

# Journal

OCT 2011  
VOL 62/09



## trend setters

**Leasing agents  
reinvent retail space**

**Learning from experience**

How a mentor makes a difference to your career

**Building a brand that lasts**

Logos and brands that set you apart

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As homebuyers scramble to beat the January deadline we will see prices increase as demand exceeds supply.



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# Representing members on issues that matter

Supporting members in their practice is a big part of REINSW's role. Equally important is representing the members through industry groups and committees.

In his role as CEO, Tim McKibbin represents REINSW on a number of committees including the CTTT Consultative Forum, the Property Services Advisory Council, the National Occupational Licensing System stakeholder group, and the Property Law Committee of the NSW Law Society.

Education and Training Manager Michelle Morcombe represents REINSW on one of many Registered Training Organisation co-operative groups, as part of the Property Services Skills

Council, a national initiative. Michelle is also a member of the state-based Arts and Financial Services Skills Council and attends regular state Training Services updates.

By having a presence on these committees REINSW is in a very strong position to lobby on behalf of members and industry on issues that impact on their day-to-day working lives.

## No fear of the future

I attended an event on the Central Coast a few weeks ago, one that was also attended by a number of fellow real estate agents.

During the course of the evening one of the agents at my table posed the question: "How do

you think a real estate office will function in 10 years?"

My first thought was: "Hopefully, I'll be retired in 10 years!" Soon a lively discussion developed as questions and hypotheticals bounced back and forth across the table.

Will we see the rise of the 'superagency'? Will boutique businesses continue to retain a strong foothold? Will print campaigns still exist, or will online and social media become the main form of advertising?

While there were certainly some differences of opinion regarding the future of a real estate practice, we all agreed that it was beneficial to be an active member of REINSW.

From the Divisional meetings of some 30 years ago, to the webinars, forums and road shows of today, I have always found REINSW to be a wealth of information about developments in agency practice, the impact of new technologies and the interpretation of market trends.

I am certainly far less in fear about 'the future' knowing REINSW is looking out for members in every way.



**Wayne Stewart**  
REINSW President

REINSW Major Partners

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# Budget will create new problems

Penalising first homebuyers through changes to the stamp duty exemption from 1 January 2012, as announced in the NSW Budget last month, will have an adverse effect on affordability and supply.

REINSW is lobbying the NSW Government to rethink the changes, which we believe penalise the wrong people, will be very disruptive to the market and do nothing to improve supply.

While I accept the government has inherited a problem with housing in NSW, which is not of their doing, I don't believe the removal of the first homebuyers stamp duty exemption will solve the supply problem.

I believe the barrier to the supply of new properties to the market is developer taxation and other property taxes, including GST. The other problem we have in NSW is planning — it's convoluted and expensive.

The changes to stamp duty exemptions are going to be felt particularly hard in some of our regional centres where the population is static. In those areas there is no demand or need for new construction, so first homebuyers have no choice but to

buy existing properties and will be forced to pay stamp duty.

Homebuyers in regional and rural NSW will not enjoy the same choice as offered to those in metropolitan communities.

What is needed is a special initiative that can reflect the unique needs of those living outside metropolitan NSW.

The changes will also be disruptive to the market because people contemplating buying their first home during the next 18 months are going to act now, before the 1 January deadline.

There will be a flood of first homebuyers before 1 January, then that market will slow significantly.

The flow-on effects of this budget cut are serious for metropolitan, regional and rural NSW. Housing affordability is one of the biggest issues affecting this state and unfortunately this is only going to make it worse.

**Tim McKibbin**  
REINSW CEO



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## AGM NOTICE IS HEREBY GIVEN

That the Annual General Meeting of the Real Estate Institute of New South Wales Limited for the year ended 30 June 2011 will be held on Friday, 25 November 2011 at the Sydney Marriott Hotel, 36 College Street, Sydney.

**T. P. McKibbin**  
Company Secretary  
Real Estate Institute of New South Wales Limited

### AGENDA

- Apologies.
- To receive and adopt the minutes of the Annual General Meeting of 26 November 2010. (See note)
- Election of Directors.
- To receive and consider the Report of the President. (See note)
- To receive and consider the financial reports including the audited balance sheet, profit and loss accounts and other reports and statements required by the Corporations Act 2001 including the Auditor's Report for the year ended 30 June 2011. (See note)
- General Business.

