

Journal

NOV 2012
VOL 63/10



Awards for Excellence
All the 2012 winners

Don't stuff it up
Is fear making you play too safe?

Make Twitter work for you
Build your profile

National push
Lobbying continues on national licensing



Competitors to collaborators

How joining forces can make a dream come true

The **sound choice** for **my business**



Take your business communications to the next level with MyNetFone's feature-rich, future-proof solutions.

Never miss a call again

MyNetFone's solutions include many great features such as voicemail, voicemail to email, call redirection and more to ensure you never miss an important call again.

Minimise operating costs

Dramatically reduce your communications budget with lower equipment costs, line rental and setup fees. Plus, included untimed national calls and low mobile rates with no flag falls will make a big difference in your bills.

Take control of your phone system

Make changes to your phone system whenever you want in real-time via an Online Portal.

Keep your existing number

Don't worry about having to distribute a new number to customers, partners or suppliers – you can bring your existing number over when you switch to a MyNetFone solution.

Collaborate without boundaries

Save on time and travel expenses with our video calling capabilities – whether you have staff, partners or suppliers in a different city, state or country, connect and collaborate with them face-to-face in (virtual) real-time.

Virtual Fax

Send faxes from your desktop and have them delivered directly to your email address as a PDF attachment. Plus, it's never busy!

With MyNetFone, you can be confident that you've made the sound choice for your business

Call us today:

1300 199 374

www.mynetfone.com.au/business

MyNetFone
Your World, Connected



Pauline Goodyer and Debbie Donnelley talk about the challenges and rewards of starting your own agency.



Contents

NOVEMBER 2012

REGULARS

- 04 Member rewards
- 05 President's message
- 05 CEO's message
- 06 In brief
- 07 REINSW in the media
- 40 Training calendar
- 42 New members
- 44 Research
- 45 Supplier directory
- 46 Last word

NEWS

- 8 **New pool safety laws**
Properties with pools must pass a safety inspection before they are sold or leased under proposed legislation.

- 10 **Lucky number 21**
First homebuyers are willing to do their homework before making a decision to purchase.

- 12 **Fraud prevention guidelines welcomed**
REINSW supports new State Government measures to help combat identity fraud and scams.

IN BUSINESS

- 14 **Lead from the ground up**
You don't need to be a Principal to be a great, influential leader in your agency.

- 16 **Are you a helicopter or vending machine thinker?**
Get the right thought process for business growth.

TECHNOLOGY

- 34 **Communication cloud**
Improve communication and minimise operating expenses with next generation solutions.

DIVISIONS

- 37 **News from the Divisions**
Meet Nepean, Hawkesbury, Blue Mountains Division Chair Peter Prouzos and read all the latest news from his area.

CHAPTERS

- 38 **Street value**
Spark new interest in commercial real estate simply by having an open door.

- 39 **Work orders that work for you**
Sometimes it just takes one light bulb moment to make you look at things differently.

ON THE COVER

- 18 **Competitors to collaborators**
How joining forces can make a dream come true.

- 23 **Awards for Excellence**
All the 2012 winners.

- 28 **Don't stuff it up**
Is fear making you play too safe?

- 30 **National push**
Lobbying continues on national licensing

- 36 **Make Twitter work for you**
Build your profile.

REINSW Major Partners



property data .com.au

realestate view .com.au
the view that counts

Realcover
Your industry. Your insurer.



The *Real Estate Journal* is a member only publication from the Real Estate Institute of New South Wales. To find out more about membership, call (02) 9264 2343, email membership@reinsw.com.au or visit www.reinsw.com.au



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



CIRCULATIONS
AUDIT BOARD

Average monthly
distribution 4,307 copies

Realcover
Your industry. Your insurer.

It's your business
It's your reputation
It's your future

Why risk it?

With Realcover professional indemnity insurance you don't need to risk it.

You can't plan for unforeseen events, so it's essential to make provision for the harm that's caused when they occur.

Realcover's professional indemnity insurance provides the protection you need.

**Contact Realcover for a no-obligation quote
Call 1800 988 396 Visit www.realcover.com.au
REINSW member discounts apply***

*REINSW members receive a discount off Realcover's standard professional indemnity insurance premium (excluding charges). [Quote: Why risk it]



Realcover is the only professional indemnity insurance policy recommended by the Real Estate Institute of New South Wales.

REINSW member rewards



Earn a monthly rebate of up to \$98 (ex GST) when you choose M2 for all your telecommunications needs.

Call 0408 481 048 or visit www.m2.com.au



With the Mercedes-Benz Corporate Programme, REINSW members can receive up to \$4000 in discounts.

Visit www.mercedes-benz.com.au/corporateprogramme



Trading Reference Australia (TRA) offers a free three-month trial of its tenant database to REINSW members.

Call (02) 9363 9244 or visit www.tradingreference.com



REINSW members receive a 25% discount on the subscription price for 12 months for this online client survey tool.

Visit www.realsatisfied.com.au/reinsw



The benchmarking tool for the real estate profession. Discounts for REINSW member agencies.

Call REINSW on 0408 414 971 or visit www.realbusinessfirst.com



Access the latest and most comprehensive sales and auction results collected via the REINSW call centre.

Call 1300 695 645 or visit www.propertyDATA.com.au



REINSW members enjoy a discount off the base premium for professional indemnity insurance with Realcover.

Call 1800 988 396 or visit www.realcover.com.au



Enjoy a cost-effective advertising solution with free multi-loading to the large portals and free access to a rental archive.

Visit www.realestateVIEW.com.au



Leaders at every level

Within any business, organisation or sporting team, good leadership is the key to success. Without passionate and inspirational leaders, teams will not be motivated to perform at their best.

In the absence of effective leadership, a business often grows more slowly, and can lose its direction and competitiveness. Within the real estate industry, especially in tougher economic times, positive leadership is paramount to business success.

I urge all of our members in leadership roles to continue to evaluate the vision for your business and how you communicate this vision to your teams. Likewise, continue to motivate your team to achieve these goals by demonstrating your own commitment and enthusiasm.

Honouring excellence

Outstanding leaders, businesses and operators within the NSW real estate industry were recognised at the annual REINSW Awards for Excellence. A valuable event for all our members, the night was yet again a triumph of success and celebration. The finalists and the winners can boast a distinct point of difference in their approach to working in the industry.

Having been regarded as one of the best by your industry body, you have been acknowledged for your exceptional practice, fresh initiatives, demonstrated achievements and professionalism.

The competition for this year's Awards was fierce and a true indication of the high standard of professionalism, expertise and skill all our members demonstrate in their practice.

One of my proudest moments as President was the opportunity to present Kymbal Dunne with the Woodrow Weight Award – REINSW's highest accolade. A member of REINSW for many years, Kymbal has demonstrated talent, passion, outstanding service and dedication to the industry and to REINSW.

As a dedicated and active member of the REINSW Commercial Chapter Committee, Kymbal has worked hard for the benefit of commercial property professionals in NSW. He has always supported industry education and training as a key way to move forward and develop a rewarding and fulfilling career.

Kymbal has always been known as a passionate member, and staunch supporter of REINSW, who is always prepared to pitch in to help make a positive difference for his peers and the industry.

My sincere congratulations to all of this year's finalists and winners.

Christian Payne
REINSW President

Lobbying gets results

After a fight lasting eight years and involving extensive lobbying by REINSW, I am delighted by the NSW Government's decision to open consultation on mandatory professional indemnity insurance for all agents.

This is a victory for consumers, agents and common sense. Importantly, mandatory professional indemnity insurance was listed as one of the three key pillars of the *Property, Stock and Business Agents Act* when it was introduced into Parliament in 2002. Its absence was an anomaly and a deficiency in the regulatory framework that needed to be addressed.

NSW Fair Trading Minister The Hon. Anthony Roberts is to be congratulated on this crucial regulatory change, which is expected to come into effect on 1 January 2013.

Going forward, consumers will engage with agents with the comfort and knowledge that if they suffer an injury or loss as a result of services provided by an agent, then the agent will have recourse to professional indemnity insurance that will enable them to respond to their client's claim.

Professional indemnity insurance is an essential risk management tool that is designed to help protect consumers when utilising the services of professional advisors.

For real estate business owners, professional indemnity insurance is also an essential means of financial protection for claims

made against them while delivering their professional services. In NSW, the majority of service providers connected to the property sector, including conveyancers and legal practitioners, are required to carry professional indemnity insurance. I believe it would come as a complete surprise to many consumers that real estate agents in NSW have, until now, not been required to carry this type of insurance.

REINSW has campaigned strongly for the introduction of mandatory professional indemnity insurance. The Minister's decision to incorporate mandatory professional indemnity insurance as part of licensing is an important step forward for real estate practice in NSW.

Over the coming months, with the assistance of the government, we will help member agents understand their obligations under the proposed new regulation. With the vast majority of members already voluntarily holding the insurance, there will be little disruption to your business.

I'd like to thank you for your support on this important area for the profession. This is a clear example of how REINSW and its members can help influence change for the better of everyone.

Tim McKibbin
REINSW CEO

New housing weaker than first reported

Final ABS figures released in October show that in mid 2012 residential construction activity was even weaker than first reported, according to the the Housing Industry Association (HIA).

HIA Chief Economist Harley Dale said that a fifth consecutive decline in residential building work done in the June 2012 quarter was steeper than initially thought and confirmed a 10-year low for new home building.

“Interest rate cuts are helpful in hopefully turning around residential construction from the parlous state evident in mid 2012. However, the efficacy of easier monetary policy is considerably diluted by the historically high and excessive margin between the official cash rate on the one hand and mortgage and business loan rates on the other,” Mr Dale said.

In the June 2012 quarter new residential building work done fell by 3.1 per cent compared to the 2.5 per cent decline originally reported in August. Detached housing, a key persistent source of weakness for the Australian economy, fell by 3.6 per cent (little changed compared to the original decline).

Work done on ‘other dwellings’ fell by 2.0 per cent compared to the 0.5 per cent decline originally reported. Work done on larger alterations and additions fell by 3.6 per cent in the June 2012 quarter.



New plans to meet housing needs

A new unit called the Housing and Infrastructure Delivery Office will be established in the Department of Planning and Infrastructure, to drive housing delivery in greenfield and urban renewal areas and report on housing supply.

The Minister for Planning and Infrastructure Brad Hazzard said the unit was part of a restructure to deliver on the Government’s commitment to providing more housing and jobs across the state.

“A new executive structure will also allow the Department of Planning and Infrastructure to provide sustainable housing growth, business and

infrastructure investment in NSW,” he said.

“The Government is in the process of overhauling the NSW planning system, moving from a complex, over-regulated system to a simple, strategic and more flexible one focused on outcomes and orderly growth.

“These reforms will ensure the community is better engaged in changes to their regions and local areas, with planning becoming easier to understand, more transparent and easily accessible online.”

Mr Hazzard said a new departmental structure would help the Government deliver

on planning priorities and respond promptly and efficiently to community and business concerns.

Key features of the structure include:

- Expanded online planning outcomes, fast-tracked development approvals and long-term planning for resource issues
- Delivering new long-term rural and regional strategies
- Improving the culture of planning — both at the department and across the profession — under the guidance of a specialist Deputy Director General.

New tips for your CTTT hearing

The Consumer, Trader & Tenancy Tribunal has updated its website to help you better prepare your case for a hearing.

The update focuses on preparing evidence and witnesses for your case.

When presenting a case, providing sufficient evidence to support the facts is essential.

This new updated website contains new information about different forms of evidence.

The site provides simple tips including:

- Preparing verbal evidence and what you are going to say to the Tribunal Member
- Showing videos and digital images

- Using witnesses and statutory declarations
- Documents such as contracts, invoices and correspondence

To view the page, visit cttt.nsw.gov.au go to ‘Dispute Resolution’, ‘Preparing for hearing’ and click the link to ‘Evidence and witnesses’.

Real Green Research Challenge

CBRE have launched a new funding program which aims to inspire innovative sustainability solutions in commercial real estate.

The Real Green Research Challenge (RGRC) is a four-year, US\$1 million commitment to fund leading-edge sustainability research and innovation relating to commercial real estate. The program was unveiled at The Climate Group's Climate Week NYC.

