is lost."

According to Mr Cunningham, the real estate industry's pathway toward professionalism has all the right ingredients, and this has helped what started as a kernel of an idea four years ago to progress to a movement that's gathered momentum and is now endorsed by agents across the country.

"There's now strong, committed leadership from a core group of like-minded individuals and organisations in every state and territory," Mr Cunningham said. "We've clearly identified the need for our industry to become a profession and have a common desire to change, evolve and raise standards as a result."

"Now is the time for leaders. With enough strong, effective leaders who are willing to reinvent both themselves and our industry, we can evolve into a profession and survive and thrive into the future." ♦







## The state of

# LEADERSHIP

We asked real estate leaders across the country for their opinions about the state of leadership in our industry.



### John Runko

CEO at Independent Property Group, Australian Capital Territory

**Years in real estate:** 30 years

**Team:** 350+, as well as franchisees and a leadership team of 12

"You can't make people become leaders. It's something that comes from within. There has to be a desire to become a better leader – and that only happens when you recognise that leadership isn't about you. It's about your team and what you can do for them, not what they can do for you.

For me, collaboration is the key and that's my approach to leadership. By fostering a collaborative environment, people work together to generate innovative solutions. Collaborative leadership also recognises that the best ideas don't have to come from the person at the top.

To achieve the best outcomes, you need to break down the silos that all too often occur in businesses. This allows people to work together for the greater good of both the client and the business.

The best way to empower your team is to foster a high level of trust. If they understand the big picture, are properly trained and know that you trust them to make decisions, they'll feel empowered and in control of their environment.

And you have to walk the talk. It's something I always try my best to do. As a leader, you have to set the standard before you can expect that standard from anyone else.

I see many inspirational leaders in our industry across the country who are doing an outstanding job. But I think if you asked the average real estate employee how they would rate the leadership of the agency they work for, the vast majority would say that there's plenty of room for improvement.

Collectively, as an industry, we can do better."



### Shannan Whitney

Director at BresicWhitney, New South Wales

**Years in real estate:** 23 years

**Team:** 160, as well as a leadership team of eight

"Being a leader is about being authentic and real. Leading isn't necessarily about doing all the heavy lifting. It's also about giving people the space to develop themselves. It's a balance between helping them create their own path and providing direction when they need a path.

Finding the sweet spot can be a challenge. You need to understand what a person brings to your business, where they can contribute and how they can grow and learn. And I've found that by taking a collaborative and supportive approach to leadership, you can bring people into the organisation and ensure they are elevated and empowered.

I've always sought out mentors to help me and, over time, this has helped me adapt and improve my leadership style. Feedback is important. We can all learn from our mistakes. I provide feedback to my team and they provide feedback to me in a way that's confident and trusted. This creates an environment where strong, healthy leadership can flourish.

The state of leadership in the real estate industry is not particularly inspiring. Our industry tends to be based on output. The focus is around numbers and money, and that isn't what the industry needs. We need leadership that is focused on what is better for consumers and how we contribute to the community.

Looking ahead, we need leaders who are prepared to look at the overall message they are sending out and the behaviours it's creating within the industry."



### Andrew Brien

National Head of Residential Sales and Branch Manager Darwin, Elders Real Estate, Northern Territory

**Years in real estate:** 10 years

**Team:** 47, as well as franchisees and a corporate team of nine

"We have a great cross-section of real estate leaders in Australia. There are lots of forward thinkers who are challenging the norm and have the best interests of the industry in mind. But I think the biggest challenge our leaders have is how to make our industry attractive to emerging future leaders. We all have a part to play in helping to grow and nurture strong leaders.

I take a consultative approach to leadership. It's important to me that all team members are engaged and informed. A quote I always use is: 'It's not my business. It's ours. Let's map our future together'.

Over the course of my career, I've been a franchise manager, a business owner, sales agent and property manager. This helps me lead by example and stay relevant to the business and the many functions it performs. I'm currently running our largest residential agency, as well as our national residential team. This keeps me up to date with what our clients and team members want and need. It also shows the team that I'm invested in the business.

Making sure the team feel empowered to make decisions is also a key focus for me. If they have the knowledge and training, they need the ability to use their skills in the workplace.

Reward and recognition is also a key factor for empowerment. Celebrating success, providing a pathway for new roles and promoting team members gives the team the incentive to improve and challenge the norm.

Looking ahead, we need more leadership forums to capture ideas across the industry and increase engagement."



### Paul Curtain

Founding Partner and Managing Director at Place Estate Agents, Queensland

**Years in real estate:** 21 years

**Team:** 400

"Leadership is a word that's used incorrectly in the real estate industry. There's a distinction between management and leadership. Management is about making decisions. Leadership is about demonstrating behaviours.

One of the keys to strong leadership is how we act and react when we're under the pump. Importantly, by leading by example, it shows how you would like others to operate when they're placed under pressure.

My leadership style has changed over time. In the early part of my career, I always wanted to have the answer to every question. Now I'm more focused on empowering people. Rather than giving the answers, I ask questions so my team can come up with the answers themselves. By doing this, they learn more and build confidence for the future. More often than not, they have the right answer, they just need to bounce ideas around to land on it.

Real estate is like any other industry. There are examples of principals who are outstanding. But there is also a percentage who could seek guidance in the leadership and management space and others who, on reflection, should consider if this is the correct journey for them.

Our industry is full of entrepreneurial thinkers and there's an opportunity to create a leadership model that others will follow – but it will be an evolution, rather than a revolution."



### Phil Harris

Managing Director at Harris Real Estate, South Australia

**Years in real estate:** 16 years

**Team:** 140

"Leadership is about serving others. People want to follow people they respect and admire, and serving others and being a great mentor and role model is an essential part of this.

As a leader, I believe you have to be authentic and let your personal light shine through. It's about being who you really are, rather than trying to be something you're not. For example, I have strong family values and I've built the culture of the company around this.

Leadership in the real estate industry is going through a shift. In the past, there wasn't an awareness of just how much strong leadership was needed. Now there is an awareness, but we need to get it right.

The shift is being driven by innovation and disruption – and the fact that consumers are now demanding more. In the past, we could get away with unprofessional behaviour. But with the rise in technology, social media and more, that level of behaviour is no longer tolerated.

I take the time to train my team and then trust them to make the right decisions. You have to develop, grow and build people, so they can deliver a level of service that's acceptable to the consumer.

We need stronger role models and more leadership training in our industry to provide a platform for people to be their best selves and perform at an optimum level."



### Adrian Kelly

CEO at View, Tasmania

**Years in real estate:** 26 years

**Team:** 32

"There's an old saying that 'the fish rots from the head'. If leadership is poor at the top, it soon flows through the entire business.

I'm still working in a sales capacity, so I understand our current marketplace and what my team are experiencing at the coalface. Leading by example is a given. I always represent my vendors to the best of my ability and I expect everyone on my team to do the same. This also applies when dealing with my team. I treat every team member with respect and expect them to treat each other in the same way.

Honesty and professionalism are also important. One of the keys to better leadership is to provide a more professional service, rather than focusing on commission rates and sales volumes.

