

JOURNAL

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Success in service to others

Kelly Petrini reveals
the rewards of working
in agency operations



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Government is focused on tax, tax and more tax as a means of bolstering their budget bottom line.

At last we have an election result and we can finally get back to business as usual after what seems like an eternity of uncertainty. Over the past few months, it's been abundantly clear that both the Federal Government and the NSW Government see property as a cash cow. They don't understand how the property market operates and they can't seem to comprehend the real impact their policies will have on the market. Instead they're focused on tax, tax and more tax as a means of bolstering their budget bottom line.

Playing games with the property market is akin to playing with fire. Only those who truly understand the market should be making taxation policy decisions that have the potential to have far reaching ramifications – not just for the market and the economy, but also for the personal wealth of millions of Australians. Unfortunately, it doesn't seem that those making these decisions have this critical understanding of the complexities of the market they're playing with.

The naivety displayed by politicians on both sides of the political fence when debating taxation policy in relation to the property market over recent months is really quite extraordinary – and disappointing – and their shortcomings have been clearly exposed. Our industry is a complex one. Factors such as buyer and seller behaviour, market sentiment and consumer confidence seem to have been ignored. So too have things like planning constraints and development restrictions. To pay little heed to these factors is a recipe for disaster.

Standing together

One of the real positives we've witnessed over the last couple of months is the willingness for

our industry to come together and speak with one voice. More than 20 real estate groups, franchises and other stakeholders – including Real Estate Institutes across the country – came together to campaign against Labor's negative gearing policy which would see tax breaks for property investors seriously curbed. Led by the Real Estate Institute of Australia, the campaign alerted the wider community to the inherent dangers of the policy.

At REINSW, we were pleased to actively contribute to the campaign and we see it as a strong foundation for future co-operation across our industry. We're stronger working together and the campaign is evidence of this.

I'd like to thank everyone who played a part in the campaign, particularly Ray White's Lisa Pennell, LJ Hooker's Chris Mourd and REIA President Neville Sanders who all kept the fight alive right up to election day. Their efforts, as well as those of hundreds of agents and contributors across the country, have been critical to strengthening the future of our industry.

John Cunningham
REINSW PRESIDENT

Property listing on Loose-fill Asbestos Insulation Register a 'material fact'

A recent amendment to the Residential Tenancies Regulation 2010 requires a landlord to notify the tenant if, at the time of entering into the residential tenancy agreement, the property is listed on the Loose-fill Asbestos Insulation Register. If the property is subsequently listed on the register during the course of the tenancy, the landlord must notify the tenant in writing within 14 days.

The changes took effect on 30 May 2016. From that date, it is a 'material fact' if the property is listed on the register.

REINSW CEO Tim McKibbin spoke out against the changes in April 2016, stating that properties listed on the register are "patently dangerous" and "uninhabitable".

"These properties should not be leased under any circumstances," he said. "This new regulation is positioning real estate professionals as the fall-guy by making us deal with the inherent dangers of asbestos. While everyone in society must unfortunately contribute to dealing with the issues, agents are being asked to shoulder a disproportionate amount of the burden."

NSW Fair Trading has issued a new Addendum to the New Tenant Checklist to reflect the changes to the Regulation. The Addendum must be supplied with every Checklist from 30 May 2016.



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the Addendum at
reinsw.com.au

Click on *Fair Trading factsheets*
in the *Store* menu

Greg Paterson (L) and Bryan Wilcox (R) will be working together to ensure REEF continues to be the key workplace relations body for the real estate industry.



Restructure positions REEF for future growth

The Real Estate Employers' Federation has announced a senior management restructure aimed at improving services, increasing interaction with members and securing the future growth and expansion of the organisation.

After 23 years as Executive Director, Greg Paterson is stepping down and moving into the newly created position of Membership Services Director. The position of Chief Executive Officer will be filled by Bryan Wilcox, the immediate past President of the REEF Committee of Management.

"The next 3-5 years will see REEF focusing on growing its membership base and expanding its reach interstate," Mr Paterson explained. "As we start to move into this new phase, the time was right to look at how to best position REEF for the future and the restructure will allow the team to work to our collective strengths."

"My passion has always been to work directly with our members and assist them with their workplace issues. I'm thrilled to be moving into the position of Membership Services Director as it will allow me to focus more directly on driving membership growth and guiding and protecting the workplace interests of members."

Bryan Wilcox takes up the position of Chief Executive Officer following a long association with REEF.

"My 15 years as President of REEF has given me an in-depth knowledge of the industrial relations space as it applies to real estate," Mr Wilcox said. "And having spent my entire working life in the real estate industry, I understand the issues and challenges our members face each and every day."

"As I take up the position of Chief Executive Officer and Greg transitions to the role of Membership Services Director, we look forward to the next stage in the evolution of REEF and we are committed to working together to ensure REEF continues to be the key workplace relations body for the real estate industry," Mr Wilcox said.

The restructure coincides with celebrations marking REEF's 50th anniversary as the leading workplace relations voice for the real estate industry in NSW and the ACT.

Foreign investors to boost government coffers

NSW has become the third state in Australia to slap higher taxes on foreign investors looking to buy residential property. Foreign investors pay an additional four per cent stamp duty surcharge on their purchases from 21 June 2016 and an extra 0.75 per cent land tax from 2017.

But the NSW Government expects that the new surcharges on stamp duty and land tax won't deter overseas buyers, NSW Treasurer Gladys Berejiklian said. "Most foreign investors will likely absorb this cost and proceed with their transaction regardless."

The measures are expected to raise \$1 billion in revenue over the next four years.

REINSW REJOINS NATIONAL BODY

The REINSW Board has resolved to rejoin the Real Estate Institute of Australia to help achieve a range of benefits for members. REINSW resigned its membership of REIA in 2008 for financial and value reasons, and has been clear about the conditions under which it would rejoin.

In more recent times, REIA has shown a willingness to evolve into a more relevant organisation, one that focuses on national issues and the needs of its members (including the State and Territory REIs, as well as some franchise groups and affiliated organisations).

According to the REINSW Board, rejoining REIA means there will be a single national, united voice on policy that will be better able to lobby the Federal and State Governments on a range of issues. REIA has also given a commitment to moving towards a single national body – one REI – that can better represent agents' interests than the current model with all of its duplications, inefficiencies and structural weaknesses.

REINSW became a full participating member of REIA on 1 July 2016.

REI FORMS LIVE COMPLETES CORELOGIC INTEGRATION

The integration of RP Data Professional, a CoreLogic product, into the REINSW's online real estate agreements and forms system will help agents deliver better customer service and insights.

REINSW President John Cunningham said the strategic partnership between RP Data Professional and REI Forms Live would benefit both agents and the consumer.

"This integration puts information at the fingertips of agents and supports the growth of REI Forms Live into the one-stop-shop for agents," Mr Cunningham said.

RP Data Professional has joined the growing number of systems that have integrated with REI Forms Live including MyDesktop, Rockend's REST Professional, Console's GatewayLive and APM's PriceFinder.

For more information about REI Forms Live, go to reiformslive.com.au



Disclaimer helps clarify property managers' responsibilities

The number of responsibilities that property managers face in day-to-day practice continues to increase – and all too often without clear guidance from the government.

With this in mind, REINSW has joined with industry insurer Realcover to provide members with a Disclaimer that is aimed at raising awareness amongst owners that property managers are not building experts. The Disclaimer can be included with the standard letter that accompanies property inspection reports when they are provided to owners and provides property managers with the opportunity to initiate a discussion with the owner about how to best manage building and structural issues.



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What's the buzz?

As the NSW Election loomed, much of REINSW's media coverage focused on the impact of government policy on the property sector, including stamp duty, negative gearing and education standards.



The reality is that investors will look anywhere else. If there's a chance to do business in Canada or in South Africa, they'll go there.

JOHN CUNNINGHAM
REINSW President
Foreign Investors to boost NSW coffers
AAP, 15 June 2016

We are of the view that if a dwelling is on the Loose-fill Asbestos Insulation Register it should not be made available for rent and we have voiced our concerns to NSW Fair Trading.

JOHN CUNNINGHAM
REINSW PRESIDENT

Calls to remove loose-fill asbestos properties from rental market
Your Investment Property
17 June 2016

The strategy has two major shortcomings. Firstly, most first home buyers buy existing properties as new dwellings are financially beyond their capacity. Secondly, increasing demand will not solve the supply problem.

JOHN CUNNINGHAM
REINSW PRESIDENT

The states and territories where first homebuyers are getting the most help
Domain, 2 June 2016

Now is the time to review stamp duty bracket creep and create an environment that is fair and just for all.

JOHN CUNNINGHAM
REINSW PRESIDENT

'Unjust' stamp duty can't be abolished in short term
finder.com.au
23 May 2016

On the surface, real estate sales and property management appear to be very simple. However, it is in reality a very complex and multilayered process that requires a high level of knowledge and diverse skills to carry out in a professional manner.

JOHN CUNNINGHAM
REINSW PRESIDENT

Government must step in to stop illegal activity in the real estate industry
Your Investment Property
12 May 2016



READ MORE
reinsw.com.au/journal

We've been calling for more training for years and finally this minister has taken action. We congratulate him because it will make for better practitioners and better consumer outcomes.

TIM MCKIBBIN
REINSW CEO

Better training on the cards for real estate agents in NSW
Brisbane Times
18 June 2016

It is actually going to stop foreign investment. It is going to have a negative impact on the construction industry.

JOHN CUNNINGHAM
REINSW PRESIDENT

Foreign buyers stamp duty surcharge to raise \$1b in New South Wales under Government plan
ABC News
14 June 2016

In 1986 they changed the stamp duty rates and they haven't looked at them since, and currently this is the worst example of bracket creep ever seen.

JOHN CUNNINGHAM
REINSW PRESIDENT

'Realistic' approach needed in stamp duty debate
Your Investment Property
23 May 2016

Not supporting first homebuyers is, to say the least, short sighted and creates the risk that our best and brightest will be enticed to other states where the dream of home ownership can be a reality.

JOHN CUNNINGHAM
REINSW PRESIDENT

Government urged to make first home buyers a priority
Your Investment Property
2 June 2016



Negative gearing sounds like it's only for the benefit of the wealthy, but it's actually a very helpful step into property investment.