Over the next four years, CBRE will award up to US\$1 million to fund independent academic research into sustainable real estate practices. Selected applicants will receive up to US\$250,000 for basic research and implementation, with initial funding in February 2013. In addition to financial aid, RGRC-funded projects will have access to CBRE's global market data and resources, which can help them to commercialise their ideas.

"We believe that the Australian market will appreciate the Real Green Research Challenge," says CBRE President & CEO, Australia & New Zealand, Tom Southern.

"It's the industry's first funding mechanism that supports research, innovation and collaboration of sustainability practices on a global scale. We hope that the next great idea comes from an Australian researcher and can create a meaningful impact in future sustainable commercial real estate practices."

CBRE is accepting submissions for research proposals, with the goal of developing solutions to the industry's critical environmental challenges.

"We've seen growing market awareness of commercial



buildings' impact on the environment," said CBRE President Bob Sulentic.

"This has inspired new thinking and innovation in sustainability research. However, people with good ideas often lack financial support and access to real-time market data and insight into building construction, occupancy and management that only a global firm like CBRE can provide. Our RGRC program will help to unleash innovation by connecting ideas with funding and with CBRE's unparalleled information and human resources."

CBRE has assembled an authoritative panel of internal and external global experts and thought leaders to evaluate research proposals. The judges include members of academia, non-governmental organisations and industry. The types of research the RGRC program will fund include productivity studies, large-

scale predictive modelling, energy efficiency technologies, data management programs, diagnostic tools and market-wide availability.

"Commercial buildings can generate serious environmental impacts for both current and future generations. However, smart research and innovation can significantly reduce these impacts," said CEO of The Climate Group Mark Kenber.

"Therefore, we support CBRE's efforts with the RGRC and applaud its commitment to bringing its resources to bear for positive environmental change."

Full details about the RGRC, its evaluation criteria and terms and conditions are available at cbre.com/rgrc.

Submissions will be accepted at cbre.com/rgrc to 31 December 2012.

REINSW IN THE MEDIA

REINSW's lobbying about the draft national licensing rules, auction data, the REINSW Novice Auctioneers Competition and interest rates all featured in the media this month.

Print

- REINSW CEO Tim McKibbin explained REINSW's position on lobbying for changes to the draft national licensing rules for real estate agents in an opinion piece featured in the *Illawarra Mercury*.
- Auction data published by REINSW was used in an article featured in online publication *Real Estate Business*. Tim McKibbin was quoted in the article, which reported NSW had a 62 per cent clearance rate, during the AFL and Rugby League grand final weekend.
- The REINSW's Novice Auctioneers Competition was featured in a number of newspapers including the *Armidale Express* and *Blue Mountains Gazette*.

Radio

- REINSW's Coffs Harbour Divisional Chair Chris Hines spoke about interest rates on ABC North Coast NSW.

To view all of REINSW's media coverage and find out where we have featured on TV, radio and in newspapers, go to reinsw.com.au/media

New pool safety laws

Properties with pools must pass a safety inspection before they are sold or leased under new legislation.



All NSW backyard pools will have to be registered and comply with safety standards as part of new State Government legislation that aims to reduce the risk of children drowning.

The legislation also requires a pool to pass a mandatory safety inspection before the property is sold or leased.

Local Government Minister Don Page said the laws would

cover the state's 340,000 backyard swimming pools and would also include mandatory periodic inspections of pools associated with tourist accommodation and unit blocks.

"Children's safety is paramount, and very young children are most at risk," Mr Page said.

"While proper supervision is critical, it is important

that every pool owner takes responsibility to make sure their pool complies with current regulations.

"Every child drowning is a tragedy to families and communities, not least because it is preventable through ensuring responsible supervision and compliant barriers.

"It is totally unacceptable that NSW is overrepresented in

national backyard swimming pools statistics."

On average, six children drown in NSW backyard swimming pools each year.

In addition, each year about 36 children in NSW suffer permanent brain injuries from swimming pool accidents.

Mr Page said research indicated that by increasing compliance with pool barrier

requirements, the rate of infant death by drowning could be reduced by up to 41 per cent.

The new laws – which were developed after extensive consultation with councils, water safety advocates, pool owners, state agencies and industry organisations – will:

- Require that any property with a swimming pool be inspected and registered as compliant before that property can be sold or leased.
- Establish a new offence for failing to register a swimming pool (maximum penalty \$2200).

“
The legislation also proposes that pools pass a mandatory safety inspection before the property is sold or leased.”

- Require pool owners to self-register free of charge on a statewide online register and certify that,

to the best of their knowledge, their pool barrier complies with the legislation.

- Require councils to develop a locally appropriate and affordable inspection program in consultation with communities.
- Require mandatory, periodic inspections of pools associated with tourist and visitor accommodation and unit blocks.
- Clarify that, where an existing swimming pool that is exempt from fencing requirements is fenced voluntarily, the new fencing

must meet requirements for a compliant, four-sided barrier and the exemption will be removed.

Pool owners will have 12 months to register and self-certify their pools and become compliant with regulations.

The State Government will also be conducting an education campaign reminding people of their responsibilities. ♦

For more information about the legislation and pool safety, visit the Department of Local Government website at dlg.nsw.gov.au or safewaters.nsw.gov.au



Tired of waiting for support?

- ✓ 99% of support requests speak to a trained consultant within 20 minutes.
- ✓ Our average response time is under 8 minutes. We call you back, no waiting on hold!
- ✓ Powerful features.
- ✓ Data conversion available.

So say goodbye to hours on hold and say hello to some good old fashioned service.



Our clients enjoy the best service in the industry - bar none!
PROPERTY MANAGEMENT - SALES - CRM - TRUST ACCOUNTING

 www.reimaster.com.au
 1800 671 179

Lucky number 21

First homebuyers are willing to do their homework before purchasing.



“

The fact that people are viewing so many properties before making a purchase is a positive.

”

New research shows 21 is the magic number when it comes to hunting for your first property.

According to the *2012 Mortgage Choice Recent First Homeowner Survey*, first homeowners who purchased in the past two years viewed an average of 21 properties before buying.

Almost one quarter of respondents (23 per cent) said they looked at somewhere between 21 and 50 houses before making a purchase and eight per cent looked at more than 50 properties.

Meanwhile, 25 per cent of survey participants said they had viewed between 11 and 20 properties before selecting their home and 44 per cent

made their final decision after viewing 10 or fewer homes.

Mortgage Choice spokesperson Belinda Williamson said it made sense that first homebuyers would take their time with such a big investment.

“The fact that people are viewing so many properties before making a purchase is a positive – it makes sense to invest the appropriate amount of time into researching and viewing potential properties to make sure you are happy with the final decision,” she said.

The survey also found that this high level of buyer due diligence appeared to be paying off. The research showed the majority of recent first homeowners had

no regrets when it came to the purchase of their first home, with fewer than one-fifth (18 per cent) saying they had misgivings.

Of those who do have regrets nationally, over one quarter (27 per cent) felt they should have bought in a different area, 26 per cent said they regret not shopping around more for a property and, rounding out the top three, 21 per cent said they wished they had waited until they could afford a property that was closer to their ideal home.

On the whole, Victorians are suffering from first homeowners' remorse the most (21 per cent), followed by Queenslanders (20 per cent), South Australians (18 per cent) and those in New South Wales (17 per cent).

In Western Australia, only 10 per cent of recent first-time owners say they have regrets about their property purchase.

The biggest regret – not buying in a different area – was the main point of contention for Victorians, with 36 per cent of recent homebuyers agreeing with this, compared to only 27 per cent of Western Australians, 23 per cent of New South Welshmen, 22 per cent of South Australians and 21 per cent of Queenslanders.

The survey also found that a significant number of people suffer financial regrets – with 20 per cent wishing they were in a more comfortable financial situation before purchasing, while one in five wished they had opted for a cheaper property. ♦

Realcover
Your industry. Your insurer.

**It's your business
It's your reputation
It's your future**

Why risk it?

With Realcover professional indemnity insurance you don't need to risk it.

You can't plan for unforeseen events, so it's essential to make provision for the harm that's caused when they occur.

Realcover's professional indemnity insurance provides the protection you need.

**Contact Realcover for a
no-obligation quote
Call 1800 988 396
Visit www.realcover.com.au**

REINSW member discounts apply*

* REINSW members receive a discount off Realcover's standard professional indemnity insurance premium (excluding charges)
[Quote: Why risk it]



Realcover is the only professional indemnity insurance policy recommended by the Real Estate Institute of New South Wales.

Fraud prevention welcomed

REINSW supports new State Government guidelines and measures to help combat identity fraud and scams.

NSW Fair Trading have developed real estate fraud prevention guidelines in response to an increase in identity fraud and scams in Australia.

Minister for Fair Trading Anthony Roberts announced the release of the guidelines, which were developed following two highly publicised incidents in 2010 and 2011 where properties in Western Australia were sold without the knowledge and consent of the lawful property owners.

“These sales were undertaken by real estate agents who were contacted by criminals masquerading as the true owners,” Mr Roberts said.

Mr Roberts said real estate agents needed to be on high alert for potential fraudulent real estate transactions, particularly where there is no mortgagee and the property is wholly owned.

“Property owners who reside overseas can be particularly vulnerable to identity scams,” he said.

Mr Roberts said the guidelines provide a set of common sense practices and procedures for agents to confirm the identity of vendors or their representatives, as well as a list of possible fraud warning signs and what agents must do if fraudulent activity is suspected.

A proof of identity checklist has also been included in the guidelines.



“It is important that Licensees-in-charge maintain documented sales processes and procedures and all records are retained securely.”

“It is important that Licensees-in-charge maintain documented sales processes and procedures and all records are retained securely,” Mr Roberts said.

“If agents or consumers suspect identity fraud in a real estate transaction, they should immediately contact the NSW Police or NSW Fair Trading and not act on the sale of the property.” ♦

If you have any questions regarding the Fraud Prevention Guidelines, you can call the REINSW Member Helpline on (02) 9264 2343 or email helpline@reinsw.com.au

For more information go to the NSW Fair Trading website, fairtrading.nsw.gov.au or follow Fair Trading on Facebook at [facebook.com/FairTradingNSW](https://www.facebook.com/FairTradingNSW) and Twitter at twitter.com/NSW_FairTrading

REINSW PROVIDES YOUR COMPLIANCE SOLUTION

A number of years ago, the Commissioner issued the Supervision Guidelines and REINSW worked with NSW Fair Trading to develop a series of practices and procedures to help members to meet their compliance obligations.




With the release of the Fraud Prevention Guidelines, REINSW is again working closely with NSW Fair Trading to develop a solution to enable members to simply and easily verify vendors. This solution will soon be available and we will advise members of the details.

THE MOST REWARDING CONNECTION

Direct Connect makes moving easy for your customers by arranging hassle-free connections for their electricity, gas, phone, internet and pay TV and other moving services.

Experience the difference with us today.

We proudly offer these benefits to every one of our members

-  OUR SERVICE GUARANTEE
-  ACCOUNT MANAGEMENT TEAMS IN YOUR STATE
-  REWARDS FOR YOU
-  COMPETITIVE COMMISSIONS
-  CHOICE FOR YOUR CUSTOMERS

CALL US NOW 1 300 664 715
or visit agents.directconnect.com.au

Direct Connect Australia Pty Ltd ABN 20 110 316 973

**DIRECT
CONNECT**

MAKES MOVING EASY

Exclusive REINSW Member Benefits

- A monthly rebate off your bill of up to **\$98**
- Dedicated member support team
- No obligation bill comparison service

Great Value Mobile Offers

- Samsung Galaxy S II
 - Unlimited standard voice and text within Australia
 - Up to \$100 of Included International Calls
 - 5 GB Mobile GPRS & Free Social Networking
- \$99**
per month

*Terms & Conditions Apply

m2telecom
part of the **m2** Group
M2 Telecom is REINSW's preferred
Telecommunications supplier

Call M2 Telecom on **1300 552 085**
or email member.enquiry@m2.com.au



BY BRYAN THOMSON, HARCOURTS,
HEAD OF REAL ESTATE OPERATIONS AUSTRALASIA

Lead from the ground up

You don't need to be a Principal to be a great, influential leader in your agency.

Anyone who has ever known a great leader will attest to the positive impact they can have on the prosperity of an agency and all who work there. From their actions to their attitude, great leaders have many things in common and, in my experience, very few hold a coveted leadership title like CEO, Director or Principal.