#### Note

The minutes of the Annual General Meeting of 26 November 2010, Report of the President, audited balance sheet, profit and loss accounts along with other reports and statements required by the Corporations Act 2001 (including the Auditors Report) will be available on the member-only section of the Institute's website at [www.reinsw.com.au](http://www.reinsw.com.au) by Monday, 31 October 2011. If you require a hard copy of these documents, please telephone Cynthia Theodore on (02) 8267 0557.

#### Proxies

In accordance with the Company's Constitution, a Voting Member may nominate another Voting Member as a proxy. A person may not hold more than five (5) proxies. Proxies will only be valid if received by the Company Secretary no later than 5.00pm, Wednesday, 23 November 2011. Proxy voting forms are available from the Institute. Please telephone Cynthia Theodore on (02) 8267 0557.



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## Bathurst a popular escape from big cities

Bathurst continues to build its reputation as a popular regional choice for homebuyers looking to move from big cities, according to Raine & Horne Bathurst.

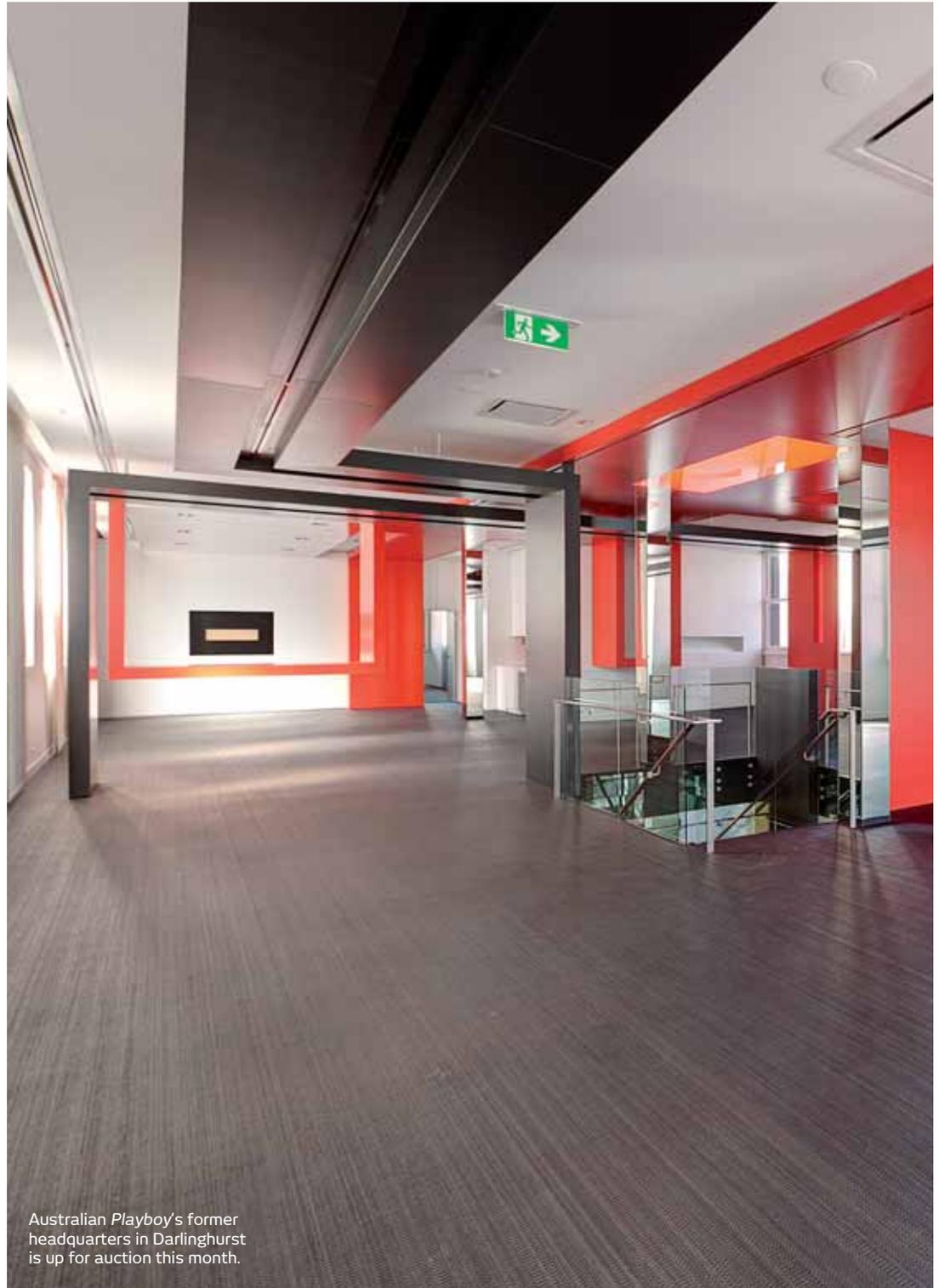
The area's affordable housing and a push by seven local governments, including Bathurst, to promote regional living, contributed to the property market's strength Co-Principal of Raine & Horne Bathurst Matt Clifton said.