BRETT HUNTER
REINSW DEPUTY PRESIDENT

Real estate agents join forces to battle 'disastrous' proposal for property market
Central Coast Gosford Express Advocate, 9 June 2016

Success *in* service to others

Kelly Petrini's childhood fascination with property became a lifelong passion for the real estate industry. Here she shares how this passion fuels her commitment to service as the lynchpin of her agency's support operations

“
I think the most important part of my role is building relationships with each of our team members ... That means being available to listen, being there to support my colleagues, and taking action when needed.”

Though she can't quite remember what first piqued her interest in the industry, Kelly Petrini has very vivid memories of her eight-year-old self flicking through the real estate pages of the local newspaper any chance she had.

“I always remember property being interesting to me. I'm not really sure why or how it started. Even when I was a kid, I found the economic side of the industry fascinating. I've always loved architecture and once I started working in the industry, I quickly fell in love with the people side of things too,” Kelly said.

As a licensed real estate agent, there aren't too many roles Kelly hasn't turned her hand to in her 26-year career, which has been key to her success in the agency support role of Operations Manager at Cobden & Hayson – a role she took on 18 months ago.

“I have worn a lot of hats in my career in real estate; I love the industry and I really enjoy working in all areas of it,” Kelly explained.

“I know it's more common for people to focus on one area of real estate, but I think in some ways my 'specialisation' is relationships

By TINA LIPTAI





What I love about my role is that I get to treat every team member the way I'd treat a client. It's a really important role to help build the success of the business.

and customer service. Operations Manager is a great role for me because I get to work across all departments in the agency – sales, property management, marketing and HR. I really enjoy all of these, but it's the service aspect and using my experience to help that I find most rewarding.”

Focusing on service

Kelly began her career in real estate as soon as she finished school, completing a traineeship at REINSW. Kelly also worked in the Education & Training department at REINSW, which has given her a sound understanding of industry regulations, ethics and best practice and has been key to her longevity in the industry.

Though most of her career has been in property management, Kelly has worked in a number of agency support roles and has also worked in residential sales. In 2002, Kelly experienced a career highlight when she opened her own boutique agency in the eastern suburbs of Sydney.

“Having my own agency was a hugely rewarding time for me. I think that is when I really understood how service orientated I am in everything I do and how much I thrive on it.

“For me, it's such a pleasure to be able to give people first-class service. Up until my current role as Operations Manager, I have always focused on external clients but what I love about my role now is that I get to treat every team member the way I'd treat a client and I think it's a really important role to help build the success of the business.”

Though she is still very passionate about property management and enjoyed running her own agency, Kelly felt the need for new challenges.

“I felt like I had achieved all I wanted in property management and I wanted to put my accumulated knowledge and experience from the past two decades to better use,” Kelly explained. “I wanted to share it with people; I think that is one of the best things experienced professionals can do – share their knowledge to support other team members.”

Kelly has found her years of experience in all areas of real estate has given her an ideal skillset and foundation for her varied role as Operations Manager. Not only does Kelly develop and implement operations systems to help with the day-to-day business of the

office, including the integration of technology to help agents work more efficiently, she also gets to keep her finger on the pulse of the ever-changing industry to keep agents informed about changes to regulations and laws that affect them. A big part of her role is recruitment and retention of employees across the business.

“I think the most important part of my role is building relationships with each of our team members. Without strong relationships, nothing I do is going to help the business,” Kelly explained.

“That means being available to listen, being there to support my colleagues, and taking action when needed. This is so important, and often overlooked, when an issue is identified or when someone tells you they need something, you have to act on it. I build trust and respect by showing people they have been listened to.”

Leading change

Since taking on her new role, Kelly has made a lot of positive changes at Cobden & Hayson and she is excited about further developing and expanding her role.

“I am planning for this to be a long-term role for me; the company has grown quickly so there is a lot to do with implementing and refining our systems to help each of the specialist areas in the business thrive and ensuring we are building a supportive and productive workplace culture,” she said.

“Continuing to facilitate change, which a lot of people are resistant to, is also a huge part of my ongoing role. I think people can get set in their ways and with the industry evolving so quickly, particularly with technology, it's so important that we stay on top of it all and make sure we help all departments stay across what affects them.”

As well as her passion for learning and embracing change throughout her career, it's the time she has invested in building relationships with clients and colleagues that Kelly believes has been key to her ongoing success. And in a fast-paced world where everyone is scrambling to succeed, Kelly's advice for agents starting out is to think about longevity rather than a quick win.

“Real estate is a tough industry. It takes time to establish yourself and build a solid reputation, but if you are patient you will be successful. Be prepared for a long road and stay positive.” ♦



Real estate is a tough industry. It takes time to establish yourself and build a solid reputation, but if you are patient you will be successful.

KELLY'S TOP TIPS **for real estate success**

- Be willing, able and available to listen
- Have a genuine interest in helping people to achieve their goals
- Provide support and encouragement
- Take action when someone asks you to do something or says they need something

According to Kelly, all of these are key for building strong relationships based on trust and respect, which will help establish a workplace environment where agents, and the business, can develop and thrive.

“If you love the real estate industry, then you want to do everything you can to make it great, and share that with others – and that’s the opportunity an agency services role offers. I really care about what I do. I pride myself on customer service, which is essential if you want to be successful in a support role.”

Why I love real estate

For Kelly, there isn’t just one thing that stands out as to why she loves working in real estate – it’s people, property and the market. And they are all equally important.

“I find every part of the industry I have worked in to be rewarding. Everybody needs shelter, so this is one of those industries where you are going to be meeting people from all walks of life and you can make a big difference to their lives,” Kelly said.

“Whether you are selling a property and helping someone get the best price or helping someone find their dream home to buy or rent – you are always helping people and that is a great feeling.

“The relationships you build and the people you get to meet and work with are what I really love. If you are a people person, there is so much fulfilment in a real estate career.

“Each person you meet and work with helps you to become a better agent.”

THE IMPORTANCE **OF AGENCY SERVICES** **ROLES**

Kelly believes support roles play a major part in the industry and will continue to play a key role in the success of agencies.

“In real estate, people are our business and of course that means clients, but also staff. Most agents are time poor; they are focused on listing, selling and leasing and that takes a lot of their time and energy. They have huge workloads and often don’t have time to be following up, let alone getting across the ins and outs of new legislation. We want our agents, and business, to be successful and that’s where the support staff come into play assisting agents with marketing, building databases, getting them across key legislation changes – of which there have been a lot recently – and following up with clients.

“Support roles are vital to help free up agents’ time so they can focus on what they need to. It’s about working as a team.”

In her support role, Kelly is key to information flow and connection across the business, and her varied experience helps her to be able to work closely with employees of all specialities and at all stages of their career.

“Although it’s not essential, I think it helps if you have a depth of agency experience in a role like this because agents are more likely to respect your opinion if you have a good understanding of what might work for them or what might be useful,” she said.

“The agents I work with know I understand their role, the pressure they are under and the challenges they face daily. I have empathy, which is really important when it comes to building relationships and trust.”

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Navigating through big changes

Working with clients when they're making big life decisions is just one of things that makes real estate so rewarding for Director of Pilcher Residential, Simon Pilcher.



I believe being brave, making big decisions and backing yourself is really important.

Did you always want to work in the real estate industry?

To be honest, I really fell into the industry due to a range of circumstances. I initially started in the industry in 1992, when I did a four-year stint. After I left I did a few different things, including working in the recruitment industry. But I missed the very close relationships you build with clients when you work in real estate.

While real estate wasn't necessarily something I was set on pursuing as a career from an early age, I wouldn't work in any other industry now. Interestingly, my dad worked as a real estate agent at one point in his life and I found out not too long ago that my grandfather did as well. So, a bit unwittingly, here I am as a third generation real estate agent.

Why did you choose to specialise in residential sales?

Clients put an enormous amount of trust in me, but I like dealing with people on a very emotional level. Sometimes I find myself helping people through extremely difficult situations and they need someone to shoulder some of the burden for them. I really respect that and it's just one of reasons why I love what I do.

Real estate and recruitment are very similar in some ways, because you're making contact with clients at a time when they're making large life decisions.

Why did you choose to open your own agency?

I'd been working for McGrath Estate Agents for nine years. Over the time I was there it grew a lot and, to my mind, it became more corporate. I wanted to go back to a smaller, more personal business and have the total freedom to make choices on behalf of my clients. I could be the master of my own destiny. It was a really liberating experience.

What do you enjoy most about your job?

The big buzz for me is helping people through one of the biggest changes in their life. There's always a reason why people are selling their home. They generally don't just wake up one day and think "Oh, I'll sell my house today". Their family might have changed; they might have another child on the

way or perhaps the kids have moved out of home. There may be a significant positive or negative event that has occurred. But the common theme is that there is always a big change going on. I thrive on helping people navigate their way through the change. That's why I do this job. It's why I love it.

What are the key skills needed to be successful in your job?

Empathy. That's the number one thing. People have a lot of emotional needs when they're buying and selling property, not just financial ones.

Having a thick skin is also really important, because you tend to get a lot thrown at you.

Broad experience is also an essential ingredient to success – broad business experience and broad life experience. I think it's extremely valuable for both you and your clients.

What has been the highlight of your career so far?

Without doubt, setting up Pilcher Residential with my wife almost five years ago.

What are your goals for the next 12 months?

Our goal is to maintain the growth we've been experiencing in a market that's offering 30-40 per cent fewer properties. Maintaining market share and growing turnover is also high on the list, which is challenging under the circumstances but I believe we'll achieve it.

We also have some younger team members coming through as sales people and it's a clear goal of mine to be a really great mentor for them as they grow their careers.

Is there a particular phrase or adage that you live by?

My dad was in the SAS and they had a coat of arms with the motto "Who dares, wins". I grew up with it sitting on the wall in front of me. Seeing that motto every day of my life as a kid growing up, really stuck. I believe being brave, making big decisions and backing yourself is really important.

What's the best advice you would give your younger self if you knew then what you know now?

Dream bigger dreams! ♦



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Taking in the view

A DAY IN THE LIFE OF
RICHARD GEMMELL



A 4WD frequently caked in dust and far from perfect mobile phone reception is part and parcel of the working day for Richard Gemmell from Elders Real Estate in Dubbo – but he wouldn't have it any other way.

I've worked in rural real estate for almost 30 years. It's definitely the country life for me. Over the years I've clocked up more kilometres than I care to remember driving all over central and western NSW, and there are days when my Landcruiser is my mobile office. The long road ahead can sometimes be monotonous, but the scenery more than makes up for it – every time.

I have a real passion for rural real estate and love my job. The life of a rural real estate agent can be varied and unpredictable. No two days are ever the same, but that keeps things challenging and exciting.