For too long our industry – like so many others – has held the belief that leadership is based on rank and hierarchy. Far from cultivating a strong foundation for people to step up and take responsibility in their day-to-day practice, this attitude has resulted in a massive void of good leaders and the common misconception that good leadership is only important at the top end of a business.

Born to lead

Developing good leadership qualities starts the day we are born and is something that must be constantly worked at. Anyone can be a leader and take responsibility for their own attitude and actions while helping others to be successful, but few people are willing to invest the time and effort. I don't think there is enough education at any level, at school or within the workplace, to encourage budding leaders to thrive.

If you look at the real estate industry specifically, there is a lot of training focusing on the



technical side of the business. Obviously that's very important because you need to be good at the technical and practical aspects of real estate to be successful. There is no point trying to be a leader if you are incompetent. But agencies need to move beyond teaching real estate skills and focus on how individuals can contribute to overall team success.

Beyond the basics

When looking to hire or promote staff, it is increasingly important to look beyond technical skills in property management or sales and take an interest in what kind of person they are. What are their beliefs? Their values? Their work ethic? And how does that fit in with agency culture?

It's one thing for a person to be focused on their own success,

but someone who is willing to work towards the success of their team as a whole is going to bring many more benefits to the agency.

All about attitude

At Harcourts, we invest a lot of time in our people and in helping them to become better at their jobs. We value great leaders. We understand how important they are to our

business' success and we understand that leadership starts from the ground up.

Not everyone wants to be a CEO or a Principal, but that doesn't mean they can't be a great leader and make a real difference to the agency. The person working at reception can be a great leader, a property manager can inspire others, and you don't have to make the biggest sales to set an example – it's all about attitude.

“
Great leaders are needed at every operational level of an agency, and developing leaders goes far beyond assigning a rank or title.”

Great leaders, and most successful people, don't look for someone to blame when there is a problem. Rather than wasting energy looking for reasons why they are not at fault, leaders ask themselves what they can do to fix the problem and are prepared to take time out of their day to help a colleague solve a problem.

The most important people in any business are the ones who have good attitudes and take

action that results in a positive outcomes for their colleagues. These are the people who take responsibility for their own actions and what happens around them.

Great leaders are needed at every operational level of an agency, and developing leaders goes far beyond assigning a rank or title. Sharing knowledge and investing in talent will result in better leaders and a better business all round. ♦

In tune. Banking that understands the real estate business.



In Westpac, you have a bank with the tools to keep your business in the best of health. As Australia's first bank, we've been backing Australian businesses for almost 200 years.

We're industry experts. Our Real Estate Specialists work closely within the industry, they're familiar with the challenges and opportunities facing the sector and know what works. And what doesn't.

We're Focused. On delivering business strategies and solutions tailored to the real estate sector including:

- A specific real estate rent roll policy to help you invest in your business.
- Trust accounts to help you meet your regulatory obligations.
- An easy way to collect rents and make payments to your landlords and other suppliers.
- Personal banking including self managed super fund lending and commercial and residential property financing.

We're local. Your Westpac Real Estate Specialist is a local, single point of contact who knows your industry and will connect you with the expert team and resources available at your local Business Banking Centre.

To find out how we can help:

Call Jason Roach, National Industry Leader, Real Estate on 0448 455 556

Email jasonroach@westpac.com.au

Visit Your local Westpac Branch and speak to the Bank Manager





BY NIGEL COLLIN,
CEO THINKATIVITY

Are you a helicopter or vending machine thinker?

Get the right thought process for business growth.

Let's face it. All ideas are not created equal.

The challenge is generating ideas that make a big difference to your business, that drive business growth and are bankable. To do that, you need to actively pursue a greater range of possibilities, explore different perspectives and push the boundary of thought to find those ideas that go beyond adequate. Leave adequate ideas in your competitors' camp.

“

Helicopter thinkers are those people who look at a challenge or problem from many different perspectives.

”

One of my favourite books is *The Art of Looking Sideways*, by designer Alan Fletcher. This is a book you don't read, but rather visit. It's his life's ponderings and observations of all things creative and in it he makes an analogy of thinking processes as either helicopters or vending machines.



Helicopter thinkers are those people who look at a challenge or problem from many different perspectives. They hover high above the terrain to get a holistic view and see the big picture, then they zoom in, getting nice and close to see all the detail. They move around and see the challenge from

as many different points of view as possible, and because they see problems from many perspectives they are also able to see endless possibilities.

Then there are those who are like vending machines. When these people have a challenge or problem they take a coin

out of their pocket, stick it into the vending machine, push the buttons and out the bottom comes the same old ideas maybe just wrapped a little differently.

The problem is that many companies in their quest to win a client, get a project

completed, or find a creative solution quickly, settle for the vending machine ideas. Yes it delivers solutions and ideas, but only adequate ones, not the best ones. Not the great ones that drive business growth. To generate outstanding ideas – ones that are viable – you need to think like a helicopter.

Having bankable ideas is all about seeing the world from different perspectives and

from fresh and unique angles. It's all about being open to as many possibilities as you can be, because from possibilities come great ideas. If you limit the possibilities you see (by being a vending machine) you then limit the value and quality of your ideas and stifle your agency's growth.

So you need to put mechanisms in place to allow and stimulate helicopter thinking.

1. Give yourself and your people permission to think like helicopters. If they don't know they can – they won't! If they believe they can't – they won't!

2. Give yourself and your people the space and time to explore ideas. Without doing this, you limit your potential.

3. Be prepared to take creative risks. Great ideas come when your thinking is not just pushing the envelope but breaking it.

Remember, great ideas come from exploring possibilities and you need a different and higher perspective for that to happen. It will never happen if you're stuck on the ground sticking coins into a vending machine. ♦

Like to sell your rent roll?

Right now is the perfect time to sell. If you would like a confidential discussion about your rent roll call us today and together we can plan your selling strategy. We have a wide range of genuine buyers ready right now to negotiate confidentially and discreetly.

Ross Hedditch
Tel: **02 9037 1440** Mob: 0418 321 952
rhedditch@bdhsolutions.com.au

Stephen Francis
Tel: **02 4388 1999** Mob: 0418 223 933
sfrancis@bdhsolutions.com.au

bdhsolutions.com.au



STEPHEN FRANCIS

ROSS HEDDITCH



Debbie Donnelley and Pauline Goodyer were competitors before deciding to start an agency together.

Competitors to collaborators

How joining forces can make a dream come true

BY ALI CAIN

It might seem counterintuitive, but going into business with your biggest professional rival can be the perfect foundation for a start-up agency, as Pauline Goodyer and Debbie Donnelley found out.

The *Journal* spoke to Pauline and Debbie, Directors and co-founders of goodyerDonnelley, to find out why two agents more accustomed to competing against each other for business decided to work together, and how they built one of Sydney's Eastern suburbs' most high-profile agencies by joining forces.

Before opening the doors to goodyerDonnelley Real Estate in 2004, both Pauline and Debbie had already established themselves as respected and successful agents in their own right.

The pair had previously worked together, but moved on to competing agencies, so Pauline and Debbie would often vie for business.

Despite her success in other agencies, Debbie said she had always wanted to run her own business.

"It's a dream a lot of sales people have, to run a business the way they want to," she said.

"In my last agency I wanted more control over how the business was run, including marketing and all aspects of the business. Running my own agency has allowed me to achieve that."

Shared values

The decision to establish their own business together came about after the pair realised they had similar ideas about how a real estate agency should be run.

"We had conversations about our vision for an agency," Debbie said.

"Although we're totally different people, we share the same work ethic and have a commonality in our values. We didn't want to have the world's biggest agency. We just wanted to have our own clients in our own business, with a few key salespeople who shared our values, and to create a strong team of likeminded people."

Pauline said she was looking for a change and had her own ideas about how she would like to run an agency.

"We're very service-oriented and we believe in honesty and expect integrity from all our agents," she said.

"I was tired of other agencies' tactics and wanted a straightforward approach to business and negotiation. This has worked well for us."

Finding the right people

When starting an agency, choosing the right staff is one of the most important factors and can be instrumental in determining the success or failure of the venture.

When they made the leap, Pauline and Debbie looked to people they had worked with previously to find the right fit. Two of the other partners at goodyerDonnelley had previously worked as assistants to Pauline and Debbie and share a similar work ethic.

"This helps keep our reputation intact, because the way they do business is the way we do business," Donnelley explains.

So right from the start the team had the same shared values; work hard, smart and fair. This meant they worked six days a week, 12 hours a day. But Pauline and Debbie were, and still are, prepared to offer remuneration packages that were above market average and were incentive-based to a high level.

Preparing for success

Quickly establishing the business' profile and reputation was a key goal when Pauline and Debbie set up shop. So Debbie headed to New York to speak to a top ad agency about the best way to market and brand the agency.

"Right from the start people seemed to respond to our marketing," Debbie said.

Of course, establishing a start-up requires courage and one of the key questions the pair had at the start was whether they would be successful.

"We both had a name in the industry but initially we had no brand. But a few good clients indicated they would go with me, a number of others followed, and we had a few good sales right at the start," Debbie said.

"We did get lots of business from past clients — some even said they were pleased they didn't have to choose between us. Also, business flowed through word of mouth. Through good results and great staff our brand has become known as one of the best for Eastern suburbs real estate," Pauline added.

The business also started with a sizeable public relations push that resulted in a big story and photo on page three of the *Sydney Morning Herald*.

"We were everywhere, that's what kicked us off," Debbie said.

"But we had to wait until the market cooled before we had a formal launch because we were so busy making sales that we had no time to put into starting the business. Really, we're still waiting for a quiet time to have a proper launch."

"Our biggest fear was probably whether it would take off, but this ended up not being an issue at all because the business has always grown year on year," Pauline added.

Growth spurt

Debbie said one of the initial challenges they had was finding the right business premises. They decided to have an architect design their offices.

"Wherever we can hire the best, we will. We believe in paying top dollar to get the top people," Debbie said.

“If any branding activity doesn't tie back to the internal principles of the business, don't do it.”

The team also employed Justine Kidnie to take care of the details around the actual set up of the business, so they could focus on generating sales. Justine is now a partner in the business and runs the property management department.

"We relied on her to get us going — everything from finding tables and chairs to the layout of the office," Debbie said.

Indeed, setting up the property management side of the business became a focus for the agency. Pauline and Debbie were not previously involved in property management, but took the plunge after clients kept asking them to manage their rental properties.

"We had a client ask us to rent a property that had been managed by another agency for the previous two months without finding a tenant. We rented it the next day. This side of the business has grown organically and we now have a very good rent roll," Debbie said.

Given that the agency was growing so quickly, Debbie and Pauline had to ensure they had the right systems and processes in place to cope with the rapid growth, and a great team of experts - including a talented lawyer and accountant - to support the enterprise.

"We had to establish new systems as needed, to cope with changes in the business," Pauline said.

Debbie said part of the secret to their success was that they listen to one another, are interested in other people's ideas and share the same basic beliefs about the way things should be done.

"You don't have to be best friends to make it work — we're completely different, but our work ethic is the same and that's what makes us successful as partners," she explained.

"You have to understand what the other person wants from the business and get that straight from the start. It wouldn't have worked if I had wanted a 50-person business and Pauline had wanted a five-person business."

From Pauline's perspective, setting clear goals, working hard and having great staff are the keys to the agency's success.

"When we started we didn't focus much on the challenges we faced. We were just in action mode. With the right systems and thought processes, the business flowed," she said.

Pauline's advice to other agents aspiring to start their own agency is simple; go for it.

"You only have one life to live and you don't want to get to the end and think 'I wish I had done that'," she said.

"I never want to have regrets — if you're thinking about doing something, go ahead, take the initiative and move forward. But if you have too many doubts, maybe it's not the right move for you."

Pauline said the reality of being in business for herself has been fantastic.

"When I first started I didn't think we would have other partners," she explained.

"It's grown so that we've been able to create a nice lifestyle for ourselves. It feels like the past eight years have gone by in a flash because we've constantly been busy and growing the business while building our families at the same time.

"It's been a terrific experience and we still enjoy what we do. We're still listing and selling properties and dealing with the day to day. I always had high expectations for the business and we've more than met and exceeded those."