The agency won the top country office in Australia award, based on dollar value, and was named among the top performers in sales at the Raine & Horne national conference.

"The Bathurst market has been strong for the past two to three years, and our sales volumes have remained high during this time," Mr Clifton said.

The Evocities campaign is an initiative of seven NSW regional cities, to attract people to live, work and invest outside metropolitan areas.

Mr Clifton said homebuyers were more aware of Bathurst as an alternative to living in Sydney and predicted the NSW Government's \$7000 regional relocation grant would also help attract more city dwellers to Bathurst.



Australian *Playboy's* former headquarters in Darlinghurst is up for auction this month.

## Former *Playboy* headquarters for sale

Australian *Playboy's* former headquarters in Darlinghurst goes under the hammer this month.

The buildings most recent tenant, a contemporary office design firm, created its interiors.

The three-level iconic property will be offered for sale with vacant possession.

Cushman & Wakefield were appointed as the exclusive agent for the sale.

The 900-square metre Crown street property features an attractive historic facade and is expected to attract strong interest from owner occupiers, residential converters and investors alike.

# Eco-friendly holiday rentals attract more interest from tourists

A survey by holiday rental body, The Stayz Group, shows eight per cent of holiday rental owners and managers saw an increase in enquiries about their property after making eco-friendly improvements.

The study of 900 holiday rental property owners across Australia, conducted by Nielsen, revealed 66 per cent of holiday rental owners and managers believed having environmentally friendly

properties was important or extremely important.

A total of 41 per cent of those surveyed had made eco-friendly changes to their property to make it more attractive to tourists.

Among the most popular changes made to properties include installing water-saving appliances, better insulation, energy efficient appliances and the installation of solar panels.

Justin Butterworth, Deputy Chair of the REINSW Holiday & Short Term Rentals Chapter, and Business Development Director of The Stayz Group, said sustainable tourism was growing.

"Competition in the tourism market has never been greater and the holiday rental segment is making environmental investments . . . to appeal to consumers taking an interest in sustainable holidays," Justin said.

## REINSW IN THE MEDIA

The carbon tax and compulsory green ratings for homes remain hot topics in the media.

### Print

- REINSW CEO Tim McKibbin wrote and commented in a number of articles about the potential impact of the carbon tax which featured in the *Sunday Telegraph*, the *Penrith City Star*, *Illawarra Mercury* and *Maitland Mercury*.
- REINSW President Wayne Stewart commented on the potential impact of 'dumbing down' licensing requirements for real estate agents in the *Maitland Mercury*.

### Radio

- REINSW President Wayne Stewart was active on radio about the potential impact of the government's move to introduce compulsory energy ratings for homes with interviews on 2GB, 2SM and 2UE in Sydney.

## Ups and downs add to residential market uncertainty in NSW

More needs to be done to address the unsustainable nature of the residential market, according to Laing+Simmons General Manager Leanne Pilkington.

Latest figures from the Australian Bureau of Statistics show dwelling approvals increased 5.4 per cent in NSW during July, but seasonally

adjusted the trend estimate shows falls for seven months, declining 2.5 per cent in July.