5.30AM

I'm an early riser, so I'm usually out of bed by 5.30am. It's 6.00am if I have a 'sleep in'. Some mornings I'll go for brisk walk for an hour to get the blood pumping, and then it's breakfast and off to the office. But on many days I have a long drive ahead of me to get out to a property for a client meeting or buyer inspection – so it's boots on and off I go.



7.00AM

I jump in my vehicle and set off to travel several hundred kilometres. Distance is one of the biggest challenges rural agents face, but I have a real passion for rural marketing and working with country people so I don't mind the travel at all.

The trip out to a property can take a few hours. Mobile coverage is bit patchy out on the road, but when service allows I like to get some work done while I'm driving – mobile phone in the cradle and on speaker of course!

Typically, by the time I've arrived at my appointment I've made numerous calls to clients, fielded incoming enquiries and followed up any leads. Having access to email while I'm out of the office is also essential, as it means all offers and negotiations can be communicated in writing – in particular when distance or time make it impractical to have a face-to-face discussion.



10.00AM

Morning tea with the client is usually a must. Country people are always very welcoming and I've always found that my strongest client relationships are built around communication, reliability, trust and an appreciation for genuine hospitality. Having spent almost three decades travelling the length and breadth of central and western NSW, I find it easy to strike up a connection with clients and potential buyers alike. It doesn't matter if I'm meeting someone for the first time or I'm reconnecting with someone I've worked with before.



10.30AM

With morning tea over, I'm off to inspect the property. Rural properties are all so varied. They range from lifestyle farms to vast stations with attributes that may include grazing, cropping and irrigation. All the relevant details need to be noted, so the process can take a lot of time.



12.30PM

Lunch is served and it usually comes from the car fridge in the back of my Landcruiser. I like to find myself a nice spot in a paddock under a tree or on the bank of a dam. I enjoy having a moment to take in the view and my surrounds. This is living.

Sometimes I'll go back to the homestead and have lunch at the kitchen table with the property owners. This is a great opportunity to have a chat about aspects of the property I'm in the process of inspecting, field any questions they have or discuss marketing options.



1.30PM

After lunch, it's back to continue the inspection. I'm always very thorough and make sure that by the time I finish the inspection I'm familiar with all aspects of the property. This is critical to identifying the correct target market for the property, crafting the best and most appropriate marketing strategy and connecting with local or interstate buyers, agribusiness corporate companies and international agribusiness investors.

Having an intimate understanding of the property also means I can keep potential buyers interested over the course of an inspection, which is critical as they can last anywhere from a couple of hours to a full day.



3.00PM

By mid-afternoon, I've finished the inspection and covered off any questions. I jump in the Landcruiser and start the long drive home. As soon as I'm back in mobile range, my phone starts beeping, beeping, beeping. So I take the opportunity to pick up the voicemail messages that have come through during the course of the day and catch up on any calls.



6.30PM

It's after dark when I arrive home. When I look down at the odometer it's not unusual to see that I've travelled 600-700km in a single day. That's a lot of driving time!

My wife greets me at the door. Sometimes by the time I arrive home, there's a message the potential buyer who inspected the property with me a few hours earlier has already rung through to my home number wanting to make an offer. A great ending to a great day.

It doesn't get much better than this! ♦

Agents at the centre

By TINA LIPTAI

Agents are in a unique position to extend and deepen their involvement in all stages of the real estate transaction by building and nurturing relationships with clients that extend beyond the obvious moments of buying, selling and leasing.

The agent of the future will be at the centre of every real estate transaction. That's the firm belief of John Cunningham, Managing Director of Cunninghams and REINSW President. They will offer a wide range of services to their clients, be a complex problem-solver with creative solutions, and will provide sound information and advice about the property and the market. They will also have a reputation for behaving ethically and provide a high level of service.

"The value agents bring to the transaction lies in their specialised knowledge of people, property and the real estate market," Mr Cunningham said. "Agents need to position themselves as experts. But more than that, they also need to continuously demonstrate their expertise to clients and broaden the scope of services they offer.

"From understanding client behaviour to technical knowledge of the relevant legislation, agents need to share their expertise at every opportunity and be ready to guide consumers at every touchpoint they have with the industry – regardless of whether it results in a direct financial benefit to the agent themselves.

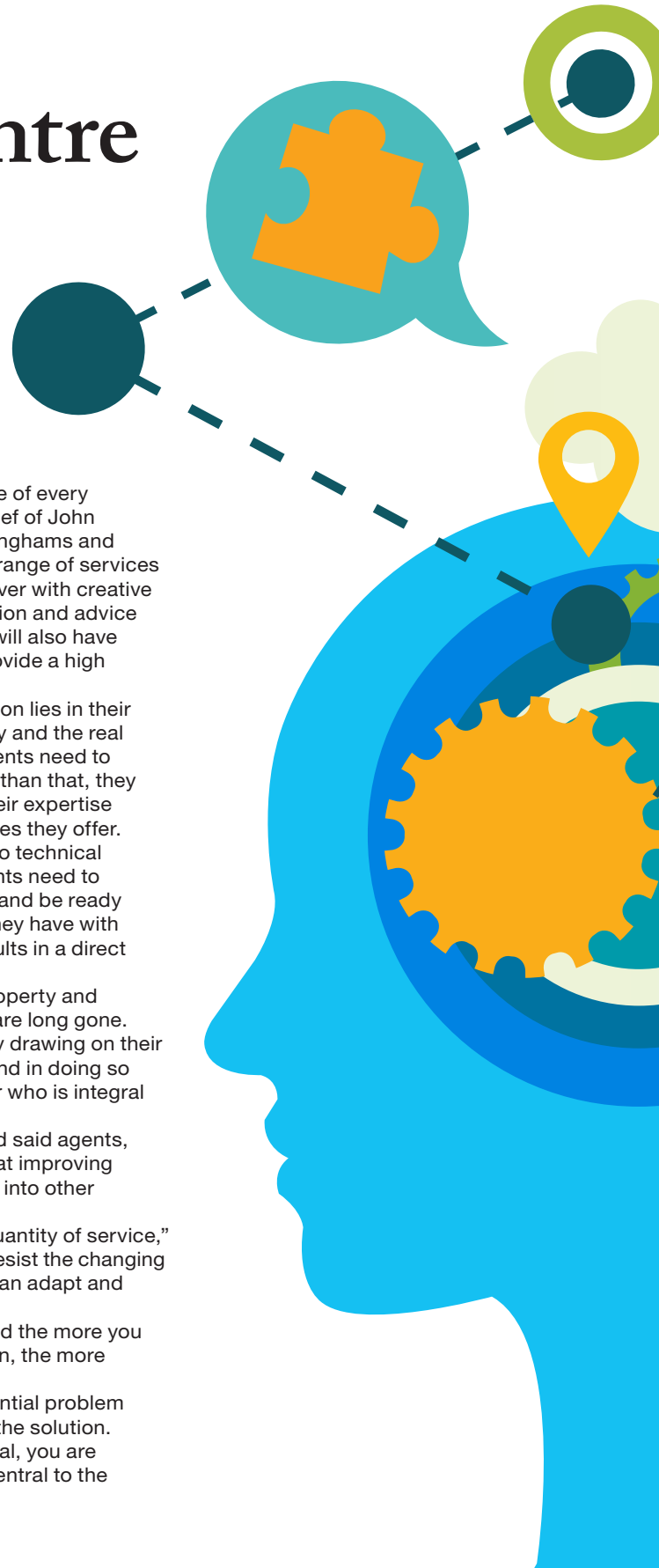
"The days of simply showing up at a property and opening the door to show people around are long gone. Agents must be able to provide insights by drawing on their local knowledge and industry expertise, and in doing so position themselves as the trusted advisor who is integral at all stages of the transaction."

REINSW CEO Tim McKibbin agrees and said agents, and the industry as a whole, need to look at improving the services they already offer and extend into other complementary functions.

"It's about increasing the quality and quantity of service," he explained. "Rather than attempting to resist the changing environment, we need to look at how we can adapt and evolve at all levels.

"The more you can do for your client and the more you are involved in every part of the transaction, the more valuable you become.

"Consider every problem, issue or potential problem a client has and look for ways you can be the solution. Every time you can do something additional, you are adding value and cementing yourself as central to the real estate transaction." ♦





Agents as educators

Consumers have access to more information than ever before. But rather than making agents obsolete, Mr Cunningham believes this has made the role of agents even more important; agents can use their knowledge and experience to help consumers by being the expert interpreter of the data.

“While having access to lots of information and data sounds great in theory, the reality is that it can be confusing and overwhelming for consumers if they don’t have the knowledge or expertise to interpret and apply it correctly to their own situation,” he said.

In real estate, as in other parts of life, you can’t believe everything you read – and there is a lot of conflicting, and even misleading, information out there according to Mr Cunningham.

“An important part of what an agent does is to educate consumers. By doing so, we’re positioning ourselves as the ones in the best position to interpret the data and share the correct insights to help them make informed decisions.

“These days consumers are sophisticated and we need to respond to this by demonstrating our expertise and sharing our specialised knowledge to help guide them at all stages of the transaction. Agents shouldn’t be acting as ‘gatekeepers’ of the data. We need to be educators and show consumers that we are here to help them understand and navigate the marketplace.”

Mr McKibbin believes one of the biggest challenges that agents face is educating consumers about the complexities of real estate.

“The problem is that experts tend to make what they do look easy,” he said. “After you’ve watched the Australian Open, you feel like you can pick up a racquet and play the perfect set of tennis because the professional players make it look so easy. It almost seems effortless. It’s similar with real estate.

“For consumers to believe real estate is ‘easy’ is good in the sense that it shows agents are delivering outcomes professionally. But it’s important that agents continue to add value to their offering and educate consumers about the importance of having a professional to guide them through what is a serious financial decision and legally complex transaction.

“Of course, in truth, it’s not easy at all to do what agents do. It’s a complex process, and agents need to know what needs to be done and when it needs to be done in order to get the best outcome for their clients.

“As we continue to live in a more complex and regulated world, the days of the amateur are limited for most industries. We need to educate consumers that what they are paying for is the knowledge and experience that comes with engaging a professional – and while it may look to be easy on the surface, it’s not.”



The more you can do for your client and the more you are involved in every part of the transaction, the more valuable you become .

TIM MCKIBBIN
REINSW CEO



Agents as disruptors

Though it's easy to dismiss 'disruption' as a buzzword that's thrown around all too frequently, the threat posed to the real estate industry by disruptors is real. It's one that needs to be taken seriously and one that the industry needs to respond to in order to ensure that the essential role of agents is not undermined.