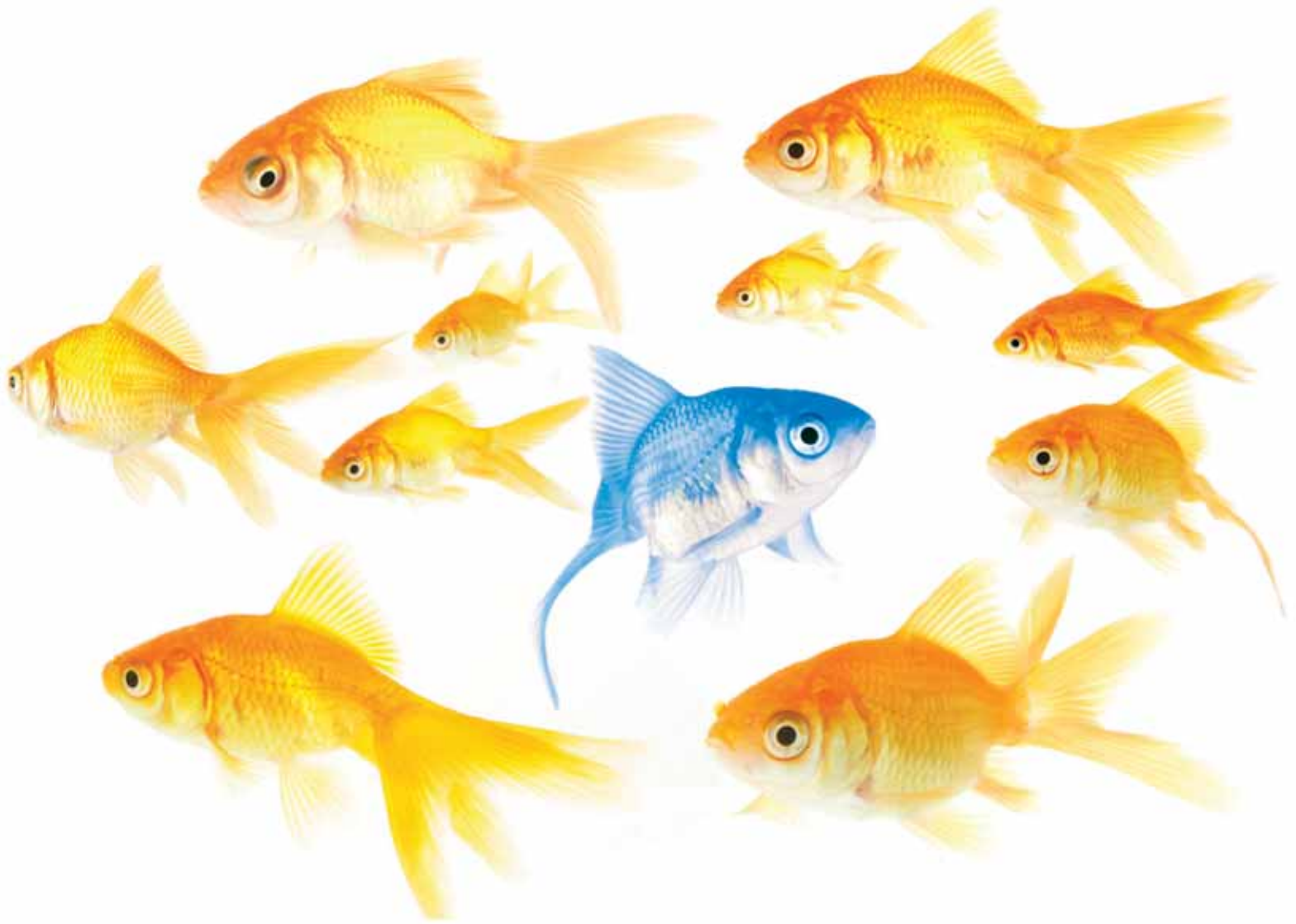
Debbie said her experience of running her own agency matched her vision.

"It's as I envisaged, but it's even more successful than I ever thought it would be. I had hoped for success, but it's really been a triumph," she said.

Although she acknowledges it can be easier working for someone else, Debbie said it's very rewarding to be in control of the look and feel of your own agency. ♦



“ Wherever we
can hire the
best, we will.
We believe
in paying top
dollar to get the
top people.”



You can lead... or you can follow

The new path to business and personal success is mapped out by a great franchise brand. We're expanding into new areas and seek innovative and energetic franchisees to partner us. **Call Douglas Driscoll today on (02) 8824 3133 for a 'new school' approach.**



All photos from the night by Oneill Photographics



spotlight on excellence

The industry's high achievers stepped into the spotlight at the 2012 REINSW Awards for Excellence.

On 13 October 2012, property professionals from across the state gathered to celebrate the achievements of their peers at a special gala dinner held at the Sydney Convention & Exhibition Centre.

The annual event saw more than 600 industry representatives gather to honour the best and brightest stars in residential

sales, commercial leasing, property management and auctioneering. Members were recognised for their innovation, expertise and contribution to the industry.

"The competition for this year's Awards was fierce and I am delighted by the continued support of REINSW's night of nights," REINSW President Christian Payne said.



1

1. KYMBAL DUNNE, 2012 WOODROW WEIGHT AWARD RECIPIENT

The Woodrow Weight Award is named after the legendary OBE recipient who was REINSW President between 1964 and 1965, and was the first Australian to be elected World President of the International Real Estate Federation in 1977.

The prestigious Woodrow Weight Award is the highest accolade presented by REINSW to a member. It recognises outstanding service to REINSW and the profession.

“With over 30 years’ experience in the real estate industry, Kymbal is a highly deserving winner of the 2012 Woodrow Weight Award,” REINSW President Christian Payne said.

A true industry leader and longstanding member of REINSW, Kymbal is well known to agents across the state. He is a member who has never been afraid to stand up and speak his mind, and then immediately pitch in to help make a difference.

As a dedicated and active member of the REINSW Commercial Chapter Committee, Kymbal has not only invested heavily in his own career but also in the careers of his peers. He has worked hard to improve the standing of commercial property professionals in NSW as well as for the benefit of the industry overall.

Christian paid tribute to the Knight Frank North Sydney Managing Director’s focus, drive, passion and love of doing things differently.

“Since the very beginning of his career, Kymbal has thought of real estate as the ‘profession of professionals’. He has supported industry education and training as a key way to move forward and develop a rewarding and fulfilling career,” Christian said.

“Kymbal is a born negotiator and problem solver, and gains enormous satisfaction by coming up with creative solutions for problems that other agencies can’t solve.

“Without a doubt, Kymbal is one of the most principled people you will ever come across – both in his professional and personal life. He holds honesty and integrity in the highest regard, and believes wholeheartedly in employing both of these in the real estate industry.”

Kymbal is a seven-time winner of the REINSW Award for Excellence for Project Marketing, 2002 to 2007 and 2009. He was also the winner of the Commercial Sales & Leasing Award in 2006 and 2010.



MC Shelley Craft delighted the audience with her bright and bubbly style.



2



3



4



5



6



7



8



9



10



11

2012 REINSW AWARDS FOR EXCELLENCE WINNERS

2. AUCTIONEERS

Charles Powell
Charles Powell Auction Services

3. AUCTION MARKETING

James Crow
Morton & Morton

4. BUYERS' AGENT

Nicholas Viner
Buyer's Domain

5. COMMERCIAL AGENCY – LARGE

CBRE
Accepted by James Patterson
Presented by Steve Bruss

INCORPORATE
design • project management

INCORPORATE Design is a team of expert designers and project managers who will manage every aspect of your corporate or commercial fitout or relocation.

6. COMMERCIAL AGENCY – SMALL

Commercial Property Group – Bennett
Accepted by Hayden Bennett
Presented by Steve Bruss

INCORPORATE
design • project management

When it comes to your corporate or commercial fitout, INCORPORATE Design will listen to your needs and create an environment that reflects who you are, how you operate and how you want to be seen.

7. COMMERCIAL PROPERTY MANAGEMENT

Bree Waterhouse
CBRE
Accepted by Frances Kearey
Presented by Rene Sugo

MyNetFone
Your World. Connected

100% Australian owned, MyNetFone works to save you money on your phone and internet bills, providing excellent customer service and support whenever you need it.

8. COMMERCIAL SALES & LEASING

Frank Oliveri
CBRE
Presented by Steve Bruss

INCORPORATE
design • project management

The knowledge and experience of INCORPORATE Design will help you make the right decisions about space planning, design and budget to maximise the potential of your new corporate or commercial fitout.

9. CORPORATE SUPPORT

Kristy Neville
Wilson Property Agents

10. HOLIDAY & SHORT-TERM RENTALS

Visit The Entrance
Accepted by Simone Koen

11. INNOVATION

Raine & Horne Terrigal – Avoca Beach
Accepted by Brett Hunter
Presented by Tim McKibbin

keep learning
with REINSW
Education & Training

REINSW Education & Training is committed to providing dynamic and engaging learning experiences for all real estate industry professionals.



12



13



14



15



16



17



18



19



20



21



22



23



24



25

12. JOHN GREIG OAM COMMUNITY SERVICE

Adam Drummond
Fitzpatricks Real Estate
Presented by John Greig OAM
and Jason Roach



A dedicated Westpac Specialist Real Estate Industry Banker can help improve business efficiencies with a solution tailored to your needs and using products designed for the real estate industry.

13. PROJECT MARKETING

Tim Rees
CBRE Residential

14. RESIDENTIAL AGENCY – LARGE

McGrath Mosman
Presented by Oz Vardar (far right)



realestateVIEW.com.au can provide your business with a cost-effective advertising solution to drive enquiries for your listings, with free multi-loading to the large portals and free access to a rental archive.

15. RESIDENTIAL AGENCY – MEDIUM

Callagher Estate Agents
Accepted by Cary and David Giezekamp
Presented by Yolanda Cardile



Total Real Estate Training is a full-service education company with events to meet the needs of the different categories and levels of experience within the industry.

16. RESIDENTIAL AGENCY – SMALL

Unrealestate Coffs Coast
Accepted by Kerry and Chris Hines
Presented by Tim McKibbin



High-quality resources, qualified industry professionals and dedicated support staff make REINSW Education & Training stand out from the crowd.

17. RESIDENTIAL PROPERTY MANAGEMENT

Rebecca Kleiner
Hart Estate Agents
Presented by Jim Swan



As Australia's #1 connections company, Direct Connect assists your tenants, purchasers and vendors by connecting their utilities when they move – saving them time and taking the hassle and stress out of moving.

18. RESIDENTIAL SALES

D'Leanne Lewis
Laing+Simmons Double Bay
Presented by Ian Hall



Realcover offers a tailor-made solution for your professional indemnity insurance needs. Realcover was created specifically for real estate agents – people just like you.

19. RURAL MARKETING

James Ritchie
Landmark

20. VALUATION

David Bruce-Clarke
CBRE
Presented by Simon Gilkes



LPI's integrated framework connects the people of NSW to a comprehensive package of land and property services including land title registration, property information, valuation, surveying and mapping.

21. WEBSITE – CORPORATE

Starr Partners
Accepted by Doug Driscoll

22. WEBSITE – INDEPENDENT

Cunninghams Property
Accepted by John Cunningham



Simple, straightforward and easy to use, Aro Software offers top-shelf products and services to make the lives of real estate professionals a little bit easier every day.

23. YOUNG AGENTS – COMMERCIAL SALES & LEASING ACHIEVEMENT

Kyle Dewey
Commercial Property Group – Bennett
Presented by Mal Smith



REI Super is the natural fund of choice for those working in the property sector. As an industry fund, REI Super pays no commissions to financial advisers and provides a 'lifetime of difference' to fund members.

24. YOUNG AGENTS – RESIDENTIAL PROPERTY MANAGEMENT ACHIEVEMENT

Kate Towerton
Harcourts Hills Living

25. YOUNG AGENTS – RESIDENTIAL SALES ACHIEVEMENT

Helen Woodhouse
Hore & Davies
Presented by Aaron Dodds



With M2 Telecom, REINSW members can access great business phone, mobile and internet products at competitive rates, with the added benefit of receiving a monthly rebate off your bill.



BY MARGIE WARRELL
CEO, GLOBAL COURAGE
INSTITUTE

Don't stuff it up

Is your fear of mistakes making you play too safe?



Last week I was talking to someone who wanted to change their career direction. They said to me: "I just wish I knew that this was the right thing to do. It feels like the right thing to do, but I just wish I knew for sure it wasn't going to be a mistake."