One of the strengths of our business is our size. I read a lot about high profile employees hopping from one big agency to another. In an agency of our size it's easier to retain a small, close-knit team. I believe smaller agencies are better able to drill down through their workforces and provide stronger leadership because the ratio of employer to employee is much lower.

Most of our people also own a share in the business. This means they're more involved because they have more of a sense of investment."



### James Connell

Director at Marshall White, Victoria

**Years in real estate:** 38 years

**Team:** 300

"Over the years I've learnt that we need to be consistent and fair in our behaviour. People rarely respond to intimidation or aggression. Quite the opposite. To get the best out of someone, a leader needs to be with them in terms of support and direction so they feel safe and empowered to grow and create the best possible life for themselves.

The larger an organisation grows, the more we as leaders need to be accountable for our own personal behaviours. Therefore, we need to lead through these behaviours, our values and beliefs – because as an organisation grows, it's not about us being the best agent or salesperson in the company.

It's essential to be clear about what's required. Empower your team by giving people clear directions as to what's expected of them and, importantly, equip them with the skills and resources to excel.

There are some remarkable leaders in our industry, but more needs to be done in terms of leadership training and mentoring. Too many people are propelled into leadership positions on the basis of their personal success and they're not equipped to perform the functions of true leadership."



### Richard Young

CEO at Caporn Young, Western Australia

**Years in real estate:** 29 years

**Team:** 70

"Real estate agents are unique and it takes skill to provide effective leadership.

My leadership style is consultative. I spend a lot of time in the field with my team and this helps me to lead by example. My goal is to always empower my team by asking them what they think is the best solution to the problem and do they think that solution will deliver the best outcome for their client.

On the whole, in the circles I move in, I think leadership in the real estate industry is very good. But we can always do better. I'm continually upskilling myself, which is something that our entire industry needs to be better at. But in order to create better leaders, we need more accessible training and a greater pool of coaches.

We also need to draw intelligence from other markets and industries. I look to our eastern seaboard markets, as well as the UK market. I also look to the stockbroking and investment banking sectors. Taking a broader view is important and it allows me to draw inspiration regarding systems, process, team management and leadership."



## New leadership research

**The stereotype of the big, street smart, self-taught real estate agent is being challenged by a new breed of business educated and managerially savvy agents, according to research from CoreLogic.**

The *Real eState of Leadership* research shows that this new breed of principals run tighter ships that have better employee engagement and are more transparent and disciplined around process and client management. These businesses are, in turn, more financially successful.

Overwhelmingly the research revealed there's an undeniable correlation between strong performance and strong leadership. Those businesses that have mastered these skills not only deliver better financial results and staff engagement, but provide better experiences for buyers, sellers, landlords and tenants. This, in turn, offers the strongest promise for the industry for the future.

### Key findings



Leadership standards are generally high in the real estate industry.



Self awareness as a key leadership trait needs to improve.



There's a correlation between leadership behaviours, profitability and success.



Real estate is becoming a team sport and the days of the 'rock star' are in decline.



Discipline and processes around good management practices need improvement.



Attitude and openness to learning are more important than educational qualifications.

### Recommendations



Leadership quality needs to be escalated as an issue in the real estate industry.



More effort needs to be put into leadership training.



Leadership training needs to be more intimate and personal.



Training qualifications in leadership need to be formally recognised.



**Overwhelmingly the research revealed there's an undeniable correlation between strong performance and strong leadership.**



DOWNLOAD a **free copy** of the Real eState of Leadership report at [store.corelogic.com.au/real-estate-of-leadership](http://store.corelogic.com.au/real-estate-of-leadership)







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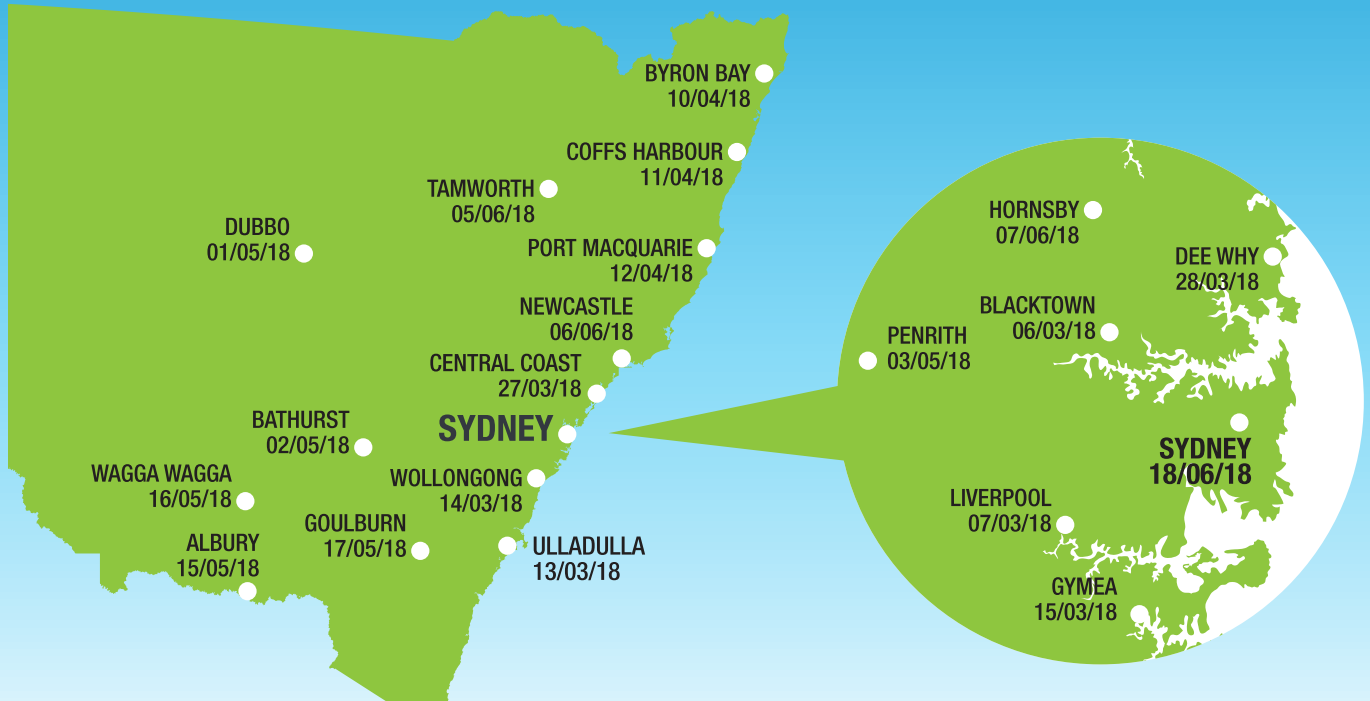
# ROADSHOW

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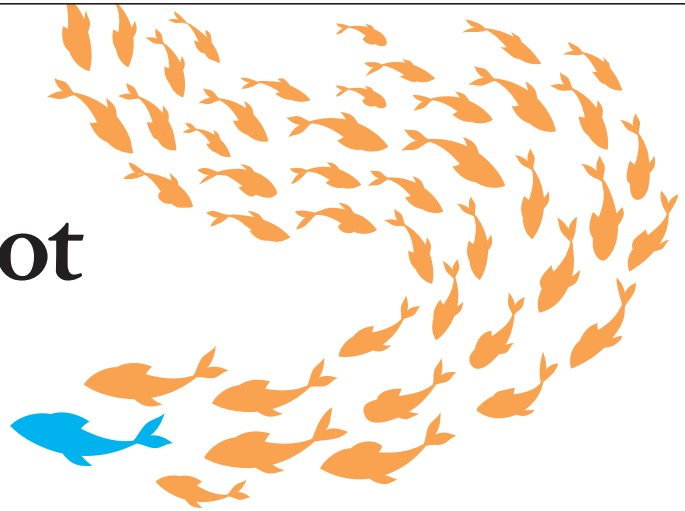
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# Get over it: Leadership is not all about you!