The trend estimate for private sector houses in NSW fell 0.7 per cent in July and has now fallen for five months.

"Economic uncertainty at a global level has filtered down to the local market and is

having a slowing effect," Ms Pilkington said.

"This slowdown is not only limited to transactional activity, but also to development activity. But the fact remains that, in terms of population growth, the need for an increase in residential development has never been greater."

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# Budget put before buyers

REINSW warns the NSW Budget change to stamp duty concessions will not improve affordability.

The NSW Budget announcement to cut stamp duty concessions for first homebuyers was met with mixed reaction in the community, but REINSW does not believe the changes will lead to better housing affordability.

In unveiling the Budget last month, the State Government said the cut was aimed at targeting assistance where it was most needed, and encouraging development by making buying a new home more attractive to first homebuyers.

But REINSW said by removing stamp duty concessions for existing homes the government had ended the dream of home ownership for many.

Vocal about REINSW's opposition to the cut, which will come into force on 1 January 2012, REINSW President Wayne Stewart featured in a number of media reports.

"This is really disappointing news for families, essential workers and all those trying to buy their first home," he said.

Mr Stewart said the decision could have far-reaching, adverse influence on the state's economy.

"Australia weathered the last global financial crisis because the property market was invigorated, yet those lessons have been ignored," he said.



"REINSW believes that the Budget initiatives will unfortunately worsen the housing affordability and housing availability crisis gripping the state and hurting first homebuyers.

"The flow-on effects for NSW are serious, both in metropolitan as well as regional and rural centres," he said.

"The Government's announcement of hundreds of additional nurses, teachers, police

and other frontline workers is laudable, but as we have argued for years now, where will they be able to afford to live that is close to where they work?

"The simple reality is as housing affordability is squeezed, more people are forced to look at alternatives such as renting which only worsens the housing crisis."

The announcement that an additional 10,000 land sites would be released was welcomed by

Mr Stewart, but he believes it will have little positive impact because sites would be beyond the reach of first homebuyers.

"REINSW is not seeing anything in the Budget that goes to the heart of the housing affordability and availability crisis," Mr Stewart added.

"It is unfortunate that the decision to cut first homebuyers stamp duty concessions on existing properties will only serve to increase house prices and further erode housing affordability.

"It is inevitable that as first homebuyers scramble to beat the 1 January deadline, we will see prices increase as demand exceeds supply."

The decision is also going to be a serious blow for struggling rural and regional communities.

"The simple fact is many rural first homebuyers have no alternative but to buy constructed properties, so they will be particularly disadvantaged by the government's decision," Mr Stewart said.

Ironically, after 1 January, as rural first homebuyers have stamp duty concessions cut, those looking for a tree change from the city will be getting \$7000 in upfront assistance from the government. ♦

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# CBD transition period ends

With the transition period about to end, agents need to know their obligations under the Commercial Building Disclosure program.

Mandatory obligations for reporting the energy efficiency of buildings commenced on 1 November 2010 under the *Commonwealth Building Energy Efficiency Disclosure Act 2010*.

The Act is implemented through the Commercial Building Disclosure program.

Most sellers or lessors of office space of 2000 square metres or more are now required to obtain and disclose an up-to-date energy efficiency rating.

There was a transition period for the first year of the program where a valid National Australian Built Environment Rating System (NABERS) Energy base or whole building rating could be disclosed.

But from 1 November 2011 a full Building Energy Efficiency

Certificate (BEEC) will need to be disclosed.

BEECs are valid for 12 months, must be publicly accessible on the online Building Energy Efficiency Register and include:

- a NABERS Energy star rating for the building
- assessment of the energy efficiency of tenancy lighting in the area of the building being sold or leased
- general guidance about energy efficiency.

## Commercial Building Disclosure a year on

The aim of Commercial Building Disclosure (CBD) is to promote energy efficiency, assist tenants looking for an energy efficient property and inform purchasers of a building's environmental performance so they can factor in costs to upgrade if required.

A year after the program was introduced, a spokesperson for the Department of Climate Change and Energy Efficiency said there was evidence to show CBD was helping the industry make better value decisions.