According to Mr Cunningham, one of the biggest disruptive influences the industry is facing at the moment is the proliferation of agent referral sites.

"Referral sites will certainly have an impact on our industry in the future and they will be used more by consumers unless agents lift their game," Mr Cunningham said.

"These sites prey on consumers who are 'scared' of agents; those who have perhaps had a bad experience in the past or have heard about bad experiences. The fact that these sites even exist should show us that consumers want agents who are experts. They want to be guided through the transaction by an expert and that is an opportunity for the profession."

Mr Cunningham said agents who sign up with these referral sites are trying to take the easy road. "They're being lazy. It's that simple," he said. "We need to lift our value proposition, build trust with consumers and demonstrate our expertise. By doing this – by disrupting ourselves – we can beat disruptors like these referral sites.

"We need to position ourselves as a valued and important source of information, guidance and service, so when consumers come to make the decision about which agent to engage, there is no room for referral sites."

Mr McKibbin agrees and goes on to say that referral sites are not in the best interests of consumers. "In the main, by essentially having agents bid for work, they are offering a false and misleading service. They prey on consumers' concerns and fears, and promise to find them the best agent," Mr McKibbin said. "The best way for us as an industry to combat these referral sites is to ignore them. They add nothing to the transaction and without quality agents engaging in the service, they won't be able to continue to operate."

However he goes on to explain that it is certainly not in the best interests of the industry to ignore other disruptors, particularly in relation to the use of technology and other innovative opportunities.

"There's a lot of money in real estate and people are designing electronic solutions to do all or part of the agent's job. To combat this disruption, agents need to seek out ways to add value to their offering and make sure they remain integral to all parts of the real estate transaction."

To meet the challenges posed by disruption, Mr McKibbin believes that agents need to be more involved and engaged in the inevitable evolution of the industry. "We need to disrupt ourselves," he emphasised. "We need to offer additional services, and use new and emerging technologies for the benefit of clients and integrate it into how we operate each and every day."

Mr McKibbin said the real estate industry can't allow itself to be like the taxi industry, which did little to respond when Uber first entered the market.

"To sit still is dangerous. As an industry, we need to be mindful of the threats and evolve quickly. History shows us that those who don't evolve don't survive."



We need to position ourselves as a valued and important source of information, guidance and service, so when consumers come to make the decision about which agent to engage, there is no room for referral sites.

JOHN CUNNINGHAM
REINSW President

Agents as facilitators

Acting as a facilitator is an excellent way for agents to position themselves as integral to every part of the real estate transaction.

Helping a vendor to source a solicitor to draw up a contract, assisting a purchaser to secure finance, explaining the importance of landlords' insurance to a property investor, and helping a tenant organise the connection of essential services prior to moving into a property are just some of the ways an agent can offer a higher level of service.

Entanglement is the word Mr Cunningham likes to use when explaining how agents can become integral to the transaction. "Agents are an important part of the transaction, but we need to be more involved in every stage – we need to be more entangled – and there are lots of ways for agents to do that," he said.

"The agent of the future will deliver a high level of value and service, and will always be looking for ways to increase their offering in order to embed themselves in the transaction from start to finish."

Even before an agent visits the property, they have an opportunity to position themselves as not only an expert, but a very helpful facilitator.

"For example, when an agent first speaks with a potential seller they should ask questions about the property in order to gain a better understanding of the information the client might need," Mr Cunningham explained. "So when they arrive at the first meeting, they are equipped with all the information the seller is looking for – and even information they didn't realise they needed."

"If they have a pool, go along prepared with a list of certified pool inspectors. If their garden is in need of clean up before listing, give them the names of some your preferred gardeners. And if the interiors could do with a bit of a facelift, talk to them about the benefits of bringing in a property stylist for a make-over."

"The ways in which you can help your clients are really unlimited."

By facilitating these services for clients, agents are laying the foundations for a strong service path and it demonstrates their ability to help the client make good decisions. "This is where the service journey starts and is how good agents can stand out from the pack," Mr Cunningham stated.

"The difference between a good agent and a great agent is that they demonstrate their value by bringing their wealth of skills and knowledge to the transaction."

Mr Cunningham said it is important for agents to understand that offering a high level of service should extend beyond the obvious avenues that generate direct revenue.

"Agents need to be offering advice in every way they can. Helping your client, even if you aren't receiving a direct financial benefit, is going to pay off in other ways. They will remember your expertise and how helpful you were, and that could result in them recommending you to others."

"Smart agents understand this is a long-term game. The top agents do more in order to be there for their clients every step of the way."

Agents as co-regulators

REINSW believes it can make a valuable contribution to the regulatory environment and professional conduct of agents through an industry-funded and shared regulatory function with NSW Fair Trading.

According to Mr McKibbin, co-regulation is the best way forward for the industry, profession and consumers, and is also key to placing agents at the centre of all real estate transactions.

"One mechanism to improve the quality and quantity of service across the industry is better education. The more educated agents are, the more value they can bring to the transaction and in this way co-regulation will benefit the consumer and the profession," he explained.

"No one understands real estate practice better than the practitioners, which is why co-regulation is so important. The regulator ensures compliance but that doesn't guarantee great service from the agent for the consumer. With the profession and the regulator working closely together, we can ensure both compliance and a high level of service."

It's Mr McKibbin's strong view that doing so will also lift the perception and standing of agents in the public eye. "Better service will result in a better reputation for the industry and the more professional our conduct as an industry, the greater respect we will have in the community," he explains.

"It's going to take time and we will have to consistently be working to achieve increased professional conduct as an entire industry before consumers recognise the change – but it will happen."

Mr Cunningham agreed that the proposed co-regulation model is going to be key in the evolution of the profession.

"Co-regulation will help by demonstrating that agents are capable of meeting professional standards – you can't be an amateur and 'just wing it'," he said. "With agents adhering to higher standards of conduct, ethics and professional behaviour the industry will be seen as offering a vital service. Not merely putting a property on the market for sale or lease, we can demonstrate real estate agents are an integral part of a complex legal and emotional process."

"REINSW believes that we need co-regulation. We need to think and act professionally. Once consumers see agents acting professionally, perceptions will change. We believe we can change people's perceptions and there will be less room for agents who don't conduct their business professionally with a high level of service. There will be less room for people who don't understand that what is right for the consumer is right for their business."

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STEPHEN FRANCIS

ROSS HEDDITCH

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The potential pitfalls of progression

By TIM MCKIBBIN

After spending years in the field perfecting your skills as a real estate agent, it may seem like the obvious next step is to take the leap and open your own agency. But is it?

For some, becoming a real estate business owner may seem like a natural career progression – but it can cause problems for those who end up finding themselves out of their depth. Why? Because working as an employed agent requires a completely different skillset to being a successful business owner.

An owner of a real estate agency will often have more in common with the owner of a hardware store or newsagency than they do with their employed agents. This is because when you run a business, you are faced with the responsibility of much more than simply managing staff.

It is dangerous to assume that just because you are a good agent you will be a good business owner, because the two roles are grossly different. As a business owner you have a raft of legislative obligations relating to taxation, workers' compensation and superannuation, as well as those which govern real estate practice. In addition, you need to understand financial statements, manage cash flow, be responsible for trust accounts and much more.

Unfortunately, I have seen far too many high-performing agents fall into the trap of taking on ownership of a business only to see it collapse because they don't have the requisite business skills or knowledge to operate it successfully.

To be successful as a business owner, you need to fully understand your obligations, realistically assess your own competencies, and then resource the areas of the business where your skills are lacking by surrounding yourself with great people who can do the things you can't. You also need the necessary business skills, including financial literacy. You can choose to acquire these skills yourself or outsource them, but you must be honest with yourself about your own capabilities when making this decision.

Why training is so important

It is REINSW's view that many of the non-compliance issues and business difficulties that arise in the market today are due to ignorance and inadequate education and support, rather than a conscious decision to avoid obligations.

Under our proposed partial co-regulation model, REINSW is aiming to improve education by targeting specific areas of regulatory failure and business management deficiencies. Penalising ignorance will not improve compliance or a person's general business ability – that can only be achieved through education and a structured, supportive environment.

So we need to prioritise the specific issues faced by real estate business owners and identify the major areas of failure. By doing this, we will then be able to develop training that is targeted to respond to the industry's needs.

Making the correct decisions for your business as an owner is in many respects like driving a car: the overwhelming majority of us can do it, providing we can look through the windscreen and see a full picture of the challenges that lie ahead on the road. But regardless of how good a driver you are, if you are blind to the challenges you will face then your chances of having an accident increase. It's the same in business. In business you need see the full picture. You need to gather data, ensure it is accurate and complete, and from there you can make informed decisions. There is no place for guesswork when driving a car or running a business.

You need to be brutally honest with yourself and decide if remaining as an agent, utilising your skills in that area, is a far better decision than owning and operating your own business, for which you may not have the correct skills. ♦

“

We need to prioritise the specific issues faced by real estate business owners and identify the major areas of failure. By doing this, we will then be able to develop training that is targeted to respond to the industry's needs.



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

Rewarding property management performance

Incentive programs for property managers are a great way to reward exceptional employees for reaching work goals, achieving milestones or simply doing a good job.

By BRYAN WILCOX

As I travel around NSW and meet with members of REEF and REINSW, it's been refreshing to find that many real estate agencies are at last embracing the idea of rewarding their property managers for achieving goals that are over and above base expectations.

From fairly traditional programs to those encompassing every aspect of the property management relationship, there seems to be no end to the range of incentives that employers are offering to their property managers for delivering increased revenues and growing the employers' property management asset.

Some of the incentive programs I've seen include the payment of part of the letting fee or management fee. Others deliver bonuses for increasing rents or achieving a certain number of leases in excess of a specified target. Others still include incentives for converting a management into a sale or vice versa, rewards for new management leads, or incentives for minimising arrears.

Many programs are based on a pooled reward system, where the property management team as a whole is rewarded for exceeding their collective target. Unlike sales, where results are rewarded primarily on an individual basis, the success of most property management teams requires a collaborative approach; team members rely on each other for overall success, so it makes sense to reward the whole team rather than the individuals.

Property management incentive programs have a proven track record of success. They motivate employees and increase the overall performance of the agency, and they show employees that the employer values their work. ♦

1

KEEP IT SIMPLE

Make sure it's easy to understand

Many disputes between employers and employees are the product of a misunderstanding about how the incentive is to be calculated and paid. Therefore the incentive program should be easy to explain, easy to calculate and clear about when it is payable. It should give consideration to the relevant PAYG and superannuation obligations that arise from the incentive payment and this should be made clear to employees.