By CAROLINE BOLDERSTON

Leadership is talked about a lot in the real estate industry. But what attributes does an agent need to have to be a great real estate leader? Real estate performance coach Caroline Bolderston explains.

Leadership can be defined in many ways. There's inspirational leadership, motivational leadership, innovative leadership and leading from the front leadership. However you define it, one thing is certain – a leader is a person who's clear on a vision, can guide and steer teammates towards that vision, and (surprise, surprise) walks their talk.

Leadership is about committing to be the best you can be and having the ability to bring the best out in others. It's also about having the confidence to create space for others to believe in a shared vision, fully express their skills and spread their wings for growth. Impactful leaders champion excellence, expect nothing but the best and are unapologetic about creating a culture of accountability.

As a peak performance coach, I've been fortunate to work with lots of real estate businesses and the best of them have something in common. They have a keen focus on leadership at all levels. They understand that by investing in and inspiring every team member to become incredible leaders, they'll create a passionate, thriving and harmonious environment where everybody wins, not just those at the top.

I've seen outstanding leadership at all levels – from an 18-year-old at the front desk, through to a 50-year-old rookie sales agent and everything in between. Becoming a leader in whatever role you play in a team, at whatever stage you are at in your career, is the fastest way to achieve career fulfilment and personal success. Being the person that others listen to, follow and respect has immeasurable rewards – and who wouldn't want that?

Here are my top 5 attributes for real estate leaders.

**1 Clarity of purpose.** Great leaders know what it is that they want to achieve, where they and the team are heading, and why they do what they do.

**2 Outstanding communication skills.** Being a master of active listening, effective questioning and having the ability to speak plainly and with clear intention is key. To be a great leader, you must be able to share a vision with others in a way that engages everyone and ensures they're eager to jump onboard.

**3 Crystal-clear expectations.** The strongest leadership comes with structure and benchmarks around performance. How can you achieve excellence without the clear framework of knowing how high to climb?

**4 A decisive approach.** You need to be prepared to back yourself and what you believe in. Great leaders are ruthless when it comes to making decisions to protect culture, to innovate and to implement change. They don't make rash decisions, but instead make bold decisions by provoking thought and challenging the status quo.

**5 Humility.** True leadership happens when you (finally) get over yourself! It's about being self-aware and knowing that it's not about how good you are, but rather how great you can be at supporting and helping *others* to be amazing. ♦

“

Being the person that others listen to, follow and respect has immeasurable rewards – and who wouldn't want that?



CAROLINE BOLDERSTON is a leading real estate performance coach, trainer and speaker, and is the Director of Being Bold.



# 5 trends impacting the future of real estate

By CHRIS ROLLS

The need to change is not new. As Charles Darwin once said: “It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.” Never has this been more relevant to the real estate industry than right now. Chris Rolls explains.



CHRIS ROLLS is the Managing Director at PielAB Venture Partners, who manage Australia's first real estate specific venture capital fund.

## 1

### Sophisticated data science is on its way

How good would it be if you could simply scroll through your database of 2000 contacts and easily identify the 100 people you know are going to sell over the next six to eight months? What if you could predict how many people will bid at your next auction? Better still, know what price the property will sell for prior to even listing it?

Sounds like the stuff dreams are made of! But these situations are fast becoming a reality thanks to ‘predictive analytics’.

Predictive analytics uses a range of techniques – including data mining, statistics, machine learning and artificial intelligence – to make accurate predictions about future events based on large amounts of data.

Real estate agencies have millions of their own data points and many more are available publicly. Agents who use this data to their advantage will be able to outperform those that don't. It's already happening in the US market on a wide scale – and it's on its way to Australia.

### Commissions will continue to spiral down

According to Macquarie Bank's latest *Residential Real Estate Benchmarking Report*, sales and property management commissions are on the decline. This is due, in large part, to new technologies allowing agencies to operate more efficiently – and as they become more efficient, they reduce their price to win more business.

In addition, technology-enabled business models like Purplebricks (and others that will soon be in Australia) will drive commission rates down further across the industry.

To combat this, agencies will need to introduce new technology to drive efficiencies and start generating revenue from places other than traditional commissions.

## 2

# 3

## Labour to continue to move offshore

More administrative and property management tasks will be outsourced to countries like the Philippines in 2018 than in the previous three years combined.

As technology improves, remote workers become more efficient – further increasing the financial return to business owners. And with the cost of hiring a university educated, English speaking team member in the Philippines coming in at less than a quarter of their Australian equivalent, you don't have to be a business genius to realise it makes a lot of sense.

High staff turnover rates in property management, as well as ever improving cloud-based property management software, will further encourage the offshoring of jobs in the property management sector.

## Unforeseen new entrants will challenge traditional agency models

There's a property management company in the US that, with some advanced software and a team of 30 people, manages more than 200,000 properties! That's seven times larger than the biggest property management company in Australia.

Amazon has invited real estate agents to sell their services on their website. Facebook has announced that they're moving into the real estate advertising market. And Opendoor, worth a staggering USD \$1 billion, facilitated the sale of 400 properties in just one month last year in the US. Not one of those sales required a traditional real estate agent – and no commission changed hands!

In 2018, the traditional model of agency practice is going to come under even more pressure from innovative new business models. A key trend will be for existing agencies to collaborate to reduce costs and improve efficiencies, and small businesses will be consolidated into larger organisations who have better economies of scale.

# 4

# 5

## The machines are coming

Automation will be the buzzword for real estate agents in 2018, as artificial intelligence, machine learning and sophisticated algorithms will automate key parts of a real estate professional's job.

It's already happening in the US, where the artificially intelligent lawyer 'Ross' has already been hired by multiple law firms to provide legal advice on contracts. And similar technology has already arrived in the Australian real estate industry. 'Rita', the first artificially intelligent digital assistant designed specifically for the Australian real estate industry has been launched by Aire (see [getaire.com.au](http://getaire.com.au)) and sophisticated, automated, intelligent, personalised email marketing is also here and achieving great results in real estate offices (see [activepipe.com](http://activepipe.com)).