The spokesperson said two recent studies show office buildings with high NABERS ratings provide a better return than traditional offices.

The Australian Property Institute report, *Building Better Returns*, showed buildings with a five-star NABERS Energy rating delivered a nine per cent green premium in value and the three to 4.5-star NABERS energy ratings delivered a two to three per cent green premium in value.

The IPD Green Property Index also showed commercial property with Green Star or

high NABERS Energy ratings outperformed non-rated assets.

## Positive adoption of NABERS ratings

Since the commencement of the Act on 1 July 2010, one of the most noticeable changes has been the significant increase in the numbers of buildings which have received NABERS Energy ratings.

In the 2009-10 financial year, 406 office buildings received a NABERS Energy base or whole building rating. For the 2010-11 financial year, 962 buildings received a NABERS Energy base or whole building rating, a 130 per cent increase on the previous year.

*For more information about CBD, visit [www.cbd.gov.au](http://www.cbd.gov.au) and subscribe to receive regular information and updates. ♦*

## MANDATORY ENERGY EFFICIENCY RATINGS FOR HOMES

As part of the National Strategy on Energy Efficiency, the Council of Australian Governments (COAG) agreed in July 2009 to introduce a national home environmental rating scheme.

The scheme would require homeowners who sell or rent houses and apartments to provide information to prospective buyers and renters about the energy, greenhouse and water performance of the home.

Four different options for energy audits, which vary in requirements and range in price, are being considered.

Though it's important for homeowners to be mindful of energy efficiency, REINSW believes households will not benefit from the most intensive energy audit option, which is also the most expensive.

"We agree there needs to be a change of thought and attitude towards energy efficiency," REINSW President Wayne Stewart said.

"But the Government needs to work with consumers to bring about change rather than slap them with what looks like being another tax of up to \$800."

The Department of Climate Change and Energy Efficiency said mandatory energy ratings were being introduced to establish a credible and uniform system.

Public consultation about the proposal was held during August, with submissions closing early September.

Findings of the consultation will be used to guide final decisions on the policy.

For more information about proposed residential building mandatory disclosure visit [www.climatechange.gov.au](http://www.climatechange.gov.au).

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# Positive predictions for property employment

Strong growth forecast for construction and business investment means more opportunities for agents.

Demand for skilled professionals, including commercial property valuers and property managers, is expected to increase in the next 12 months as a result of strong growth predicted in the construction market.

Recruitment activity in the property and construction sector strengthened in the past year with skilled professionals continuing to benefit from positive jobs growth, according to research by recruitment consultancy organisation Michael Page International.

The *Property and Construction Salary and Employment Forecast* reports the demand for skilled professionals in the property sector in the past year was a result of increased business confidence in the market, as more companies looked to invest in property acquisition and construction projects.

Dave Storey, Director of Property and Construction Recruitment Business at Michael Page International, said strong growth in the property and construction market

was expected to continue throughout 2011 and into 2012.

Typically, growth in the construction sector resulted in corresponding opportunities in the property market, Mr Storey added.

“As more businesses invest in property and construction projects, the demand for professionals with experience in water management will also grow, particularly within the infrastructure, mining and resources sectors,” he said.

“Demand is also expected to increase for residential property and commercial construction professionals to manage projects in these areas.

“There is a large focus on developing residential and commercial property and we’re starting to see investment in the retail market come back.

Office leasing and sales are also looking very strong.”

With the demand for skills exceeding the supply of property and construction professionals,



employers are looking to increase salaries in order to keep their top talent.

Mr Storey said average salary increases of four to six per cent were predicted in the coming years as organisations take steps to retain staff.

For employees with skills that are in shorter supply, like commercial property valuation, employers are likely to award higher salary increases. ♦

“Typically, growth in the construction sector also results in corresponding opportunities in the property market.”

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# trend setters

A changing economic environment might have made times a bit tougher for some retailers, but commercial agents can still expect success in the market.

BY TINA LIPTAI

There is little doubt the popularity of online shopping with consumers is changing the way retailers do business in Australia.

But while the rise of online sales has contributed to some high profile store closures, it has also paved the way for established overseas groups to enter the Australian market.