Ahh . . . join the club, I thought. Don't we all?

We can wish it were otherwise, but the way life works is that

only by risking the possibility of making a mistake, also known as stuffing up, can you ever hope to accomplish the things you'd really like to do and experience the rewarding life you'd love to live.

But what are mistakes anyway?

The 'mis' in mistake comes from the Latin for wrong, and so the word mistake literally translates to 'take wrongly'. So when

you make a choice to take one course of action over another and your choice fails to produce the results you wanted, you have literally made a mistake.

Obviously there are things you can do to maximise the chances that your actions will produce the results you seek. You can do your homework and research your options, create a spreadsheet and analyse the numbers. You can consult your

financial adviser, your attorney, your mother or your fortune teller. But if you want to actually do something beyond what you've already done, at some point you're going to have to let go, stop playing it safe and risk stuffing up!

Without risking mistakes, you limit success

No one likes to stuff up, well no one I've met anyway! But look at anyone who has accomplished

anything of significance in their life and you'll find they've made a lot more mistakes than someone who has accomplished very little.

Any achievement worth your time and energy doesn't come with a guarantee of instant success. That's why it takes courage. Only by having the courage to take a risk every now and then can you ever hope to have what you want most. This goes for your relationships, your career or business and your life in general.

Learn from the lesson every mistake offers

Think about how many people didn't learn to swim as children, and then don't ever try to learn as adults. Why? It's because they don't want to go through the same learning curve that every young child does; it's far too humiliating! Thank goodness we all learnt to walk and talk before our pride and fear got in the way and we took it upon ourselves to decide that our mistakes were a direct reflection of our own worth.

When you don't risk making mistakes, you sell yourself short; you stagnate and deprive yourself of a great opportunity to learn just how strong, resilient and capable you actually are.

Part of how we learn what works is by learning first what doesn't. Edison had to stuff

up many, many times before he was able to finally succeed. But as he said himself: "I have not failed. I've just found 10,000 ways that won't work."

“
Any achievement worth your time and energy doesn't come with a guarantee of instant success.”

You are not your mistakes

Whenever you make a mistake, it's important to separate who you are from the results (or lack thereof) that you produced. The fact is you are not your mistakes.

So if you or your actions produce result Y instead of the intended X, see it as just that.

You may have stuffed up, but that doesn't mean you're a stuff up. Not at all. Don't make your mistakes mean anything more or less or different than what they are. You made a mistake. That's it. It's time to learn the lesson and move on.

So let go of having to achieve a perfect score when it comes to making the right decision every

time. Cut yourself some slack and give yourself permission to not get things 100 per cent right 100 per cent of the time.

Of course, I am not advocating reckless abandon or irresponsibility. I am simply suggesting that once you've decided what you want to do (and done your due diligence) that you step into action towards it in spite of your doubts and misgivings.

It's better to choose to do something than to sit idly by waiting for the day to arrive when you know with 100 per cent certainty which move to take (or choice to make) next. That day may be a very long time coming.

Fear regret more than you do failure

Eleanor Roosevelt once said: "Most folks tiptoe gently through life only to make it safely to death." So what new challenges would you take on (and what changes would you make) if you had no fear of stuffing up?

Life is way too short to sit on the sidelines wondering what it would be like to play down on centre field. If there is something you'd really love to do, there is no better time than now to make a plan and start moving towards it; for if not now then when, and if not you then who?

Fear regret more than you do failure. Be courageous! ♦

Margie Warrell is a sought after international keynote speaker, media contributor, Forbes columnist and the author of Find Your Courage: 12 Acts for Becoming Fearless in Work and in Life.

For more information and free resources to support you in creating greater success, visit margiewarrell.com

TIPS FOR OVERCOMING YOUR FEAR

- Don't be reckless. Maximise the chance that your actions will produce the results you seek by doing your homework, researching your options and analysing the numbers.
- Don't wait for the 'right time'. It's better to choose to do something than to sit idly by, waiting for the day to arrive when you know with 100 per cent certainty which move to make next.
- Be prepared to take a risk every now and then. Only by having courage can you ever hope to accomplish the things you want to do and experience the life you want to live.
- Remember, you are not your mistakes.



BY TIM MCKIBBIN,
REINSW CEO

Push for a truly national approach

REINSW continues to lobby for better industry standards through a submission outlining our concerns about the national licensing proposal.

In August this year the Council of Australian Governments' National Licensing Steering Committee released its Consultation Regulation Impact Statement (RIS), setting out the proposals for the national licensing of property occupations.

REINSW welcomes and supports the concept of national licensing for property occupations; however, this support is conditional on creating the best system for the industry, consumers and the profession.

REINSW is of the view that the entire proposal needs to be reconsidered and redrafted, and we have lodged a submission setting out our views and concerns.

National licensing

On examination of the RIS it quickly becomes apparent that if the proposed licensing model is implemented it will be far from a truly national, unified model. For example, several jurisdictions will be adopting approaches to licensing and entry-level qualifications that differ from what is proposed in the RIS, and Western Australia and the Australian Capital Territory are yet to commit to the national licensing model at all. We believe that these factors are not indicative of, or conducive to, a unified national approach.

REINSW also believes that the harmonisation of the



laws governing the property profession should come as a precursor to national licensing. Unless conduct laws are harmonised, agents wishing to practise in another jurisdiction will have to learn the local conduct laws in that other jurisdiction. This will not facilitate labour mobility and will carry risks for both property professionals and consumers.

REINSW position

In our submission REINSW strongly opposed several of the proposals in the RIS:

- **De-licensing non-residential agency work**

The RIS seems to suggest that anyone, at any age, with no qualifications, experience, business or financial skills – and with no requirement for

probity checks – will be able to undertake non-residential agency work.

To de-license non-residential property work will put consumers at risk and devalue the significant investment that commercial agents have made into their businesses and education. It is nonsense to propose that non-residential agency work be exempt from licensing, whereas business agency work will continue to be regulated, as both types of agency work take place in a similar environment. Accordingly, we have vehemently opposed this proposal.

- **Removal of CPD requirements**

The RIS proposes that

agents will not be required to undergo continuing professional development (CPD) as a condition of renewing their licences and certificates. Other professions require members to undertake CPD and the consumers of real estate services are entitled to have the assurance that their agent is legally required to keep up to date with the latest industry and legislative developments.

REINSW made further submissions as follows:

- **Diploma for licensees**

Real estate agency professionals are in a position of trust and confidence, and have fiduciary obligations to their

Principals. The consumer expectation of such professionals is that they will have sufficient and current qualifications to be able to discharge their duties with due care and expertise. Accordingly, the educational requirements for licensees should be prescribed at least at Diploma level.



REINSW believes that the harmonisation of the laws governing the property profession should come as a precursor to national licensing.

- **Practical experience**
Practical experience is an invaluable component of a professional's development. It gives both consumers and professionals the confidence of knowing that the competencies learnt in training have been proven and applied in practice before the real estate professional becomes entitled to operate unsupervised. Practical experience is a prerequisite to the attainment of qualifications for a lot of professions and occupations. Therefore, there should be a requirement for a

minimum period of industry experience before a certificate holder is eligible to apply for their licence and operate unsupervised.

- **Professional indemnity insurance**
REINSW has for a long time advocated that agents should be required to take out and maintain professional indemnity insurance as a condition of issuing and maintaining their licence. REINSW believes that it would come as a complete surprise to many consumers that real estate agents in NSW have, until now, not been required to carry this type of insurance, given that other service providers connected to the property sector, including conveyancers and legal practitioners, are required to carry it.
- **Licensing trading of water rights**
The existence and extent of the water rights a property enjoys (in most cases rural properties) have the ability to influence what the property can be used for and, consequently, the value of the land. There are complex legislative and regulatory requirements as well as the requirements of local water authorities connected with the transacting of water rights. REINSW submitted that the trading of water rights should be licensed. In addition, it is appropriate that this issue be nationally regulated because of the fact that the asset travels across state borders. ♦

To view a copy of REINSW's submission, go to reinsw.com.au/advocacy

REINSW IS LOBBYING FOR YOU

Focused on lobbying for a fair and sensible framework for the property industry, REINSW has recently finalised the following submissions to Government. All REINSW submissions can be downloaded at reinsw.com.au/advocacy

- **Proposed amendments to the *Property, Stock and Business Agents Act 2002***

The NSW Government is proposing a number of amendments to the Act and released an exposure draft Amendment Bill for public consultation before the proposed reforms are introduced into Parliament. REINSW has lodged a submission with the Minister for Fair Trading Anthony Roberts outlining our views in relation to the Bill.

- **Proposed property levy to fund emergency services**

During the 2011 State Election, the Liberal and Nationals Coalition committed to consulting with the community to identify a better way to fund emergency services in NSW. In our submission, REINSW acknowledged the importance of ensuring adequate funding for the emergency services in NSW, however submitted

that levying a new tax on property owners will have a negative impact on the already strained property industry.

- **Home Building Act 1989 reforms**

In July of this year, the NSW Minister for Fair Trading Anthony Roberts announced a broad reform of the *Home Building Act 1989* and released an issues paper for public and industry consultation. REINSW made a submission in response to the issues paper, which focused on the issues of statutory warranties and home warranty insurance.

- **Review of planning law**

There is an urgent need for planning controls to be reformed in order to reduce red tape and costs, as well as providing greater certainty for developers. Housing supply is failing to meet existing demand and this problem will only be further exacerbated as more and more people move to Sydney. REINSW lodged a submission with the Minister for Planning and Infrastructure Brad Hazzard in response to the government proposed way forward.

Stay up to date with the latest lobbying news by visiting reinsw.com.au/advocacy

PARRAMATTA

FAST BECOMING A LOCATION OF CHOICE

Parramatta has become easier to sell as a location of choice to apartment purchasers - and Crown Group's \$300 million "vertical village", V by Crown, can take a fair slice of the credit - but what else is now making Sydney's second city such an attractive proposition?

Perhaps it's because Parramatta is the economic powerhouse of greater Western Sydney. It's the second largest employment destination in Sydney; the gross regional production for Parramatta has increased to \$14.8 billion in the last 12 months; and many corporations and government bodies (including the Australian Taxation Office and Sydney Water) have their regional headquarters in Parramatta's CBD.

"It's the second largest employment destination in Sydney; the gross regional production for Parramatta has increased to \$14.8 billion..."

Perhaps it's because Parramatta boasts the largest biomedical precinct in the Southern Hemisphere - Westmead Hospital and the Greater Medical Precinct - located 5 minutes from its CBD.

Perhaps it's because Parramatta is an educational hub. The Parramatta campus of the University of Western Sydney is to rise to 48,000 students; the University of New England have planned a satellite campus in Parramatta's CBD and Tafe Granville currently has 15,000 students. There's a long list of excellent public and private schools nearby - with James Ruse Agricultural High School and Kings School included.

Perhaps it's because Westfield Parramatta is the third largest shopping centre in Australia.

Perhaps it's simply because Parramatta is a wonderful place to live and invest - it has everything you could possibly need in terms of train, bus and ferry links, services, entertainment and shopping - all within the historic precinct of a city that boasts one of Western Sydney's biggest parks at its heart.

Seeing Parramatta's strengths set out so clearly, it's hardly surprising purchasers at V by Crown are so responsive to the appeal of a quality development in a location that offers so much.



IT consultant Douglas Siziba from Greystanes, in Sydney's west, has secured a two-bedroom apartment on the sixth floor at the 27-storey V by Crown. Mr Siziba, 45, says that the purchase was a decision based on a combination of investment and lifestyle factors. "We were making an investment certainly, but by the time the apartment is ready I'm pretty sure I will want to live there. We haven't made up our minds yet," says Mr Siziba who hails originally from Zimbabwe, adding that he was drawn to the area because, "it's close to a lot of



things: good transport, library and – maybe because I’m an immigrant – I like Parramatta because it is multicultural”.

The \$300 million V by Crown will feature around 500 luxury apartments, a resort-style hotel with pool, gym and conference facilities, as well as quality retail.

The other important factors in the purchase, he says, were the high quality of the finishes at V by Crown and the fact that he was able to secure a concession on Stamp Duty. “We just managed to get in on time”.