Including employees in the development of the incentive program can help to ensure they value the rewards and see them as worth the effort. Employers should value employee input and put an appropriate incentive structure in place accordingly. Clearly, employees who see the incentives as worth the effort will be more motivated to work hard to obtain them.

Importantly, to comply with obligations imposed by the Award, the agreed incentive program must be in writing. Employers may also want to provide for a process where the program can be reviewed and adjusted after it has been in place for 12-18 months.

2

MAKE IT MEANINGFUL

Actions must have a direct impact on results

There's no point having an incentive program in place if it fails to add to the value of the property management asset or increase property management revenues. Equally, the incentives payable should be offset by any corresponding loss of managements or income during the period. In other words, the program should reward employees for net increases only.



3

MAKE IT FAIR

Make incentive programs fair across the agency

Over the years, I've seen many incentive programs where the sales team receive a larger reward than the property management team for bringing in a new management. It just doesn't make sense. If the incentive program is to be seen as credible by all employees, then it should be applied fairly across the agency in order to incentivise everyone to build the business.

4

MAKE IT OBJECTIVE

No subjective opinions

The property management team are more likely to embrace and respond to an incentive program where the rewards are clearly defined and are not subject to application in a random or indiscriminate way.

5

MAKE IT MEASURABLE

Share progress against goals frequently

The best incentive programs are the ones where progress can be measured on a daily or weekly basis. The property management team are more likely to stay engaged if they can see how their performance is progressing. A simple scoreboard or dashboard where they can view their performance in real time will allow them to accurately assess their own performance and have realistic expectations about the potential rewards they may receive.



BRYAN WILCOX
is the CEO of the Real Estate
Employers' Federation.

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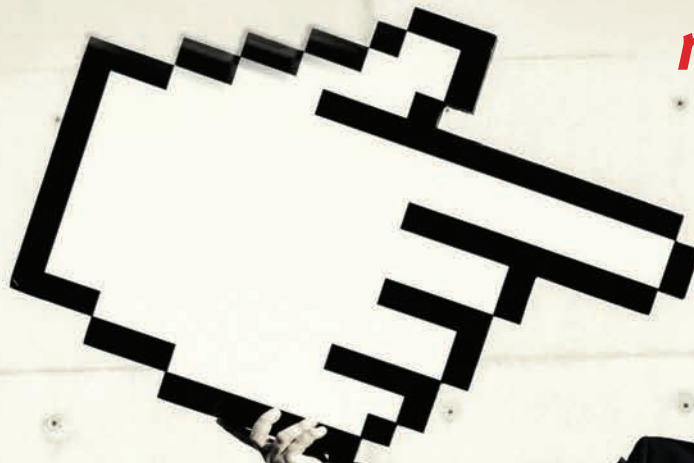
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Underquoting laws: 6 months on



New underquoting laws kicked off on 1 January 2016. Now in operation for six months, we asked agents about the impact of the changes on their business and how they operate.



JAMES CROW

Associate Director at Morton

Not a lot has changed at Morton in relation to the way we conduct ourselves.

Prior to the introduction, we were keen to ensure that our estimates quoted to buyers were not only in line with the current market and similar sales, but also in line with our vendor's expectations and what was stipulated on our agency agreements.

We have had to introduce certain aspects to ensure we are compliant with the new laws, such as having a maximum of 10 per cent variation on the price estimate.

Overall, we welcome the new laws – it's a transparent and level playing field for both buyers and sellers, and puts any unscrupulous operators out there on notice.



KERRY HINES

Director at Unrealestate Coffs Coast

We had previously utilised the 'offers over' pricing strategy frequently and with considerable success. It was particularly useful with properties where we saw the value of a property close to a \$50,000 or \$100,000 increment, as this enabled us to essentially market across two price ranges on internet portals.

In response to the changes, we've simply adjusted our pricing strategy for private treaty sales – either marketing at a set price or utilising a price range, bearing in mind the 10 per cent range.

In relation to record keeping and price substantiation, it's always been best practice regardless of the new laws.



CRAIG MARSHALL

Director at Savills Cordeau Marshall

One of the biggest challenges the new underquoting laws have had for us is that we have to spend more time with buyers to nurture them through the pricing process.

We also have to record every conversation when quoting prices, which creates more paperwork and can add up to an extra 10 per cent work in a day for our agents.

The 10 per cent price range requirement has also made our job harder because it's so restrictive. I think some agents may over quote if the market goes downwards because they're worried they will get into trouble with underquoting.



PETER DRUMMOND

Principal at Drummond Real Estate

From our point of view, underquoting has never been a problem – so the legislation has not made any change to how we operate our business.

We have always set a clear asking price for our sellers, based on accepted valuation principles and comparable sales evidence.

Our view is 'offers over' and 'price range' advertising is misleading to both sellers and buyers. By adopting either practice, agents are avoiding the truth.

Underquoting legislation doesn't overcome the problem of misleading buyers about what sellers might accept or 'conditioning' sellers about what buyers might pay. ♦



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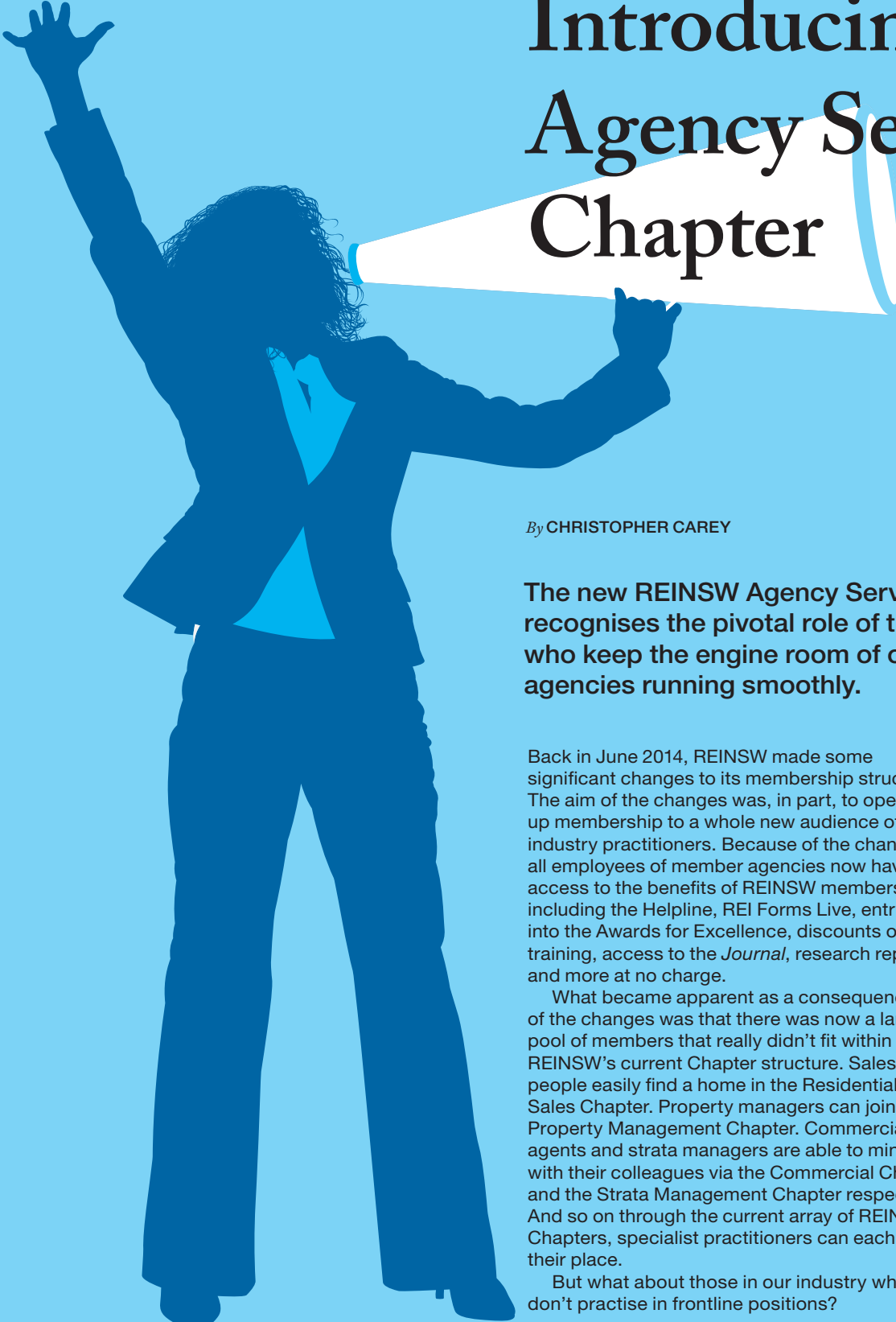
It is imperative that smoke alarms are replaced at least every 10 years so that they meet Australian Standards and they remain effective in detecting the presence of fire.

May 1 this year marked the 10 year anniversary of the introduction of NSW legislation to ensure all homes have at least one working smoke alarm per floor.

Is it time for the smoke alarms in your properties to be replaced?

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Introducing the Agency Services Chapter

By CHRISTOPHER CAREY

The new REINSW Agency Services Chapter recognises the pivotal role of the practitioners who keep the engine room of our member agencies running smoothly.

Back in June 2014, REINSW made some significant changes to its membership structure. The aim of the changes was, in part, to open up membership to a whole new audience of industry practitioners. Because of the changes, all employees of member agencies now have access to the benefits of REINSW membership, including the Helpline, REI Forms Live, entry into the Awards for Excellence, discounts on training, access to the *Journal*, research reports and more at no charge.

What became apparent as a consequence of the changes was that there was now a large pool of members that really didn't fit within REINSW's current Chapter structure. Sales people easily find a home in the Residential Sales Chapter. Property managers can join the Property Management Chapter. Commercial agents and strata managers are able to mingle with their colleagues via the Commercial Chapter and the Strata Management Chapter respectively. And so on through the current array of REINSW Chapters, specialist practitioners can each find their place.

But what about those in our industry who don't practise in frontline positions?

“

The Chapter aims to make life easier for these members by providing a go-to place for information and guidance.



JOIN THE AGENCY SERVICES CHAPTER
servicecentre@reinsw.com.au



CHRISTOPHER CAREY is the REINSW Membership Manager.