Commercial agents who recognise these new opportunities in the market and are quick to adapt to the next phase of retail evolution can expect success.

## An ever-evolving sector

Joshua Loudoun, CB Richard Ellis Regional Director Retail Services, said the retail industry had a history of resilience

and was generally quick to adapt to ever-changing consumer needs.

This means commercial agents need to anticipate changes in the market and be ready to seize new opportunities.

“I think the great thing about retail is that it’s always evolving,” he said. “It’s a commercial category that can adapt very quickly to change. There are always landlords ready to turn the tenancy into something else, which is not quite as easy for office or industrial spaces.”

## Still a quality investment opportunity

New market analysis by CBRE also shows sales of neighbourhood and sub-regional



Joshua Loudoun, CB Richard Ellis Regional Director Retail Services, said the industry was generally quick to adapt to changing consumer needs.



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We're definitely seeing retailers use their online presence to test the market and gauge how they are received in Australia before deciding to establish physical stores.”

”

shopping centres have surged this year, despite weaker retail trading conditions.

According to the analysis, this year's sales tally is already well ahead of the full 2010 calendar year with 38 neighbourhood and sub-regional shopping centres sold year-to-date for a total in excess of \$1 billion.

This is well ahead of 2010, when 28 centres were traded for a total of \$713 million.

The analysis shows demand for quality retail investment opportunities are increasing, despite the recent negativity in relation to the impact of internet retailing and a slowdown in retail trade.

### Online shopping paving the way for new investment

Joshua said from an international perspective, online trading can be positive for the Australian market because it provides a way for established overseas retailers to test the market before deciding whether to establish a physical store.

As the global economy continues to recover, there is renewed optimism in the sector.

Though recovery varies significantly by country and region, more retailers are pressing ahead with expansion plans.

“Online retailing has brought new retail groups to Australia,” Joshua said.

“We're definitely seeing retailers use their online presence to test the market and gauge how they are received in Australia before deciding to establish physical stores.”

A recent CBRE report, *How Global is the Business of Retail?*, analysed a cross-section of the market, including 323 leading international retailers across 73 countries, and showed 82 per cent of these retailers had an online catalogue, which customers could browse through.

The ability of retailers to access prime locations is restricted in many markets but having an online platform still allows the business to grow and has the potential to create a connection with consumers and build customer loyalty outside the region.

Joshua said the online component of many retail businesses was still relatively small, but it was growing quickly.

“I just think the most exciting thing is it's bringing new groups to Australia because they are able to test the market first, which gives them confidence,” he said.

“For online to be successful, customers have to trust the brand, but having a ‘bricks and mortar’ presence builds that trust. Retailers are still going to need a physical store.

“Everyone thought people would use online retailing to do the mundane shopping, but

the main thing people seem to use it for is actually clothes, which is not what was expected but we have to be ready to move with what the market wants.”

Books are a popular online purchase, and though many factors led to the closure of Borders and Angus & Robertson chains, the structural change in consumer behaviour certainly contributed to it.

Though there have been some high profile store closures, which is obviously unfortunate for those retailers, the vacancy of large, prime space was the ideal opportunity for Spanish clothing retailer Zara to open an Australian store.

Similarly, the closure of large homewares store Bayswiss at World Square shopping centre was an opportunity for the tenancy to be split into four new stores — reflecting the changing needs of consumers at the shopping centre.

“This is a time for commercial retail agents to be looking into how those large spaces can be used in a different way for different purposes and different clients,” Joshua said. “For agents, there is now the opportunity to redevelop those tenancies.

“Though online retail may have a negative effect on one sector, it has also provided an impetus for new groups to move into the Australian market.” ♦





BY JODIE MASSON, PARTNER, AND LAUREN MASON, SOLICITOR, IN THE PROPERTY, DEVELOPMENT AND CONSTRUCTION TEAM AT MIDDLETONS

# Going once, twice and gone!

The *Real Estate Journal* looks at what agents must consider when transferring Contracts for Sale to third parties.

In our article last month, *Signed, sealed, delivered . . . and amended* (Sep 11, p38), we discussed the consequences of amending Contracts for Sale of property post-exchange.