Currently at V by Crown there’s a special First Home Buyers Release of apartments priced at under \$550,000 – offering a fantastic opportunity for eligible purchasers to capitalise on both a stamp duty exemption on their new home and the new \$15,000 grant which began on October 1.

The \$300 million V by Crown will feature around 500 luxury apartments, a resort-style hotel with pool, gym and conference facilities, as well as quality retail. It has been designed by the multi award-winning and internationally-renowned Allen Jack + Cotter architects (AJ+C) in league with Japanese/Australian architect Koichi Takada.

V by Crown is a state-of-the-art “vertical village” and sets a new benchmark in design and quality in Parramatta, Sydney’s second CBD.

V by Crown is located in the heart of Parramatta’s city centre, close to Church Street’s eateries and Westfield shopping centre, rail and ferry connections, as well as Parramatta Heritage Parklands.

V by Crown follows Crown Group’s overwhelming success with its inaugural Parramatta project, the \$125 million Gallery complex at 8 Cowper Street, where 90 per cent of the 246 apartments were sold off-the-plan. The remainder were sold within weeks of completion.

Crown Group enjoys a very strong relationship with the region’s mortgage brokers, financial advisors and real estate agencies – and that bond continues to be strengthened and nourished by V by Crown.

Parramatta’s property professionals already understand the existing virtues and powerful growth potential of their corner of the world – but now it’s time to spread the word, because the sales prospects are substantial.

For more information contact Prisca Heparana, Crown Group on 1800 888 800 www.crowngroup.com.au



BY RENE SUGO

Communication cloud

Improve communication and minimise operating expenses with next generation solutions.

Many agencies probably view telecommunications as a necessary evil, but a new generation of sophisticated alternative voice and data solutions is changing this, with offers of simplicity, flexibility, advanced features and, more importantly, affordability.

Take control of your phone system

'Cloud' is the latest buzzword, and with good reason. Very basically, the cloud refers to applications delivered over the internet. It makes things simpler, more convenient and significantly cheaper.

An easy way to dramatically cut your telecommunications costs is to switch to a cloud-based phone system, commonly known as VoIP (Voice-over Internet Protocol). Instead of using a traditional landline, VoIP delivers your calls over an internet connection (the cloud).

Many agencies that have made the switch report savings from 30 per cent up to 60 per cent with VoIP, because of its lower rental and set-up fees. Moreover, because calls are routed over the internet, many VoIP providers also offer untimed national calls and low mobile rates with no flagfalls. These savings will be especially evident with the increasing reliance on mobile phones and if your agents are constantly on the go.



You can stand out in a highly competitive market by minimising operating expenses and empowering your staff, giving them the tools they need to communicate effectively and efficiently with clients, vendors and tenants.

The best solution for your agency

There are several options

available with VoIP, depending on your agency's needs.

If your PBX is getting old and taking up too much space, a hosted/virtual PBX phone system is the ideal solution. As its name suggests, it is hosted in the cloud and does everything your regular PBX does, and sometimes more. Plus, as it is a pure digital

service, the voice quality is much better than a traditional landline, as long as you have a good internet connection.

Most providers offer the ability to manage your virtual PBX via an online portal, which means you can say goodbye to unnecessary maintenance costs and calls to a technician every time you want to make a change



outgoing calls via the cloud, primary rate replacement routes your outgoing calls via VoIP to allow you to take advantage of the lower call rates and charges.

and sends faxes straight from your computer. Plus, because it's virtual it has the unique ability to receive multiple faxes simultaneously with a fax line that is never busy.

“
Stand out from your competition in a highly competitive market by minimising operating expenses and empowering your staff.
 ”

With the prevalence of mobile phones today, the easiest way to stay connected is via SMS. Send rent reminders, important updates or simply keep in touch with clients, buyers or tenants efficiently in real time via bulk SMSs to multiple recipients. You can also add that extra level of professionalism and credibility by sending an SMS with a text identifier, which can display your agency's name as the sender ID.

Take the virtual leap

Consider leveraging alternative solutions to minimise your operating expenses and enhance customer experience, with a demonstrated focus on service and efficiency – it's a win-win situation. Agencies that have taken the virtual leap towards next generation solutions such as VoIP have reported savings of up to 60 per cent. Isn't it time you did too? ♦

TIP: A VoIP provider that offers number porting is an important consideration. This means you can bring your existing phone numbers across into the cloud instead of worrying about having to distribute and advertise a new number.

Improve operational efficiency and customer service

The cloud hasn't just improved our phone systems, it has also taken faxing to a new level. Save time and maintenance costs with a virtual fax solution that delivers faxes directly to your email address as PDFs,

Rene Sugo is the CEO of MyNetFone, Australia's leading provider of hosted voice and data communication services for residential, business and enterprise users. For more information visit mynetfone.com.au/Business or call 1300 199 374.

to your system. A virtual solution gives control over the phone system back to its rightful owner — you.

Now, not everyone wants to get rid of a PBX that is in perfectly good working condition, especially when you've already invested so much in it. The good news is that you don't have to and that's the beauty of

a virtual solution – it meets your needs, whatever they are.

Digital lines (or SIP trunks) and primary rate replacements let you maximise the capabilities of your existing PBX to take advantage of the benefits and savings of VoIP.

While digital lines allow your PBX to route all incoming and

Make Twitter work for you

Twitter can be a great marketing tool that you can customise to help build your profile.

1.

Treat social media like you are at a barbecue. Remember, if you talk too much about yourself no one will like you. Keep the content interesting and fun. Think of Twitter as a personalised communication tool, not an advertising opportunity. When tweeting about a property, keep it brief and grab attention by adding a photo or a link.

2.

You don't need to follow everyone in the industry. Focus on increasing the number of people who follow you. Having said that, it's good to follow people who follow you.

3.

Advise your buyers to follow you on social media because you can release listings to Twitter and Facebook before the major portals get them, that way your buyers are ahead of the pack.

4.

Remember you can also search on Twitter for specific keywords like your suburb name. This is a valuable tool because it means you can see who is talking about your area, read what they are saying and then connect with them directly. ♦



For the latest real estate news follow REINSW:
twitter.com/REINSWnews

Compiled with help from the REINSW Young Agents Chapter Committee.

Tired



of waiting for your bank?

at Express Commission we move *fast!*

Cash Advances on Pending Commissions

- ▶ Advances in 4 hours
- ▶ Personal service
- ▶ Come & go as you please
- ▶ No establishment fees
- ▶ No annual review fees
- ▶ No unused limit fees

express  *funding
agency
growth*
COMMISSION

 1300 738 211

www.expresscommission.com.au

News from the Divisions

Meet Nepean, Hawkesbury, Blue Mountains Division Chair Peter Prouzos and read all the latest news from his area.

REINSW Divisions represent 25 geographical areas in NSW. Divisions exist to encourage member agents in the relevant area to come together for communication, networking, professional development, raising the standing of real estate agents in the local community and to contribute to policy development.

This month's article focuses on the Nepean, Hawkesbury, Blue Mountains Division.



Peter Prouzos (far right) with Members of Parliament Stuart Ayres and Kevin Connolly at the Nepean, Hawkesbury, Blue Mountains Division Novice Auctioneers Competition.

Committee member Jo Hamilton describes Peter's contribution to the Division as follows:

"Peter works tirelessly as our Division Chair. He ensures that we meet regularly, and actively updates us about any news from REINSW Head Office. He has been the leader in organising our Novice Auctioneers Competitions over the past three years, making phone calls and rallying local contacts to make the evenings so successful. Peter is an absolute gentleman to deal with, incredibly sincere and is well loved and respected by the Committee."

This Division has enjoyed a long, successful history of involvement in REINSW's lobbying of government on behalf of its members. It has also worked hard to bring local agents together at Division meetings. Covering much of western Sydney and reaching out as far as Katoomba, it covers a large geographical area. At the helm of the Division is the Chair, Peter Prouzos.

Peter joined the Divisional Committee over three years ago and, with the support of his fellow Committee members, has made a significant impact. The Committee has made a strong contribution by highlighting key industry issues for government attention, such as the reforms associated with the *Residential Tenancies Act 2010* and mandatory professional indemnity insurance. The Division has also been successful in raising over \$17,900 for the Nepean

Hospital Neonatal Intensive Care Parents Support at their Novice Auctioneers Competitions, which Peter MCs each year.

Peter's commitment to the Division reflects his dedication to the industry, having worked in real estate sales for the past 16 years. Being able to get out of the office, meet people and have flexible working hours attracted Peter to the industry. He has worked in various Sydney branches for LJ Hooker and now operates as the Sales Manager at their Riverstone franchise.

Since the beginning of his career, Peter has been a member of REINSW. In fact, his employer back then insisted that all of his staff join and take advantage of the training and networking opportunities that REINSW offers. He soon discovered that the Division has a great

support network and there is a positive camaraderie among members in the area.

In 2009, Peter joined the Divisional Committee as he saw a need for change. His philosophy is "if no one tells the government what is needed, they simply won't know". And he is more than happy to be the 'squeaky wheel', to make sure the local MPs are well aware of any issues that arise.

Meeting with politicians has become a regular activity for the Committee and they continually attract local Members and Ministers to speak at their Divisional meetings – including Shadow Minister for Fair Trading Greg Aplin and Shadow Minister for Financial Management and Housing Strategy, Shadow Minister for Industrial Relations and Shadow Minister for the Illawarra Greg Pearce in 2011.

The Divisional Committee is continuing to focus its efforts on supporting REINSW in promoting professional standards and conduct in the industry, cutting unnecessary red tape and, most importantly, improving the public perception of real estate agents. ♦

INTERESTED IN MAKING A CONTRIBUTION?

The Nepean, Hawkesbury, Blue Mountains Division is looking for committed and passionate real estate agents to join their Committee.

If you are interested in joining or would like more information, email REINSW at divisions@reinsw.com.au or contact Peter Prouzos on 0427 458 176.

Street value

Spark new interest in commercial real estate simply by having an open door.

After more than three decades working in the real estate industry, Principal of LJ Hooker Commercial Garry Burling has seen trends come and go. So when he opened a new commercial office, it's no surprise he was keen to put a fresh twist on the space.

Opening the doors to the ground floor shopfront office in North Sydney, Garry said the industry had changed in recent years and he wanted to make commercial real estate more accessible to the general public.

"By returning commercial real estate to a street-front type business we are encouraging people to walk in the door without an appointment and talk to us about their commercial real estate needs, or simply the benefits of commercial real estate investment," he said.

Garry is an established identity in commercial real estate with experience in sales, leasing and management of strata title commercial office suites under the name of Burling Realty.

When he moved from his own independent real estate agency to the LJ Hooker franchise in 2009, his plan was to bring commercial real estate down from the 'seventh floor' and put it back on the street.

"I think the industry has done a full circle," he explained.

"Years ago you wouldn't contemplate putting a real estate office on the seventh floor of an office building away



The new ground floor shopfront commercial office.

from the public because the general feeling was that you needed a street presence.

"We moved away from that for a while, but now there is a shift back to having a street frontage. Having said that, our new commercial agency is a totally different type of office space than we would have had years ago."

Garry said the key to returning commercial agencies to street level was moving away from a traditional shopfront. The North Sydney office has glass frontage with a touch screen featuring both commercial and residential property.

"Everything about the industry has changed with the introduction of computers, email and mobile technology, and people want access to that technology when they do business," he said.

"People want the touch screens and to be able to view properties online, but they still like to be able to walk in and just talk to someone about investments or whatever they want to talk about.

“
Now there is a
shift back to
having a street
frontage.”

Since opening less than two months ago, Garry said a number of business people had walked into the agency off the street to have a chat about commercial property after using the touch

screen positioned in the window of the shopfront.

"It's a whole new presence for LJ Hooker Commercial, having this access to the public," he said.

"It gives the public the chance to talk to professional people about commercial property.

"When people walk past they can just touch and interact with the screen and see what we have at both our residential and commercial agencies. They can see all the properties pictured in colour with prices and all the information they need.

"A lot of people don't realise commercial property can be an achievable investment. You don't need to spend \$1 million, you can buy tenanted office space for \$200,000 to \$300,000." ♦



BY SANDRA MCGEE, RENTAL MANAGER,
STARR PARTNERS MERRYLANDS

Work orders that work for you

Sometimes it pays to look at things in a different way.

How many times have you heard an agent justify their practices and procedures simply by saying, “because we have always done it that way”?