How far can automation in the real estate industry go? Well, there are already places in the US where you can visit an open home 24 hours a day, seven days a week, gaining access with an app that unlocks a smart lock and then triggers all the lights to turn on and cameras to record your every move. ♦



# The forgotten consumers

By CATH DICKINSON

At a time when investment in the residential property market is so important, government policy seems focused on making property investment as unattractive as possible. Touting the importance of protecting tenants' rights as property consumers, the NSW Government seems to have forgotten the other essential consumer in the equation – the landlord.

Over recent years, REINSW's lobbying efforts have been focused on a wide range of issues impacting residential property investment – taxation, residential tenancies legislation and the planning framework, to name just a few.

At every stage the NSW Government reinforces that their goal is “to protect consumers”. But they seem to have a very narrow definition of just who the “consumer” is. The focus of their efforts lies squarely with tenants, while landlords – those who invest in residential property – are forgotten.

“If I invest my hard-earned money in the share market, I'm considered to be a consumer,” REINSW CEO Tim McKibbin said. “There's a raft of regulation in place that affords me protection as a consumer of this investment product, the dividends I receive are paid to me because I am a consumer and I have virtually no obligation to the community as a result of holding the investment.

“But if I choose to instead invest my money in the residential property market, somehow my status is different. The government, through the regulatory framework in place, clearly no longer considers me to be a consumer. I'm effectively penalised for my investment choice.”

According to Mr McKibbin, residential property investors are consumers too.

“They contribute to tax revenue, job creation, rental accommodation supply, self-funded retirement and economic growth. But they're singled out by the government. They're subject to a raft of unfair taxes and a regulatory framework that seems focused on driving them out of residential property and toward other investment options.

“It begs the question: Is the goal to make investment in residential property as unattractive as possible?”

## Investment choices

Mr McKibbin said that it should never be forgotten that investors are not limited in their investment choices to residential property.

“They have a myriad of other investment opportunities. In the property market alone, in addition to residential property, there are also commercial, retail and industrial opportunities. This is to say nothing of other asset classes such as shares, bonds, cash, commodities and more.

“But at a time when we need investment in the residential property market, the government continues to impose legislation that acts as a disincentive for property investors.”

Mr McKibbin points to taxation as an example.

“If you purchase a new investment property, you're required to pay GST and stamp duty upfront. You then have to also pay land tax annually. But if I purchase shares, I'm not hit with any of these additional costs. Every level of government taxes property investors.”

Beyond taxation, Mr McKibbin said it is becoming increasingly difficult for investors to make decisions about their property.

“Every day, it seems there are new protections in place for the benefit of the tenant. What if I'm going through a divorce and need to move into my investment property? I need to give the tenant 90 days' notice, but the tenant certainly doesn't have to give me 90 days' notice if they want to move out. How is that fair?



**At a policy level, the government's approach is fundamentally flawed. It's irresponsible economically and, ultimately, damaging to tenants' interests.**

TIM MCKIBBIN  
REINSW CEO



"The property investor is clearly disadvantaged. Yes, it may be difficult for the tenant to find another property, but why should the investor be at the mercy of someone else's circumstances? Why should they not be able to make decisions about their investment as they see fit?"

"And that's to say nothing of the wide range of prescribed responsibilities that they must comply with," he said.

Lyn Kimball, Director of Property Management at Fitzpatrick's Real Estate, agrees.

"The responsibilities of landlords, as owners of residential investment properties, are always increasing.

"Smoke alarms, swimming pools, decks and balconies, window safety devices, blind cords, building inspections – the list of things landlords are required to maintain in compliance with prescribed standards goes on and on, and is being added to every day.

"Of course, safety is important. But it shouldn't be forgotten that with each new legislative requirement that's enacted, the cost to landlords increases. The amount they have to pay out to maintain their investment spirals upward and the income and security they seek decreases.

"So what's the incentive to invest in residential property? Who would want to be a landlord?"

### A lack of respect for landlords

Lyn believes that landlords are often the last to be considered and they're certainly not respected as consumers.

"Not only are landlords tax payers, they're also purchasers of a wide range of products and services. They buy products like smoke alarms, window locks, blinds, white goods and insurance. They consume services from a range of tradies and suppliers. And they do this to meet the prescribed standards of compliance. How can they not be considered to be consumers and treated with the same respect as tenants?"

With each new requirement it becomes more difficult to convince landlords to put their hand in their pocket, Lyn said.

"It's hard enough to convince a landlord to put their hand in their pocket for the \$80 per year it costs to service the smoke alarms in their property. Try explaining to them the ever-lengthening list of other things they're expected to pay for.

"I believe the time is fast approaching when we're going to see investors exit the market. As the government continues to incrementally take away the rights of landlords and their compliance costs increase, property investors are going to start looking for somewhere else to put their money."

Part of the problem, according to Lyn, is the government's perception that property



**Not only are landlords tax payers, they're also purchasers of a wide range of products and services. How can they not be considered to be consumers and treated with the same respect as tenants?**

LYN KIMBALL  
Director of Property Management at  
Fitzpatrick's Real Estate.

investors are 'rich' and they can easily afford to keep putting their hand in their pocket.

"It's a myth," she said. "The vast majority of investors only have one investment property. They're 'mum and dad' investors and they rely on the rental income the property generates. But the government's focus on protecting tenants' rights to the detriment of landlords' rights is making residential property less and less attractive as an investment option.

"I have a number of landlords who have already indicated that they're close to the point of reconsidering their investment strategy."

### Policy failure

Protecting tenants' rights seems to make for popular policy, with both sides of the political fence announcing plans for reform late last year. But while lengthening tenancies and limiting rent increases may appeal to tenants, others have warned of the devastating impact of such policies.

The founder and owner of development and rental giant Meriton, Harry Triguboff, said he will cease building properties and sell all his rental properties if tenants' rights go too far. If Mr Triguboff follows through on his threat, the supply of new rental housing would reduce and rents would undoubtedly increase.

If Mr Triguboff is ready to walk away from residential property investment because of the removal of landlords' rights, what message does that send to 'mum and dad' investors?

"It really comes down to populist policy," Mr McKibbin said.

"The government is trying to befriend tenants and, in doing so, property investors are the victims. Each time they do something to enhance tenant protections, the landlords are forced to take on more responsibility and residential property becomes less attractive as an investment option.

"And while the government may be trying to protect tenants, it's tenants who will ultimately be the victims. It comes down to supply and demand. If property investors leave the market, there will be less supply, and demand and rents will go up.

"At a policy level, the government's approach is fundamentally flawed. It's irresponsible economically and, ultimately, damaging to tenants' interests."

Mr McKibbin explained that REINSW will continue to lobby for a fairer balance between the rights of tenants and the rights of landlords and property investors.

"Our greatest fear is that investment in the residential property market will diminish. We take a very responsible position in this space and we don't have any political drivers. We want to protect rights in a balanced way and, in doing so, continue to attract additional investment into the market – which is good for everyone." ♦

# Appreciating depreciation



Each year thousands of property investors work with real estate agents to search for, and secure, investment properties – but many remain unaware of the tax depreciation benefits of their investment. BMT Tax Depreciation's Bradley Beer explains how agents can educate investors.

By **BRADLEY BEER**

In a competitive industry, many real estate agents are on the hunt for things that will help them to stand out from the crowd. Some agents have aggressive marketing campaigns, slick listing presentations or impressive social media followings – or a combination of all these things.