The office managers? The marketers? The admin assistants? The receptionists? The accountants? And all those other professionals working in agencies to keep the engine room running? To date, our Chapter structure simply hasn't accommodated them.

Agency Services Chapter

With this in mind, REINSW set about hatching a plan to recognise all these practitioners working in member agencies. The ones who hold critical roles and can be regarded as the in-house support mechanisms for the face of the business. And so, the Agency Services Chapter has been created.

The term "in-house service provider" is not unknown in our industry and we know that these providers play an essential role in driving outcomes for all agencies. Whether it's promptly answering incoming calls at reception or putting together a targeted marketing campaign. Whether it's determining business strategy as a general manager or balancing the trust account. These practitioners support the business at every level – and they now have a home in the Agency Services Chapter.

A growing membership

Since deciding to launch the Agency Services Chapter, the REINSW Membership Team has been combing through its database to identify those members eligible to be joined to the Chapter. Already numbers have grown to more than 1,000! This number alone shows just how vital this new Chapter is to the future of REINSW's membership.

With this strength of numbers, REINSW is committed to developing a Chapter that will help every member agency improve their standard of operation. The Chapter aims to make life easier for these members by providing a go-to place for information and guidance.

The face of agency practice has changed. Once upon a time real estate was just about selling and leasing. No more. There's so much more involved these days – finance, marketing, office management, public relations, technology, compliance and more. And there's someone to fill each of these roles. They are all real estate professionals and they now have a home in the REINSW Agency Services Chapter. ♦

Meet the Chapter Committee



SARAH BESTER
General Manager at Ray White Double Bay



ANNETTE FERRARI
REINSW Trainer



BREE HIGGINS
Operations Manager at Cunninghams



NICOLE MACGEE
Office & Marketing Manager at Raine & Horne Bondi Junction



CAMERON NICHOLLS
Director at Nicholls & Co Estate Agents



KELLY PETRINI
Operations Manager at Cobden Hayson



NANCY RAINBIRD
Claims & Compliance Manager at Realcover



KYLIE WALSH
General Manager at Di Jones Real Estate

Chapter Committee Goals

- To raise the profile of practitioners working in agency support roles
- To promote a better understanding of the essential role of agency support practitioners
- To build a support network for practitioners working in agency support roles
- To provide help and advice to Chapter members through the delivery of relevant information

**BUYING, SELLING OR LEASING A
PROPERTY WITH A SPA OR POOL?**

SWIMMING POOL LAWS HAVE CHANGED

From 29 April 2016
properties sold or leased
with a spa or pool
must have a relevant
compliance certificate.



This means that from 29 April 2016:

1. Vendors can transfer the obligation of obtaining a certificate of compliance to the purchaser. A certificate of non-compliance must be attached to the contract of sale.
2. The buyer of a property with a non-compliant spa or pool has 90 days from the date of settlement to address any barrier non-compliance issues and obtain a certificate of compliance.
3. Properties with more than two dwellings are exempt from the requirement to provide a compliant spa or pool barrier on sale or lease as they are already regulated through mandatory three-yearly council inspections.
4. The owner of a property with one or two dwellings and a spa or pool must have a certificate of compliance or relevant occupation certificate and a certificate of registration before entering into a lease. These documents are to be provided to the tenant on entering into the new lease.

A relevant occupation certificate means an occupation certificate issued under the Environmental Planning and Assessment Act 1979 that is less than three years old and that authorises the use of the swimming pool.

The NSW Government is committed to creating an effective pool barrier framework that protects the safety of children under the age of five around backyard swimming pools.

Please note

You can check if a property with a swimming pool has a current certificate of compliance.

1. **Go to**
swimmingpoolregister.nsw.gov.au
2. Select **"Lookup pool"**.
3. Enter the street number, street name (do not type in road, street, lane etc) and the suburb.
4. Select **"Find property"**. The address will appear if the property has a valid certificate of compliance.

**THESE ARE CRITICAL
CHANGES DESIGNED TO
SAVE LIVES.**

Contact your local council or visit:
swimmingpoolregister.nsw.gov.au





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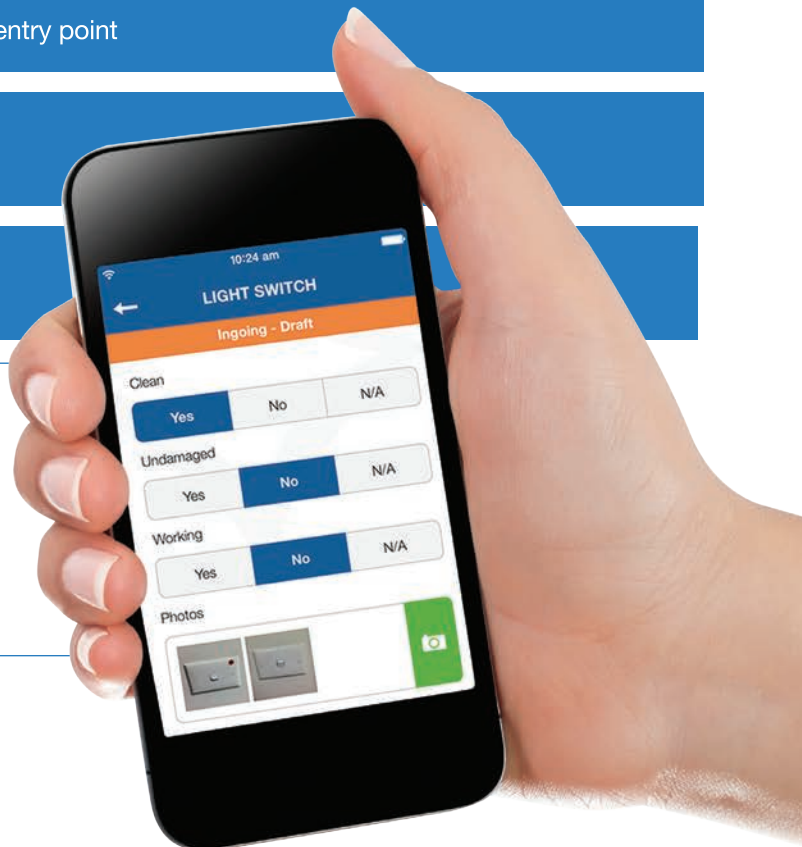
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Counting the cost of cyber crime



The impact of a cyber security breach can be crippling for your business. Don't make the mistake of thinking it can't happen to you.

By NANCY RAINBIRD

Cyber security breaches have been big news over the last few years. It seems barely a day goes by where the media isn't reporting yet another major hack somewhere in the world. It's all too easy to think the potential for a cyber security breach in your business is a distant threat. But it's not.

Every real estate business uses digital technology; it plays a significant role in how agencies operate, and falling victim to a hack can have serious ramifications. Amongst other things, a cyber security breach can cause significant damage to your business's revenue and reputation.

One of the downsides to embracing technology is the risk of having your data stolen, with an estimated one in five Australian businesses hacked every year. Agencies keep a huge amount of important information about their clients, including bank details, passport numbers and employment records. Unfortunately these details are at risk of being stolen, which could cause your business to lose revenue and be held liable to heavy fines and lawsuits.

Recently, an agency in Broome in Western Australia had \$50,000 stolen by cyber fraudsters, who gained access to their online banking system after a compromised email installed malicious software. This software allowed the fraudsters to change the bank account details of one of the agency's clients who received regular payments. It re-directed the payments to another account, before reverting back to the original account details in order to avoid detection.

As a result of this fraud, the WA Consumer Protection Commissioner recommended that real estate and

settlement agents manually input bank account details of clients when making electronic bank payments, rather than relying on the accuracy of details in pre-entered lists.

This theft is interesting as it could in some circumstances result in a professional indemnity claim. It could also potentially result in a cyber claim, which is covered separately.

Some professional indemnity insurance policies offer limited cover against cyber crime. There are also stand-alone cyber insurance policies available in the market. As this is a developing exposure, due to the rapid rate at which technology is developing, each agency should seek advice from an insurance advisor and consider which policy best suits their needs based on the protection they have in place.

The Australian Government has said cyber security is one of its security priorities and launched a Cyber Security Strategy this year which was developed after over 18 months of consultation with over 190 organisations.

The government will spend \$230 million on a range of measures and if they are prepared to spend that much money, isn't it wise for your business to invest in protection too? ♦

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PROTECT YOURSELF

The Australian Cybercrime Online Reporting Network (ACORN) is a national online system that allows you to securely report instances of cyber crime.

It also provides advice to help people recognise and avoid common falling to cyber crime. This includes ensuring your computer and other devices, such as phones and tablets, are protected from possible cyber crime attacks by using a firewall to block unauthorised access. You should also use up-to-date anti-virus software, a pop-up advertising blocker on your internet browser, different passwords on different sites, and secure your wireless network.

For more information, visit acorn.gov.au

LET REALCOVER protect your business with professional indemnity insurance designed with your needs in mind. When it is time to renew your policy, contact Realcover on 1800 990 312 for a quote. REINSW members are eligible for a substantial discount off Realcover's standard professional indemnity insurance premium (excluding charges).



NANCY RAINBIRD
is the Claims & Compliance
Manager at Realcover.



A passion for performing

When you're just starting out, it takes a lot of courage to stand in front of crowd and conduct an auction. But that's just what 11 budding auctioneers did at this year's REINSW Novice Auctioneers Competition State Final.

NAC
NOVICE
AUCTIONEERS
COMPETITION
2016

48 COMPETITORS

7 HEATS

\$42,000

RAISED FOR

CHARITY

INCLUDING:

Father Chris Riley's
Youth Off The Streets

canteen
cancer's different in a
young person's world

camp quality.

the dementia
momentum



Congratulations to all the finalists in this year's State Final for accepting the challenge and demonstrating their professionalism and spirit. But there could only be one winner ...

Jake Downs wowed the judges with his flawless presentation and ability to connect with the crowd to take out this year's State Final and be crowned the 2016 REINSW Novice Auctioneers Competition State Champion.

"It's a huge buzz to be able to say I'm the State Champion," Jake said. "I've never been the State Champion of anything! I'm really thrilled."

Jake kicked off his real estate career in 1994 when he completed an Honours degree in Land Economics. After spending

a number of years building a successful career as a presenter, MC and voiceover artist for radio and TV commercials, he's returned to the industry to pursue a career as an auctioneer.

Now working as an auctioneer at auctionWORKS, Jake says auctioneering combines two of his biggest passions – property and performing. "I just love auctioneering because I get to perform. With auctioneering, it's showtime.