It’s not unusual to get caught up in the daily business of our agency, and we often fail to stop and take a look at how we operate and look for ways we can improve.

I recently attended a conference and, like many of you, I sometimes wonder about the value of them. But then a light bulb flicked on when I heard a fantastic idea.

At the conference, a property manager was talking about how they email their work orders to all of their tradespeople and copy the tenant into the email so the tenant knows the work order has been given out. The email also informs the tenant to contact the office if they don’t hear from the tradesperson within a certain period.

It’s simple and effective. How many phone calls from tenants would that save in your office?

We, unfortunately, have still been doing what we have always done: faxing the work orders to the tradesperson and not using technology advances to make our life easier. We have just been doing what we have always done.

Now, I have taken that simple light bulb idea further. I have developed a few clauses for our property managers to add to their emails.

To the tradesperson email we have added two clauses to:

- a) give us a little extra protection under the new *Work, Health and Safety Act 2011*; and
- b) inform the tradesperson that we have notified the tenant and ask the tenant, if the tradesperson has not contacted them within 24 hours to either contact the tradesperson direct or contact us.

“It’s not unusual to get caught up in the daily business of our agency, and we often fail to stop and take a look at how we operate and look for ways we can improve.”

To the tenant’s copy of the email, we have also added two clauses:



- a) asking the tenant if the tradesperson has not contacted them within 24 hours, for the tenant to either contact the tradesperson direct or contact us.
- b) a clause asking the tenant to check their phone numbers, because as property managers we all know how often tenants seem to change their mobile phone numbers and the amount of time we waste trying to contact them.

Now, you could go one step further and email the landlord a copy of the work order as well. Just don’t copy your landlord on the tradesperson or tenant’s email, as you don’t want to give out your landlord’s email address. You should also

remove the tenant’s contact details to avoid your landlords dealing directly with the tenant.

Examples of my clauses can be downloaded from links on the REINSW Property Management Chapter page, at reinsw.com.au/PMChapter, which you can use or change.

Thank goodness for conferences and training seminars that allow us to mix with other property managers and share ideas. ♦

For more articles and information, visit the REINSW Property Management Chapter page at reinsw.com.au/PMChapter

DECEMBER 2012

MON	TUE	WED	THU	FRI	SAT	SUN
 <p>WANT TO KNOW MORE? You can find out more about all of our courses by visiting www.reinsw.com.au Click on Course Schedule in the Training menu.</p>					1	2
					3	4
SYDNEY Certificate Of Registration Course (full time) – 4 days (9.00am-5.00pm)						
	SYDNEY CPD The A-B-C Of Compliance (9.30am-1.30pm)	NEWCASTLE CPD The D-E-F Of Compliance (9.00am-1.00pm)	TAREE CPD The D-E-F Of Compliance (9.00am-1.00pm)			
	GOSFORD CPD The D-E-F Of Compliance (9.00am-1.00pm)	WEBINAR Bringing The Market To Your Vendor (10.00am-11.00am)	SYDNEY Young Agents Christmas Get-together (6.00pm-8.00pm)			
10	11	12	13	14	15	16
SYDNEY Certificate of Registration Course (full time) – 4 days (9.00am-5.00pm)				SYDNEY CPD Creating Impact And Influence (9.30am-1.30pm)		
SYDNEY CPD WHS For Property Managers – In Practice (9.30am-1.30pm)	TWEED HEADS CPD The A-B-C Of Compliance (9.00am-1.00pm)	BYRON BAY CPD The A-B-C Of Compliance (9.00am-1.00pm)	LISMORE CPD The A-B-C Of Compliance (9.00am-1.00pm)			
	SYDNEY CPD The D-E-F Of Compliance (9.30am-1.30pm)					
17	18	19	20	21	22	23
SYDNEY Certificate Of Registration Course (full time) – 4 days (9.00am-5.00pm)						REINSW OFFICE CLOSURES
	SYDNEY CPD Prepare For Selling Like Never Before (9.30am-1.30pm)	SYDNEY Auctioneers Accreditation (3 days) (9.30am-4.30pm)				
24	25	26	27	28	29	30
	CHRISTMAS DAY PUBLIC HOLIDAY	BOXING DAY PUBLIC HOLIDAY				

JANUARY 2013

MON	TUE	WED	THU	FRI	SAT	SUN
DEC 31	1 NEW YEARS DAY PUBLIC HOLIDAY	2 REINSW OFFICE REOPENS	3	4	5	6
7	8	9	10	11	12	13
SYDNEY Certificate Of Registration Course (full time) – 4 days (9.00am-5.00pm)				SYDNEY CPD The A-B-C Of Compliance (9.30am-1.30pm)		
14	15	16	17	18	19	20
SYDNEY Certificate Of Registration Course (full time) – 4 days (9.00am-5.00pm)				SYDNEY CPD Maximise Your New Management Success Rate (9.30am-1.30pm)		
		SYDNEY CPD The D-E-F Of Compliance (9.30am-1.30pm)				
21	22	23	24	25	26	27
SYDNEY Certificate Of Registration Course (full time) – 4 days (9.00am-5.00pm)						
	SYDNEY CPD Prepare For Selling Like Never Before (9.30am-1.30pm)					
28 AUSTRALIA DAY PUBLIC HOLIDAY	29	30 SYDNEY CPD Creating Impact And Influence (9.30am-1.30pm)	31	<ul style="list-style-type: none"> ■ CPD workshops – go to www.reinsw.com.au for course descriptions and prices ■ Certificate of Registration Course (Real Estate) (full and part time as indicated). ■ Licensing Course ■ Forums and Divisional meetings ■ Webinar 		

MEMBER PROFILE: ROD HOBART



“The main reason was to get access to REI Forms Live and the Helpline.”

Rod Hobart knows the value of giving his staff the support they need.

As the Principal of Elders Real Estate Albury, Rod knew the staff of his small agency would benefit from REINSW membership.

While he takes care of the residential sales side of the business, his two property managers are keen to take full advantage of the REINSW membership.

“The main reason was to get access to REI Forms Live and the Helpline,” he said.

“As a smaller agency, we think it’s going to be really valuable to be able to call the Helpline, particularly to get advice about dealing with NSW Fair Trading. As a Principal, it’s also just great to know there is someone on the side of real estate agents

and landlords, and REINSW is really good for giving that support.”

Rod has been in real estate for more than 25 years. He started out working in property management and later took on sales roles.

Rod has lived in the Albury/Wodonga area for eight years and in 2011 he purchased the Elders Real Estate franchise in Albury.

He is a licensed real estate agent in NSW and Victoria and is also a qualified real estate valuer.

To find out more about REINSW membership, call (02) 9264 2343 or visit reinsw.com.au

NEW MEMBERS

FULL FIRM

BME Group Pty Ltd
WORLD SQUARE

Buckley and Holland Property Sales
QUEANBEYAN

Chilton Real Estate Pty Ltd
WAHROONGA

Elders Real Estate Albury
ALBURY

First National Real Estate Kandos Rylstone
MUDGEE

Hordern Properties Pty Limited
SYDNEY

Intelligent Property Services Pty Ltd
SYDNEY

Laing+Simmons Pennant Hills
PENNANT HILLS

Raine & Horne Saratoga/Davistown
SARATOGA

Richardson & Wrench Bella Vista
BELLA VISTA

Strata Choice
ST LEONARDS



FOR CONTACT DURING BUSINESS HOURS P 02 9363 9244 | F 02 9328 2861
E INFO@TRADINGREFERENCE.COM WWW.TRADINGREFERENCE.COM

WHY JOIN TRA

The proven integrity of our organisation abiding by the regulations required in order to provide a more legally safe environment for our clients.



“OUR MISSION IS ONE OF INTEGRITY, ACCURACY AND EXCEPTIONAL SERVICE. IN MOVING TOWARDS BECOMING THE PREMIER DATABASE IN AUSTRALIA”
Gill Wilkins, Managing Director

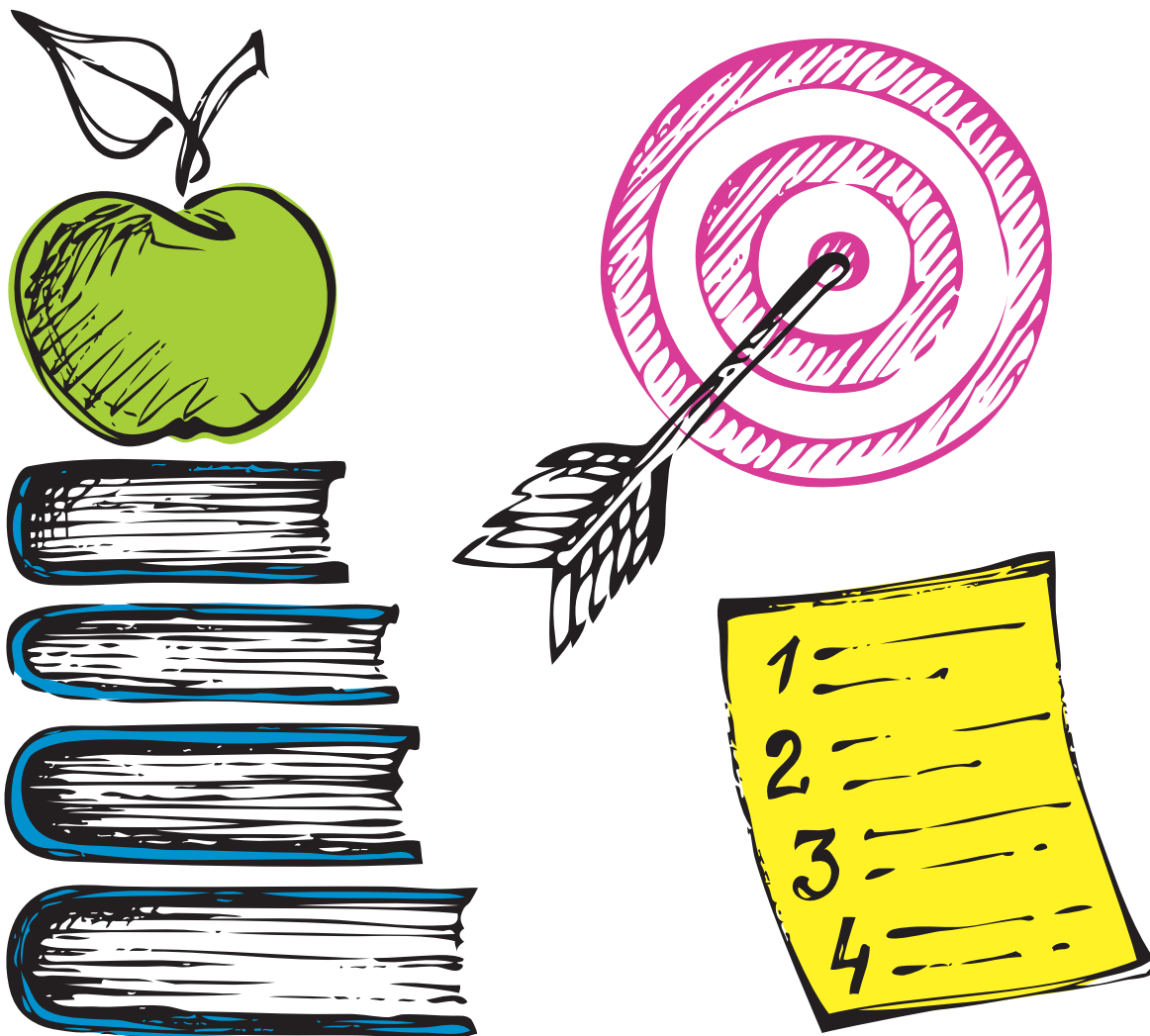
- TRA creates a more professional image.
- TRA provides facilities to view drivers licences, passports, picture id of tenants and pictures of damaged property and has an alert system for tracking absconded tenants.
- TRA assure you that we can help build your property management portfolio financially almost instantly.
- TRA supplies documents to give prospective owners to assist in the acquisition of new managements.

- TRA assists in the legal protection of the property managers and principals against litigation from Owners and tenants.
- TRA supplies Certificates of proof in the event of insurance or legal claims.
- TRA has a debt collection service for all areas within real estate.
- TRA provides a legally safe environment for clients.
- TRA is used by all industries i.e. Banks, Utility, Insurance, Finance Companies, Institutions and large accounting firms etc.