A less-mentioned point of difference an agent can leverage is an understanding of the financial aspects of a property transaction and, in particular, property depreciation.

According to the Australian Tax Office, property investors are entitled to claim tax deductions for the wear, tear and ageing of the structure of their income producing properties, and for the plant and equipment assets contained within it. Effective use and application of tax depreciation rules can increase the cash flow of an investment property, and is naturally a very attractive topic for investors expanding their portfolios.

Here are three reasons why you should consider taking some time to brush up on your depreciation knowledge.

## 1 New changes are in the works that could affect the property market

In 2017, the Federal Budget proposed changes to depreciation legislation for previously used plant and equipment deductions found in second-hand residential properties. Plant and equipment assets are the removable features of an investment property; e.g. hot water systems, blinds and stoves.

From 15 November 2017, these changes were passed by Parliament and the legislation is now in effect. The new rules limit the plant and equipment deductions that can be claimed by property investors who purchase second-hand properties to assets they've personally spent money on or incurred an expense for.

The rules apply to second-hand residential properties purchased after 7.30pm on 9 May 2017. However, properties purchased before this date will be grandfathered and investors can claim deductions as normal. Capital works allowances, or structural deductions, can also be claimed as normal – with these deductions typically making up around 85 to 90 per cent of an investor's total claimable amount.

The changes don't affect commercial property owners or tenants, or those deductions that arise in the course of carrying on a business. Corporate tax entities, superannuation plans (other than self-managed super funds) and large unit trusts are unaffected.

It's important for real estate agents to be aware of how these changes may affect their investor clients in the future.



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## 2 Solidify trust with clients

Establishing trust with clients is often fundamental to the ultimate success of a transaction. If you can enhance an investor's awareness of various financial aspects in a transaction, there's the potential to take valuable steps toward solidifying a long-standing relationship.

By sharing your knowledge with clients, you may unlock perceived value in a property that they didn't know about. And by raising the topic of tax depreciation, you can also show that you have a real interest in their financial well-being and investment success.

By no means is a real estate agent expected to be an expert on tax depreciation. But by making clients aware of the topic and providing referrals to experts who are in the know, you can enhance your relationship with them.

## 3 Strengthen the prospect of return business

If a client feels that working with you was a positive experience, they'll be more likely to engage your services again or recommend you to others.

By making buyers aware of depreciation as early as possible, you have the opportunity to create a 'win-win' scenario. Investor clients may realise thousands of dollars of tax savings in the future, which in turn can generate goodwill.

Many top agents attribute their success to a constant hunger for more knowledge. Striving to add value to your service through self-improvement and taking the time to learn new things can be a powerful catalyst for personal and business growth.

Remember, investing a little time to improve your financial understanding of tax depreciation can help maximise value for all parties in a property transaction. ♦

*To find out more about the services provided by BMT Tax Depreciation, go to [bmtqs.com.au](http://bmtqs.com.au)*



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# Hold the champagne: The real domain of disclaimers

Agents pass a lot of information to purchasers in the process of negotiating and closing a sale. But before you start popping champagne corks to celebrate the commission coming your way, take a moment to consider the disclaimers you have in place.

By PETER MORAN

Imagine this. You've just met with a vendor who's eager to sell. They've caught wind that the market is cooling and want to sell before the market goes south. The price the vendor wants is pushing the upper limit and finding a buyer won't be easy. But you're confident you can put together a marketing campaign that emphasises the positive aspects of the property. After all, the vendor has given you lots of information and you have the expertise of a great marketing team to draw upon.

Be careful though. The language you use and the information you provide during the marketing campaign could potentially end up being criticised as being misleading. A disgruntled purchaser may allege they were misled by something you said or did.

So what can you do to protect yourself?

Disclaimers can be used as a means of limiting your liability, however they must be worded carefully and used cautiously – and there's no one-size-fits-all formula.

## Limiting liability with disclaimers

Often, marketing materials aren't prepared by the agent, but by third parties such as photographers, copywriters and floor planners from information obtained from the vendor. But just how accurate is that information?

Consider the High Court decision in *Butcher v Lachlan Elder Realty Pty Limited* [2004] HCA 60, where the agent's marketing brochure included inaccurate information. The agent had prepared the brochure based on information given to them by the vendor. That information included a survey diagram indicating the property's boundaries.

The purchasers, relying on the information provided to them, purchased the property. It later transpired that the diagram was inaccurate. They sought the return of their deposit and pursued the agent for misleading and deceptive conduct.

The agent argued that they had simply passed on information about the property given to them by the vendor, and relied on a disclaimer which appeared on the front and back of the brochure that read: "All information contained herein is gathered from sources we deem to be reliable. However, we cannot guarantee its accuracy and interested persons should rely on their own enquiries."

The High Court observed that the purchasers were sophisticated buyers who had access to a variety of professional services. This fact, combined with the wording of the disclaimer, resulted in a finding that it would have been plain to a reasonable purchaser that the agent was not the source of the misleading information.

Therefore, the agent was found not to have engaged in misleading and deceptive conduct.

## One size doesn't fit all

Since the decision in *Butcher*, many agents have sought to shield themselves from liability by including a similar disclaimer on their marketing material.

But does a disclaimer like this always allow an agent to escape liability?

It might, but it's not a particularly strong shield against liability. Each case will revolve around the relevant facts and circumstances, and a disclaimer is just one factor a court will consider.

The agent's conduct as a whole (throughout the entire transaction), will be considered, as will the characteristics of the property, the purchaser's knowledge and sophistication, as well as the nature of the representation or conduct complained about.

Given the ease with which many facts can be verified by an agent, it's unlikely that an agent will be able to escape liability by simply pointing to a disclaimer and saying: "That's what the vendor told me".

## When conduct overrides a disclaimer

The most recent decision on the issue is *Makings Custodian Pty Ltd v CBRE (C) Pty Ltd* [2017] QSC 80.

In that case, the Supreme Court of Queensland found an agent liable for misleading a purchaser

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about the financial performance of a shopping centre on the Gold Coast, notwithstanding the use of a disclaimer in similar terms to that employed in *Butcher*.

Before deciding to buy the shopping centre, the purchaser made enquiries with the agent and a brochure was supplied. The purchaser then asked for further information and the agent sent a number of emails to them with further information, one of which included an Information Memorandum. The Information Memorandum (which included details of net rental for the centre and the rent payable under each lease) had been prepared by the agent and the agent's logo was prominently displayed.

The Supreme Court of Queensland found that the Information Memorandum could not be said to convey an impression that the agent was merely passing on its contents from the vendor. Further, the disclaimer was buried deeply in legal text towards the back of the document and there was no evidence that the purchaser had read it. Accordingly, the disclaimer was given no effect by the court. The decision is now on appeal.

### The lesson

While disclaimers should be included in marketing material, agents should not place too much reliance on their effectiveness. For example,

a disclaimer will not be effective in cases of intentional deception.