"I'm incredibly fortunate to have been personally trained and mentored by some of the best auctioneers in industry and I know what a step up winning the Novice Auctioneers Competition is as I build my career." ♦

The finalists



MITCH DANSEY

Winner of the Inner West Sydney heat

Auction item: golf at Duntryleague Golf Course and one night's accommodation

Money raised: \$500



JAMES KERLEY

Winner of the Northern Beaches heat

Auction item: \$500 Merivale bar and dining voucher, and transport in VIP Bentley

Money raised: \$1,410



ROB DOOREY

Winner of the Sydney CBD heat

Auction item: Table for six at Tabcorp Park Menangle's Christmas in July event

Money raised: \$605



DARREN ALLATT

Wildcard

Auction item: 12 month subscription for a Premium Plus personal agent website through iAgent.com.au

Money raised: \$1,320



CHRIS SCERRI

Winner of the Newcastle/Central Coast heat

Auction item: One night's accommodation for two at Crowne Plaza Terrigal, including full breakfast

Money raised: \$560



NICHOLAS CERONE

Wildcard

Auction item: \$200 JB HiFi voucher

Money raised: \$265



JAKE DOWNS

Winner of the Hills District heat

Auction item: 12 bottles of 2014 Logan 'Ridge of Tears' Shiraz and a pair of Smith ski goggles

Money raised: \$625



ELLIOTT SHOEBRIDGE

Wildcard

Auction item: Dinner voucher at Hugo's Restaurant Manly and a bottle of red wine

Money raised: \$320



MONIQUE FIELD

Winner of the Illawarra heat

Auction item: AREC 2017 ticket, premier listing on realestate.com.au, gift pack including a bottle of Moet Chandon and two bluetooth speakers, and two members' tickets to Rosehill or Randwick races

Money raised: \$1,600



ANNIKA WILLIAMS

Wildcard

Auction item: Brunch for six people at Deckhouse in Woolwich, private tour of supermaxi Wild Oats XI, and one night's accommodation for two at Four Points by Sheraton

Money raised: \$1,700



SEAN POCHE

Winner of East Sydney heat

Auction item: \$200 voucher at any Merivale restaurant

Money raised: \$400



The judges

Judges had a difficult job on their hands once again at the 2016 REINSW Novice Auctioneers Competition State Final.

"It was another tight competition again this year," Chief Judge Bob Jury said. "There were only a couple of points separating the top contenders. As a judging panel we really did have our work cut out for us.

"Over the course of the competition this year we've seen almost 50 up-and-coming auctioneers. It's very safe to say that the future of the auctioneering industry is looking remarkably bright," he said.

Chief judge
BOB JURY
REINSW Trainer
and Auctioneer

MICHAEL CAROLAN
Raine & Horne Bondi
Junction and contract
Auctioneer

JAMES PRATT
Director of Auction
Services at Raine & Horne



Game on!

It was state versus state, great versus great and mate versus mate as auctioneers battled it out for supremacy at the second annual State of Origin Auctioneer Competition.



The Blues emerged victorious on Wednesday, 20 July 2016 when NSW and Queensland went head to head in an epic clash of the best auctioneers the profession has to offer.

Five leading auctioneers from each state competed, each conducting an auction in front of a crowd of almost 100 people.

“The bidding order really put them all to the test this year,” Chief Judge Bob Jury said. “There’s a reason why all these auctioneers are recognised as leaders in their field and it was definitely on show today.”

The NSW team were out to prove their mettle after losing to Queensland last year at the inaugural State of Origin Auctioneer Competition held in Brisbane.

“This is an outstanding win by an outstanding team of auctioneers,” NSW team captain Scott Kennedy-Green said. “The competition was extremely hard and well fought by both teams, and it’s a real honour to take out the trophy this year.” ♦



The judges

New South Wales

Chief judge

BOB JURY

MARK MORRISON

JAMES PRATT

Queensland

MARK MACCABE

LES MORIATRY



Representing New South Wales



GAVIN CROFT
BresicWhitney and Real Estate Auction Services



JESSE DAVIDSON
auctionWORKS



SCOTT KENNEDY-GREEN
McGrath Estate Agents



JOSH LARSON
McGrath Estate Agents



EDWARD RILEY
McGrath Estate Agents

Representing Queensland



JASON ANDREW
Jason Andrew Auctioneers



PHIL BROOM
Jason Andrew Auctioneers



PETER BURGIN
Place



JUSTIN NICKERSON
Apollo Auctions



MATT CONDON
Apollo Auctions

New learning options on offer

The REINSW Education & Training team have been hard at work, enhancing their offering to ensure you have access to the best and most relevant training opportunities.

By DANIELLE ANDREWS



Real Estate Employers' Federation

REEF is a membership association that is "committed to helping real estate employers better manage their human resources function as well as representing and protecting their workplace relations interests."

It has a lot of expertise that is relevant to you and your business, so I'm pleased to confirm that we've joined with REEF to bring you a series of training events over the next few months, including free member webinars and paid face-to-face CPD training courses.

These events cover topics such as the:

- risks and benefits of commission-only employment
- recruitment and selection with minimum risk
- performance management and termination
- bullying and harassment.

To find out more and to register, visit reinsw.com.au and select 'Course calendar' from the 'Training' menu.

Webinars

REINSW runs regular webinars – free for members – on a range of topics that should interest you.

Having recently moved the production of webinars to a more cost-effective, in-house facility, we have increased the number of webinars we're running.

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

- NCAT
- Underquoting
- Contract for Sale and Purchase of Land

- Strata reforms
- Swimming pool requirements
- Foreign residents' withholding tax

If you can't make it to the live webinar, there's no need to be concerned as we make the webinars available as a recording shortly afterwards.

To find out more about upcoming webinars and to register, visit reinsw.com.au and select 'Webinars' from the 'Training' menu.

Recognition of prior learning

Do you have a Certificate of Registration and plenty of experience? Would you like to attain your real estate licence, but don't want to have to study for those subjects that you already have plenty of practical experience in? Does it all seem too hard?

Well, we've listened to you and done something about it. We've just finished a complete overhaul of how we assess your prior learning and experience, known as Recognition of Prior Learning (RPL).

This RPL process is now much more straightforward for you to complete and we work closely with you to ensure we understand and give you full credit for your experience.

To find out more, please contact us at rpl@reinsw.com.au or call us on (02) 9264 2343 and select 'Training' from the options. We'll put you in touch with one of our training consultants who can explain how the process works, costs, timings etc in a confidential and "no pressure" way.

I'd like to hear from you

If you have any questions or suggestions, then I'd love to hear from you. You can contact me by emailing dandrews@reinsw.com.au or calling (02) 8267 0520. ♦



Webinars are a time-efficient way for you to update your knowledge on a range of topical subjects.



DANIELLE ANDREWS is the REINSW Education & Training Manager.

Train with the industry body



Starting out*

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

- Study in a classroom over five days
- Enrol in eLearning for self-paced learning
- Gain practical, job-ready skills from experienced trainers and agents

To find out more, go to reinsw.com.au/CORC

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



Upgrading your skills*

REINSW has a flexible approach to helping you upgrade your qualifications to a Real Estate Licence.

- **Recognition of prior learning**
Your experience can be fully recognised and help you gain your Real Estate Licence. Email rpl@reinsw.com.au for an information pack
- **Pick and mix courses**
Choose from 3-5 day courses on sales and marketing, property management, law and finance to enhance your skills. Together the courses all build to a full Real Estate Licence
- **Enrol for the whole Licence**
By enrolling for the whole Licence at the same time you will save thousands of dollars, while still being able to 'pick and mix' when you study.

To find out more, go to reinsw.com.au/licence

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



Staying up to date

REINSW has developed a range of new CPD courses.

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

- compliance
- business growth
- self management
- team leadership

You can study these courses in a range of formats:

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

To find out more, go to reinsw.com.au/CPD



At your desk

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

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

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

To find out more, go to reinsw.com.au/webinars



RTO Provider
Number: 90117*

*This training is recognised within the Australian Qualifications Framework

RTO: The Real Estate Institute of New South Wales Ltd

Find out more

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

- reinsw.com.au
- (02) 9264 2343
- training@reinsw.com.au



Ignorance is no longer bliss

Managing agents need a solid strategy to reduce the chances of successful legal claims resulting from tenant injury and maintenance task handling.

REINSW Position statement

...Not meeting safety standard compliance requirements can have serious consequences for tenants, landlords and property managers. The statistics on injuries, deaths and claims are alarming, especially when the vast majority are avoidable with very little cost for landlords...

PropertySafe is focused on protecting people and property. REINSW recognises the philosophies and initiatives of PropertySafe and is supportive of their aim to deliver a solution that ensures current risks and issues associated with personal injury at and around homes are addressed and avoidable incidents are reduced.

The PropertySafe strategy provides you, with no ongoing costs;

- An effective Landlord education strategy and outsourced safety hazard identification
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- Advanced mobile workflow software that works with your trust system
- Estimated **cost savings of \$10,000 per annum per 100 properties** under management
- Better control of maintenance tasks, anywhere, anytime and on any device
- Enhanced customer service levels to landlords and tenants



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New members

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

All Win Group West Pennant Hills	Ellef Property Earlwood	Pacific City Canterbury
AJM Consulting Paddington	Farah Real Estate Granville	Platinum Prestige Strata Management Kensington
Australian Corporate R/E Services Willoughby	First National Real Estate Casula Casula	Plum Property Blue Mountains Hazelbrook
BDM Leasing Albury	First National Real Estate Holgate Lane Cove	Property North Agency Manly
Belle Property Ashfield Croydon Park	Fresh Property Agents Andrew Best Stanhope Gardens	Real Estate 3644 Cobram
Bespoke Buyers Australia Double Bay	Hedges Real Estate Winmalee	RK Opie Real Estate Crockwell
Big River Real Estate Deniliquin	John Tyler Mosman	Soliform Property Darlinghurst
Blackleys Estate Agents North Balowlah	Kanebridge Property NSW Castle Hill	Stone & Stone Wooli
Blue Diamond Property Group Horsley Park	LJ Hooker Randwick St Pauls	Sydney Sotheby's International Realty Upper North Shore Gordon
Buyeast Rose Bay	LJ Hooker South West Rocks South West Rocks	Tower and London North Sydney
Century 21 Realty One Menai	LJ Hooker Commercial North Sydney North Sydney	Tringas Property Group Kyeemagh
Century 21 The Parks Realty	LJ Hooker Commercial South Sydney Alexandria	Urban Cityscape Sydney
Bossley Park	Max Real Estate Kings Langley	Viviann Stuart Real Estate Belrose
Cheers Realty Sydney	McMillian Hathaway North Rocks	Yamba Iluka Real Estate Yamba
Citysleepz Bondi	Metro Asset Realty Avalon	Zikira Properties Chatswood
CJH Ettalong Beach	Mumford Estate Manly	
Dawson and Dawson Realty Scone	Nowra & Coast Real Estate Orient Point	
Dolan Estates Bundanoon	One Realty Group JV Hurstville	
EDG Capital Sydney		
Element Realty Rydalmere Ermington		

The agencies listed took out membership in May and June 2016.