- TRA can audit trail all searches in the event of misuse and trace back to the computer used, therefore protecting both principals and property managers.
- TRA has a 60 page document on every aspect of our business showing compliance to the new privacy principles, completed by our barrister and solicitors.
- TRA abides by “Property, Stock and Business Agents Amendments (Tenant Databases) Regulation 2004”.



TRADING REFERENCE AUSTRALIA (TRA) IS A NATIONAL DATABASE RELATING TO RESIDENTIAL AND COMMERCIAL RENTAL INFORMATION USED BY REAL ESTATE AGENTS AROUND AUSTRALIA.



TRAINING

Learning with REINSW
is the smart choice.

From entry-level education and licensing qualifications to continuing professional development and skills-based training, REINSW has all your learning needs covered.

We offer lots of flexible learning options including full-time and part-time classroom sessions, online training, webinars and correspondence – it's your choice.

With REINSW, you're sure to find the training you need to take the next step in your career.

Discounts for REINSW members

Go to www.reinsw.com.au/training to find out what's on

Call (02) 9264 2343 (option 1) **Email** training@reinsw.com.au **Website** www.reinsw.com.au/training

Check out the latest rate for your area. You can use it in your newsletters, information packs and discussions with potential investors.

Residential vacancy rate — compiled by Inshtrix on behalf of REINSW

SYDNEY	Sep-12	Aug-12	Jul-12	Jun-12	May-12	Apr-12	Mar-12	Feb-12	Jan-12	Dec-11	Nov-11	Oct-11	Sep-11
Inner	1.9	1.8	2.0	1.8	1.6	1.7	1.5	1.5	1.7	1.5	1.2	1.3	1.5
Middle	2.8	3.0	2.3	1.8	1.7	1.6	1.9	2.0	2.1	2.0	1.7	1.6	1.4
Outer	3.0	3.1	2.2	1.8	1.9	1.7	1.5	1.9	1.8	1.4	1.3	1.4	1.3
Total	2.5	2.7	2.2	1.8	1.7	1.7	1.6	1.8	1.9	1.6	1.4	1.4	1.4
HUNTER													
Newcastle	1.4	1.4	1.8	1.7	1.6	1.6	1.6	1.3	1.5	1.1	1.6	1.9	1.3
Other	1.5	1.6	1.9	2.0	1.7	1.7	1.6	1.5	1.5	1.2	1.4	1.5	1.8
Total	1.5	1.5	1.8	1.9	1.7	1.6	1.6	1.4	1.5	1.1	1.4	1.7	1.6
ILLAWARRA													
Wollongong	2.1	3.4	2.5	3.2	2.8	2.9	3.0	2.4	2.3	2.1	2.2	1.8	1.6
Other	1.3	2.3	2.2	2.0	1.5	2.0	1.7	2.5	2.0	1.4	1.6	1.4	1.3
Total	1.7	2.7	2.3	2.4	2.1	2.3	2.0	2.5	2.1	1.6	1.8	1.7	1.4
REGIONAL													
Albury	1.7	1.8	1.4	1.5	1.8	1.2	1.6	2.0	1.7	1.4	1.9	1.7	1.9
Central Coast	2.0	2.3	2.8	2.6	2.3	2.2	1.6	1.4	1.6	1.5	1.7	1.9	2.1
Central West	3.5	3.0	2.3	2.1	1.7	2.3	1.5	1.8	1.9	1.3	1.7	1.4	1.3
Coffs Harbour	3.7	4.7	5.1	4.7	4.0	4.9	4.1	4.0	3.6	4.2	4.1	3.8	3.7
Mid-North Coast	2.1	2.0	2.3	2.3	2.1	2.2	2.2	2.2	1.9	1.6	1.8	1.9	1.8
Murrumbidgee	0.8	1.0	2.2	1.4	1.0	1.8	1.3	3.2	2.8	2.9	2.5	2.2	2.4
New England	2.3	2.8	2.6	2.4	2.9	3.4	2.8	2.9	2.9	2.4	2.4	2.4	2.6
Northern Rivers	2.3	2.4	3.0	2.7	3.0	2.4	3.9	3.2	2.7	2.8	3.0	3.0	2.6
Orana	1.1	1.5	1.2	1.4	1.3	1.6	1.6	1.2	1.5	1.5	1.5	1.2	1.4
Riverina	1.9	2.2	2.4	3.3	3.1	4.4	3.9	3.9	3.5	4.2	3.7	3.4	3.1
South Coast	3.2	3.6	4.4	3.7	2.2	3.1	2.6	2.7	1.9	2.1	2.2	2.9	3.1
South Eastern	2.6	2.8	3.1	3.4	3.4	2.2	2.1	2.5	2.2	1.6	1.5	1.7	1.9

NSW weekly auction clearance rates — provided by propertyDATA.com.au

Week ending	Total auctions	Total value \$M	Clearance rate	Sold prior to auction	Sold at auction	Sold after auction	Passed in total
30/09	424	\$161.62	62%	75	179	7	424
23/09	547	\$241.17	63%	90	247	8	547
16/09	436	\$166.54	58%	66	177	12	436
09/09	396	\$169.58	63%	68	173	10	396
02/09	430	\$176.56	64%	66	191	20	430
26/08	322	\$131.73	61%	55	135	5	322
19/08	358	\$135.00	59%	45	158	8	358
12/08	344	\$147.39	63%	66	138	14	344
05/08	320	\$133.39	65%	53	146	10	320
29/07	379	\$145.14	64%	50	183	9	379
22/07	310	\$129.07	62%	55	129	8	310
15/07	272	\$102.30	63%	43	117	12	272

AERIAL PHOTOGRAPHY



**Fast and efficient
turnaround**

- Helpful and friendly team
- Highest quality aerial photos
- Affordable and shot to order
- Huge online stock image library
- No fees on credit card payments

When only the best in aerial
photography will do
call Airview

Call 02 9977 0011 or
email info@airviewonline.com.au
Checkout our huge online library at
airviewonline.com.au

AGENCY FUNDING



Commission Advances

- ▶ Advances in 4 hours
- ▶ Personal Service
- ▶ Confidential
- ▶ Come & go as you please

Call 1300 738 211
expresscommission.com.au

BANKING



Backed by almost 200 years' experience,
a network of local bankers and a
partnership with REINSW, Westpac offers
a complete solution for collecting rents,
paying landlords, growing your business
and managing trust accounts.

Call Jason Roach on 0448 455 556

COMMUNICATION



With MyNetFone's range of phone
and internet communication
solutions, you can be confident
that you've made the
sound choice for your business.

Call **1300 199 374** or visit
www.mynetfone.com.au/business

FINANCIAL SERVICES



Professional indemnity insurance
specifically designed to protect and
support real estate agents. REINSW
members receive a discount off
Realcover's standard professional
indemnity insurance rates in NSW.

Call 1800 988 396 or visit
realcover.com.au

IT



Surga Central provides commercial real
estate agencies with next-generation,
cloud-centric CRM software for selling
and leasing commercial property.

Call us on 1300 878 742 or visit our
website surgacentral.com

REPORTING SOFTWARE



**ONLINE REPORTING
SYSTEM**

When your tradies use our system,
they will post a report to the net
where you have a permanent
record of all work done on that
property by that trades person.
<http://qwiklink.info/realestate>

ADVERTISE NOW



**To advertise in the
SUPPLIER DIRECTORY**

Call Sara on (02) 9556 9105 or email at
sara@mahlabmedia.com.au

SIGNAGE



Signs • Stickers • Digital Prints •
Vehicle Wraps • Banners • Frames •
Shop Fronts • Flags
PhotoSigns delivered Australia Wide
for \$102 inc gst - you can't beat that!

Call: (07) 5449 8066
Visit: www.lagunasigns.com.au

UTILITY CONNECTION



MAKES MOVING EASY

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

Helping out is in their blood

Staff at Newton Real Estate roll up their sleeves for a good cause.



Staff from Newton Real Estate giving blood (from left) Senior Property Manager Kerrie Walker, Administration Manager Lyn Clisdell, Principal David Newton, Sales Consultant Barry Clisdell (back), Administration Assistant Tina Parkyn, Sales Consultant Ian Gray (back), Sales Consultant Aaron Dunn, Sales Consultant Christopher Igoe (back), Sales Consultant Dave Williams.

Without doing much more than lifting a finger, the staff at Newton Real Estate have collectively helped to save about 200 Australian lives.

Staff at the Caringbah agency joined Club Red, the Australian Red Cross group blood donation program, three years ago and have been regularly donating blood together ever since.

Each individual blood donation can help save three lives. To date, the group has made around 70 blood donations.

Principal David Newton, who is a regular participant, said making donations as a team was very rewarding.

“Apart from every donation saving lives, we find it’s a great team activity to do,” he said.

“Giving blood as a group has become central to our positive workplace culture.”

The regular donations are organised by the agency’s Administration Manager Lyn Clisdell. She said between six and 12 agents donate each time and the whole process takes about an hour.

“Giving blood as a group has become central to our positive workplace culture.”

“Giving blood isn’t for everybody, but for us it is a quick and easy way to help out people who really need it,” she said.

Any business, community or youth group can donate as part of Club Red.

Joining Club Red can make a real difference to the lives of Australians suffering life-threatening illnesses like cancer and blood disorders, who have suffered traumatic accidents, burns or are undergoing surgery.

More than 27,000 blood donations are needed in Australia every week, and blood has a short shelf life, so regular donations from groups are really important. ♦

For more information about Club Red, visit donateblood.com.au

YOUR STORY
We want to hear your stories!

If you, or a member you know, supports a charity, you can share the story in the ‘Last Word’. Email the editor at tina@mahlabmedia.com.au

Contact us

Reception: (02) 9264 2343
Email: info@reinsw.com.au
Website: reinsw.com.au

Board

President: Christian Payne
Deputy President: Malcolm Gunning
Vice President: John Cunningham
Vice President: Brett Hunter

Directors: Gary Adamson, Christine Clarke, Luke Fahy, Miles Felstead, Sarah Lorden, Leanne Pilkington, Tony Santolin, Wayne Stewart.

Administration

CEO: Tim McKibbin
General Manager: Peter Griffin
Marketing & Communications Manager: Cathie Dickinson
Education & Training Manager: Michelle Morcombe
Legal & Policy Manager: Eva Sklavos

Journal

Managing Editor: Martin Wanless
Editor: Tina Liptai (02) 9556 9115
Email: tina@mahlabmedia.com.au
Production Manager: Jamie Williams
Designer: Nina Christian
Sales Manager: Nicole Dixon
Advertising: Sara Lewis (02) 9556 9105
Email: sara@mahlabmedia.com.au
Rates: reinsw.com.au

Publisher: Mahlab Media
(02) 9556 9100
mahlabmedia.com.au

Feature and cover photography by Studio Commercial
Printed by Webstar Printing
Mailed by Future Sources

REINSW Managing Editor:
Cathie Dickinson (02) 9264 2343
Email: cdickinson@reinsw.com.au

Disclaimer

Whilst the Real Estate Institute of New South Wales uses its best endeavours in preparing and ensuring the accuracy of the content of this publication, it makes no representation or warranty with respect to the accuracy, applicability, fitness, legal correctness or completeness of any of the contents of this publication. The information contained in this publication is strictly for educational purposes only and should not be considered to be legal advice. Readers must obtain their own independent legal advice in relation to the application of any of the material published in this journal to their individual circumstances. The Institute disclaims any liability to any party for loss or any damages howsoever arising from the use of, or reliance upon, any of the material contained in this publication. The views and/or opinions expressed in this publication are those of the respective author and do not necessarily reflect those of the Real Estate Institute of New South Wales.

Looking?



www.rentresumé.com.au

1300 478 470

We don't create websites for restaurants.



We create awesome websites for real estate agents.

With over 25 years experience and a background in Real Estate we understand what you need. Give us a call and we will give you an A la Carte solution - so you can get on with selling real estate.

Modern, professional looking website



From only
\$1350

12 month interest free
only \$112 per month

Smart, easy sales & marketing software



From just
\$40.00
a week

aro

REAL ESTATE TECHNOLOGY



REAL ESTATE
WEBSITE DESIGN



WEB-BASED REAL ESTATE
SOFTWARE



REAL ESTATE
SEO

1300 134 858 // arosoftware.com // support@arosoftware.com