But even in ordinary cases, agents must still take reasonable care to ensure that what is being represented about the features of a property is true, and that they do not engage in conduct that is misleading. This is particularly the case if the information being represented is easily verifiable. Failing to ensure that marketing materials and statements made to potential purchasers are accurate invites litigation long after the post-commission champagne has stopped flowing. ♦



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*Realcover is underwritten by QBE  
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managed by JLT*



### TIPS TO AVOID POTENTIAL CLAIMS

- Always use robust disclaimers.
- Ensure that disclaimers are large enough to be read.
- Include disclaimers on every document that contains information about a property.
- Make it clear that the agent is relying on information provided by a third party and has not checked the accuracy of the information.

If the worst should happen and a claim is made against you alleging misrepresentation, it's important to have the right professional indemnity insurance in place.

To discuss your professional indemnity insurance needs, please contact Realcover by speaking with a JLT representative on 1800 990 312 or email [realcover@jlt.com.au](mailto:realcover@jlt.com.au).

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The information contained in this article, which is current as at the date of publication, provides only a general overview of subjects covered. It is not intended to be taken as legal advice or advice regarding any individual situation and should not be relied upon as such. Insureds should consult their insurance and legal advisors regarding specific coverage issues. All insurance coverage is subject to the terms, conditions, and exclusions of the applicable individual policies.

# The 7 deadly sins of social media



By CATH DICKINSON

Social media can be a great tool for growing your professional presence and demonstrating your expertise to new audiences. It's a key distribution channel for any content you create or curate. But there are many traps you need to avoid if you want to spread your influence effectively. Here are the seven deadliest.



## **SLOTH** No strategy, no plan, no consistency

Social media is no place for laziness. You can't just 'wing it' and you can't rest on your laurels.

You know how important it is to have a business strategy in place. Well, it's just as important to have a strategy when it comes to social media. You need to know your point of difference, the audience you're seeking to engage, what your goals are and how you're going to measure your success.

Then, with your strategy sorted, you can plan your content calendar to ensure you're posting regularly. Nothing will thwart your social media ambitions more quickly than inconsistency. Regularity breeds anticipation. But if you're only posting occasionally, the chance your audience will pay attention to what you're saying will drop like a stone.

Take a structured approach to your content by planning ahead. Know what you're going to post each month. This means you'll be better able to notice patterns of engagement, spot what's working and what's not, and tweak your content accordingly.



## **GLUTTONY** Too much, too often, in too many places

Don't fall into the trap of thinking you need to be everywhere all at once.

No one has time to master all social media platforms. There simply aren't enough hours in the day. And not all platforms will be relevant to your business or target audience. Focus on just a few and do them well. You don't have to be everything to everyone, and having a strong, effective and engaging presence across a few social platforms is far better than a lacklustre presence across a wider range of platforms.

And be sure to resource your social media marketing efforts accordingly, in terms of both time and money. Nothing comes for free – and definitely not an effective social media presence. What was once all about networking is now a powerful marketing platform. And just as you allocate time, budget and headcount to other marketing activities, so too should you allocate these resources to social media.



## **GREED** It's not a one-way street

Social media is about give and take. It's about engagement. Your content only reaches new people and audiences through the good graces (and likes, comments and shares) of your followers, connections and friends.

The golden rule? If you want people to comment on, like and share your posts, you need to reciprocate.

If someone posts something that's interesting or valuable to you, be sure to like it, make a comment or share it with your network. Yes, it can be a bit time consuming. But to generate engagement, you need to connect and interact with your audience regularly. It takes commitment. Set aside some dedicated time each day to check in with your social media accounts. Join LinkedIn groups, like Facebook and Instagram posts, and check Twitter hashtags.



## WRATH

### Ignore data at your peril

One of the best things about social media marketing – and indeed online marketing in general – is that pretty much everything is measurable. Take advantage of this. You can analyse your followers, identify influencers and track engagement.

Social media is crowded. It's competitive. And it's essential to test and track your results so you can identify effective strategies – which is why social media analytics are so important. If the data shows that people aren't engaging with something you post, experiment to find out what works and what people want to hear from you about. But, at the same time, don't get carried away with trying to get likes, shares and retweets at the expense of your overall longer-term objectives.

Tracking social media data is essential to helping you get better results. If you don't track data, you'll be wasting your time on hit and miss posts. Reacting to analytics is often the difference between success and failure when it comes to your social media presence.



## ENVY

### Be you, not someone else

There's no harm in staying on top of what others are doing in the social media space. But trying to replicate what they're doing in an effort to emulate their success is a big no-no.

Yes, they may have more followers. Yes, they may post more regularly. Yes, certain content seems to work well for them for engagement. But just because it works for them, doesn't mean it's going to work for you.

There's only one you, so be you and don't try to be someone else. Stay focused on building your own unique social media presence, rather than obsessively trying to replicate that of others who have already succeeded at building their own.



## LUST

### Have realistic expectations

It's all too easy to look with envy at what others around you are doing on social media. You want the same social media presence they have. You want the same thousands of followers. You want the same level of engagement. And you want it now. If you do, you'll achieve all your goals. Right?

Social media can be an extremely effective tool for building your professional profile, but it's not a magic bullet.

No matter how many people read your posts or like your updates, there's no guarantee your social media efforts will instantly translate into a sale or new management – although that may be your ultimate goal.

Getting the results you want from social media marketing takes patience, time and effort. It's a long game. Audience loyalty takes time to build, so you need to stick with it. If you don't see results immediately, don't despair. Just focus on providing your audience with the most engaging content possible.



## PRIDE

### It's not all about you

Social media content should always be for the benefit of your audience.

Nothing will diminish your social media reputation more quickly than too much selling. Social media is a place to demonstrate your expertise and build thought leadership through quality content that actually helps your connections, followers and friends.

When you write for social media, you're competing for people's attention, so make every word count. What is your audience interested in? What will catch their eye? How do they like to consume content?

Think long and hard about your headline and what's likely to pique your target audience's attention. Use writing techniques like lists, sub-headings and bullet points to make sure you get to the point and make important information easy to find for your readers.

Remember, always put your audience first. ♦







# We're on the road again

By DANIELLE ANDREWS

The REINSW Roadshow is one of the highlights of our training calendar. It brings key industry players together to provide invaluable information and training to our members, and this year we're focused on the steps you need to take to prepare for professional recognition.

More than 900 people across 20 locations attended last year's Roadshow. The feedback was phenomenal, with many expressing sheer disbelief as to how anyone can effectively run their real estate business and work in this industry without knowing the information provided at the Roadshow.

REINSW takes great pride in the fact that we work closely with key decision makers and a variety of experts in government and the real estate industry. This enables us to provide our members with the most detailed and up-to-date information possible.

The theme of this year's Roadshow is "preparing for professionalism". This ties in with the major, Australia-wide initiative that sees REINSW and the Real Estate Institute of Australia working with the Professional Standards Authority to have the real estate industry officially recognised as a profession.

The path towards professionalism will help provide agents with the skills to respond to changes and provide better consumer and community outcomes.