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Encouraging new talent

For more than 25 years, the REINSW Novice Auctioneers Competition has been supporting up-and-coming auction talent across NSW. With the competition over for another year, we took a peek back into the *Journal* archives to remember some of our past State Finals.



1993

Dazzling the crowds

Chairman of the Auctioneer's Chapter Rowen Kelly was impressed with the standard of auctioneers the competition produced in 1993.

"Travelling throughout NSW judging the respective competitions was a difficult, although enjoyable task," he said. "The standard was extremely high and it was very difficult to judge a winner.

"There is no doubt that auctioning in front of your peers is a daunting task, however this is what the profession is all about and the competition gives novice auctioneers the chance to enhance their skills and gain valuable advice from experienced auctioneers."

Barry McEntee emerged as the State Final winner, competing against seven finalists in a hard-fought contest. Almost \$4000 was raised for the Gaby Kennard Royal Flying Doctors National Aircraft appeal.

REINSW Real Estate Journal, December 1993



2003

Engaging performance

Duncan Rebbeck was the winner of the 2003 State Final, performing in front of a crowd of the industry's finest following the REINSW State Conference. Then REINSW President Rowen Kelly said judges were impressed with Duncan's performance on the night. "He gave a confident and engaging performance, despite having worked in the real estate industry for only 10 weeks!

"The event is encouraging from the point of view that we are continuing to produce auctioneers of a high standard and these standards will only improve from here."

Five finalists competed for the top gong, raising a total of \$6,670 for NRMA CareFlight Helicopter Service.

REINSW Real Estate Journal, December 2003



2013

Young gun

Only a couple of points separated the finalists at the 2013 State Final, where 17 year old Alex Pattaro captivated the crowd and the judges to take out the crown. "I love to help people and get a kick out of seeing the smiles on people's faces when they sell or buy a home," he said. "My next goal is to hurry up and turn 18 so I can become a licensed auctioneer."

Chief judge Bob Jury said the standard of auctioneers at the State Final was "exceptional". "What set Alex apart was his presence and control of the bidding. From go to woe he did a tremendous job and showed a maturity beyond his 17 years," Mr Jury said.

The seven finalists raised almost \$10,000 on the night for the St Vincent de Paul Society, bringing the total amount raised by the 2013 competition to \$46,000.

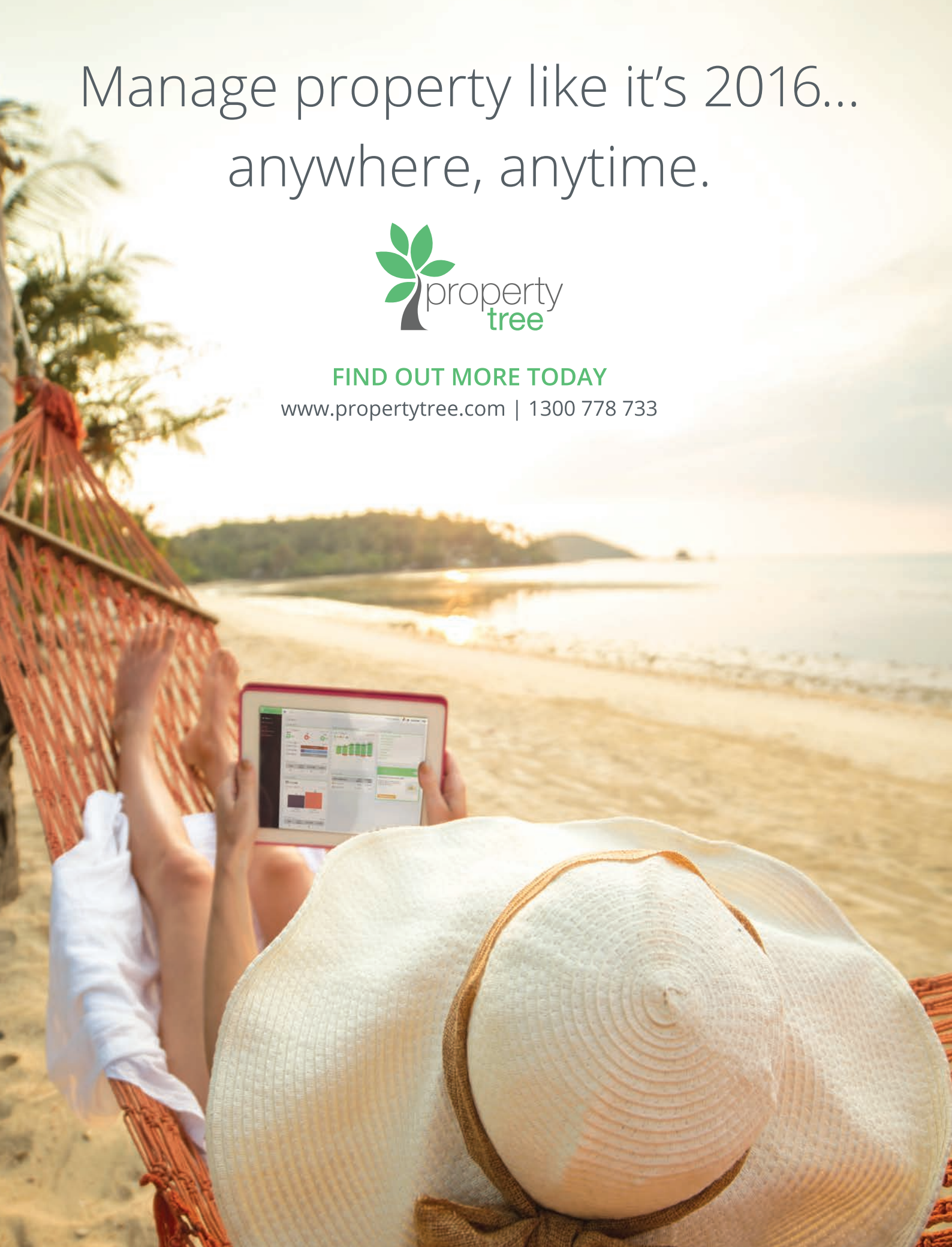
REINSW Real Estate Journal, December 2013

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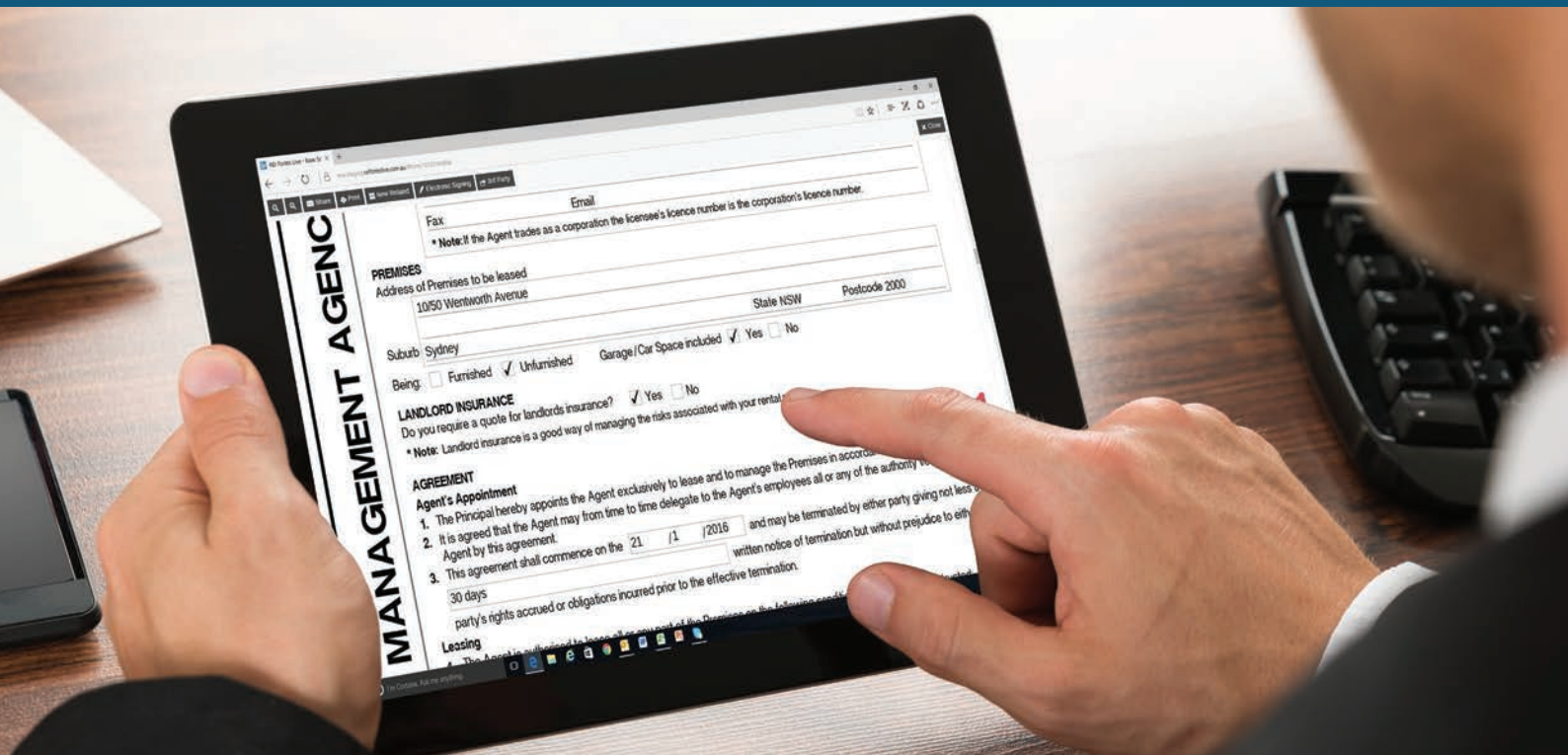


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