## Who's speaking at the Roadshow?

This year's speakers include:

- **REINSW** – President Leanne Pilkington and CEO Tim McKibbin will discuss what professionalism entails, the practical steps you can take and what you need to do to become a professional.
- **NSW Fair Trading** – A spokesperson will provide an in-depth introduction to the training reforms coming into effect in 2018 and the key legislative reviews that are underway.
- **Real Estate Employers' Federation** – CEO Bryan Wilcox will talk about key employment conditions, where agencies are going wrong and will take everyone back to basics to improve their foundation knowledge.
- **REA Group** – A spokesperson will discuss marketing within the scope of professionalism and how to use social media to improve your personal and agency brand.

## Want to know more?

For more information about the Roadshow, go to [reinsw.com.au](http://reinsw.com.au) and click on 'Roadshow' in the 'Training' menu. ♦

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	17	Goulburn
JUNE	5	Tamworth
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	7	Hornsby
	18	Sydney



The path towards professionalism will help provide agents with the skills to respond to changes and provide better consumer and community outcomes.



DANIELLE ANDREWS is the REINSW Education & Training Manager.

# Train with the industry body



## Starting out\*

REINSW runs a high-quality and highly-regarded Certificate of Registration Course for anyone who wants to start a career in real estate. That's why many of our students come from referrals from agents like you. Students can:

- Study in a classroom over five days
- Enrol in eLearning for self-paced study
- Gain practical job-ready skills from experienced trainers, who are practising agents.

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

The Certificate of Registration Course forms part of the CPP40307 Certificate IV in Property Services (Real Estate).



## Earn your Real Estate Licence\*

Do you want an edge over your competitors to set yourself apart from other agents? Complete the CPP40307 Certificate IV in Property Services (Real Estate) qualification and obtain your Real Estate Licence.

You can enrol at any point in the year and will attain your qualification by successfully completing all the necessary short courses over a 12-month period.

### When?

Enrol at any point in the year and complete unit clusters in the order you choose.

### Where?

REI House  
30-32 Wentworth Avenue  
Sydney

### Prerequisites?

You must hold a Certificate of Registration.

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

Each short course forms part of the CPP40307 Certificate IV in Property Services (Real Estate).



## Free webinars on demand

REINSW runs regular webinars giving you access to live and interactive training without having to leave your home or office.

But sometimes you just can't make the date and time. That's why each of our webinars are available on the REINSW website, so even if you miss one you can still watch it later whenever you're able to.

The presenters are agents and specialists who are experts in their field. They focus their presentations on single issues so they offer an in-depth and thorough look at the topic.

These topics include:

- Avoiding auction disasters
- Supervision guidelines for agents
- NCAT overview and preparation
- Commercial sales contracts and agency practise
- Strata law reforms
- Foreign resident capital gains withholding tax
- How to avoid costly negligence claims.

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



## The power of online learning

REINSW provides a variety of eLearning courses for anyone who is unable to attend one of our classroom courses. One of the biggest barriers to learning is finding the time, which is why we offer eLearning to allow agents to complete CPD courses.

It allows learners to undertake the course when they want and REINSW offers a wide variety of eLearning CPD courses.

Here's one of our most popular courses.

### Legal aspects of commercial real estate

Designed specifically for commercial agents, this course covers:

- How commercial agents and lawyers can work effectively together
- The value and limitations of 'put and call' options
- Binding and non-binding agreements
- Sub-leases, assignment and surrender.

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



RTO Provider  
Number: 90117\*

\*This training is recognised within the Australian Qualifications Framework

RTO: The Real Estate Institute of New South Wales Ltd

## 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)

# IT'S TIME TO GET YOUR LICENCE



## LIFE IS BUSY - SO WE'VE MADE STUDYING EASIER!

We've designed a training program allowing you to obtain your Certificate IV in Property Services (Real Estate)\* and so apply for your Real Estate Licence in three flexible and affordable ways.

### 1. **Face-to-face.**

Complete eight face-to-face courses of three days each, over four to twelve months

### 2. **Online.**

Choose to complete some of these courses via online learning – anywhere, anytime

### 3. **Experience.**

If you already have real estate experience you may not need to study all of the courses

GET AN  
EDGE IN THE  
MARKET



NATIONALLY RECOGNISED  
TRAINING

RTO Provider number: 90117

Find out more and register at  
[reinsw.com.au/licence](https://reinsw.com.au/licence)

\* CPP40307 Certificate IV in Property Services (Real Estate)



## 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.

Ausrealty  
Carlingford  
Beecroft Property Management  
Beecroft  
BHM NSW  
Beverly Hills  
Bridge Property Holdings  
North Strathfield  
Carlson Terrace  
North Balgowlah  
Chedid Property  
Mosman  
Confidence Property  
Crowd Property Capital  
Maroubra  
Elaine Stack Real Estate  
Ryde  
First Class Lifestyle  
Ultimo  
Four Seasons Real Estate  
Rosebery  
InvestmentProperty.com.au  
Vacy  
John Austin Chapman  
Wentworth Falls

Pin Property  
Chatswood  
Piper Property Group  
Maroubra  
SquareM Realty  
Westmead  
Terri Shields Real Estate  
Warren  
The Property Concierge By Tanya Sassoon  
Bondi  
Top Spot Real Estate  
Ballina  
Trudy Joy Davison  
Chatswood  
Unique Estates Australia  
Double Bay  
Vista Property & Co  
Winston Hills  
Wright Choice Properties  
Kirrawee  
888 Real Estate  
Carlingford

*The agencies listed took out membership in October and November 2017.*

# EXPERIENCE THE REINSW MEMBER BENEFITS WITH COMMANDER

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## REINSW

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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.



# What's the buzz?

Headlines have been focused on the state of the property market over recent weeks, with REINSW's commentary featuring prominently in newspaper and online coverage.

There's no excuse for a quality home sitting on the market for longer than a year. In this market, at the end of the day, there's only one contributing factor and that's price. I'd be telling vendors it might be time to stop being so greedy.

**LEANNE PILKINGTON**  
REINSW President

*Australian homes on market for more than 18 months*  
The Daily Telegraph  
8 December 2017

The OECD has recently signaled that the winds of change in the Australian economy may be preparing to blow, and that a rate rise may come sooner than previously thought. Even so, this would be 12 months away.

**LEANNE PILKINGTON**  
REINSW President

*No need to tighten belt before Christmas*  
The Coffs Coast Advocate  
5 December 2017

There used to be a shortage of all types of home for sale, so buyers were paying high prices for anything. We're back to a normal market now. If it's a house on a busy road or with a feature buyers don't like as much, the sellers won't get the kind of prices they were getting in the boom.

**JOHN CUNNINGHAM**  
REINSW Immediate Past President

*Bargains on offer for shrewd negotiators*  
The Daily Telegraph  
24 November 2017

As well as holding back fresh stock and fueling unsustainable price growth, stamp duty also jeopardises employment opportunities in the real estate industry as reduced transaction volumes means agents simply aren't able to employ new people. It's a short term revenue booster with disastrous long term consequences.

**LEANNE PILKINGTON**  
REINSW President

*NSW, you can't dine out on stamp duty forever*  
Elite Agent  
13 December 2017



For too long the government of the day has sat back and allowed property consumers to continue to be overtaxed. This conduct is unjust and unconscionable. A major inhibitor to placing a property on the market is stamp duty, which has grown to a level that can only be classified as ridiculous.

**LEANNE PILKINGTON**  
REINSW President

*Time for government to deliver stamp duty reforms*  
The Daily Telegraph, 22 December 2017



We've returned to a normal market. Sellers whose homes feature less appealing traits will be under the most pressure. This is in contrast to the recent boom, when even properties located on busy main roads, for example, could fetch big prices.

**JOHN CUNNINGHAM**  
REINSW Immediate Past President

*Home buyers set to benefit from bump in real estate listings*  
The Daily Telegraph, 3 January 2018

There are dodgy courses out there where a certificate is issued after just 3.5 minutes. Improving the training for real estate agents will make a huge difference because there are gaps in the marketplace at the moment. What we want is to get better outcomes for consumers.

**JOHN CUNNINGHAM**  
REINSW Immediate Past President

*The end of the three-minute training course for agents*  
Manly Daily  
8 December 2017

The Institute has seen a number of rogue or sloppy agents who have slipped past the industry's low barriers to entry and who have cut corners in training and compliance. Those who are not capable or not willing should just get out of the industry.

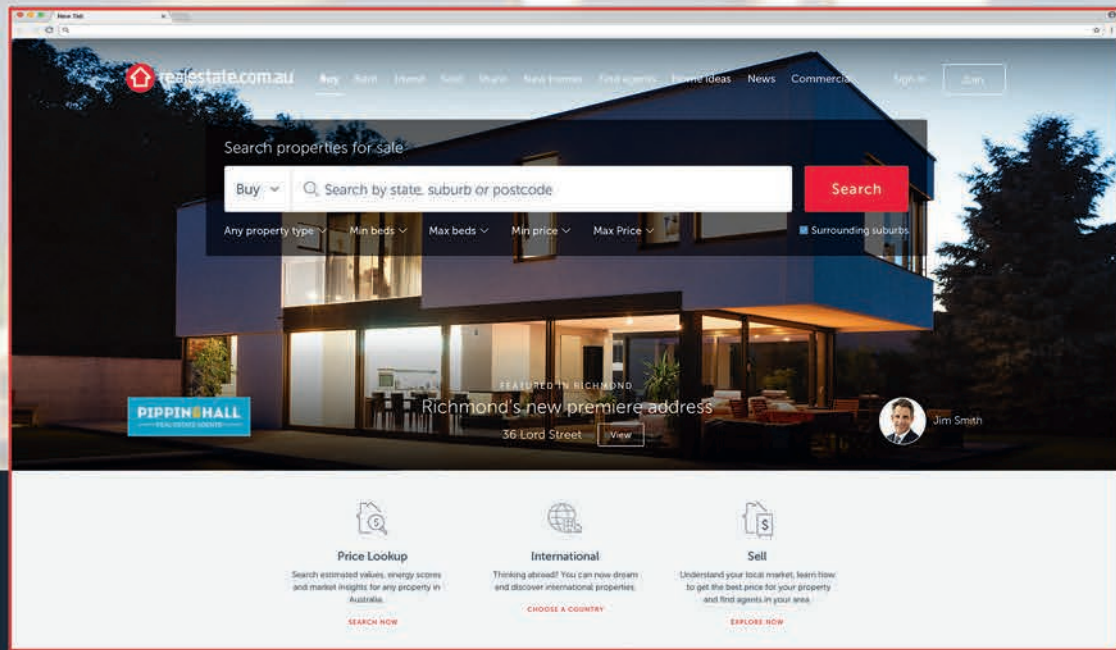
**JOHN CUNNINGHAM**  
REINSW Immediate Past President

*NSW to reform property law and clean up real estate agency sector*  
Financial Review  
21 November 2017



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

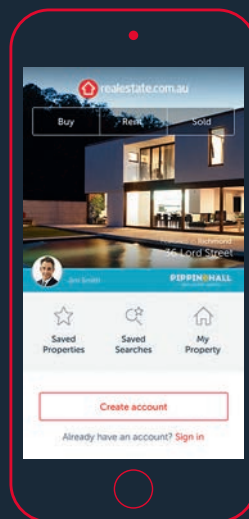
# Put your property front and centre with **FRONT** PAGE



## 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.**

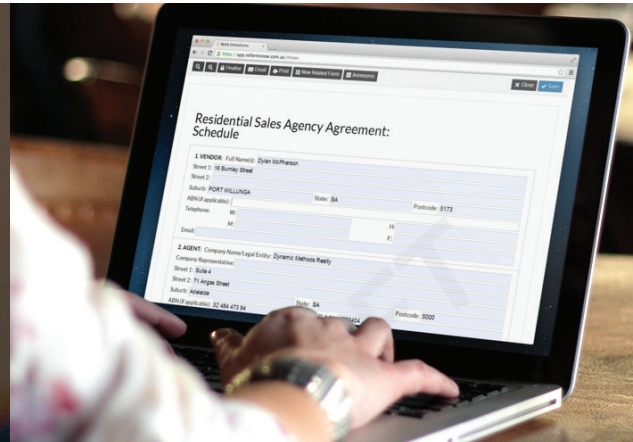
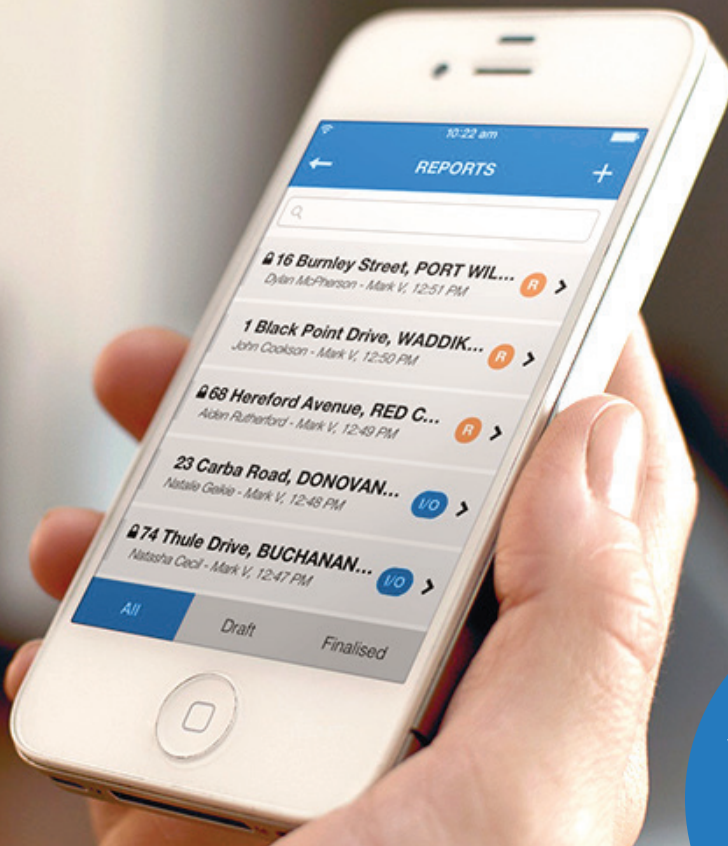


## Take the lead in your suburb

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.



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