Following on from that, in this article we look at what agents should do if the purchaser wants to substitute themselves for a third party after exchange.

## At the auction

There are a number of things agents should do at auction to avoid problems associated with family members bidding on behalf of others. An agent should ensure that the specific procedures set out in the *Property, Stock and Business Agents Act 2002* (NSW) are followed including:

- filling in the Bidder's Record with the name, address and identification number for the person bidding and also the details of the person on whose behalf they are bidding;
- requiring the successful bidder to supply to the auctioneer information relating to the identity of the person on whose behalf they are bidding for the purpose of filling in the contract of sale after the auction; and



- properly completing the contract for the sale of property with the full and complete details of the purchaser.

If the processes above are followed, then the need to amend the purchaser's details after signing the contract does not usually arise.

## After the contract has been signed

If the purchasers have decided after exchange that the property should actually be transferred to a third or related party, then the original contract should never be amended by hand. There are a number of ways this can be achieved including:

1. The original purchaser under the contract (original purchaser) may

direct the seller to transfer the property to a third or unrelated party (new purchaser). This is called a 'transfer by direction' and can usually be done under the standard Contract for Sale. The original purchaser is still bound by the contract and is the only party who can enforce the contract. However, the property will be transferred on completion to the new purchaser.

2. The original purchaser under the contract may assign the benefit of the contract to a new purchaser. The original purchaser is required to give notice to the seller of the assignment. The new purchaser can then enforce the rights of the original purchaser, but the original purchaser is still bound to the contract.

All three parties may sign a 'deed of novation', which effectively means that the parties enter into a new contract that replaces the existing contract and the new purchaser takes complete responsibility for the contract while the original purchaser is discharged.

3. The vendor and the original purchaser may rescind the existing contract and the vendor may then enter into a new Contract for Sale with the new purchaser.

## What about double stamp duty?

If the transferee on the contract is different from the purchaser noted on the contract, this will usually result in two lots of full stamp duty being paid because

the transfer between purchasers is seen as a 'sub-sale' or second transfer.

There are a number of limited concessions and exemptions to this, for example:

- If the original purchaser has acted as a nominee for a third party who provides the whole of the purchase price as the new purchaser, then the subsequent transfer from the original purchaser to the new purchaser attracts nominal duty provided that

the new purchaser can prove that, at the time of entering into the contract, the original purchaser was only acting as a nominee, paid no part of the purchase price and never intended to own the property. Note that writing 'or nominee' on the contract is not sufficient to avoid double duty.

- If the original purchaser is a 'related person' to the new purchaser then an exemption from the second lot of stamp duty might also apply. However, it is important to

note that not all persons who are 'related' will fall within the exemption. For example, family relationships are only sufficient if the original purchaser and new purchaser are either husband/wife or legal de facto partners or brother/sister or child/parent and the relationship must have existed prior to signing the first contract.

Also, the exemption will only apply if the property is transferred from the original purchaser to the new purchaser

at the same time as or 'proximately with' the completion of the first contract.

This is a complicated area and each transaction is different.

Agents should never change the purchaser's details after exchange and, to avoid unforeseen circumstances (like double duty), should always encourage all parties to obtain independent legal or accounting advice on the implications of any proposed transaction. ♦

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# Women in Real Estate Conference

real women real inspiration real success

**Wednesday, 9 November 2011**

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MC **Margaret Lomas** – Director of Destiny Financial Solutions and well-known property commentator – will facilitate a day of development, motivation, encouragement and inspiration that you won't soon forget.



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CATHERINE DEVRYE

A best-selling author, Catherine is an outstanding communicator with proven international management experience and speaks globally on customer service and change.



**Opening relationships**  
KIRSTY SPRAGGON

Kirsty is a relationship-building expert that will help you increase your sales, networks and connections for life and business success.



**Making it in the media**  
SUSIE ELELMAN

A multi-media expert, TV broadcaster, social commentator and best-selling author, Susie knows what it takes to harness the power of the media.



**Being brave and crazy**  
CHRIS KEEBLE

With a dynamic and visual presentation style, Chris specialises in assessing businesses and helping with creative marketing and communications strategies.

For more information or to book contact REINSW on (02) 9264 2343 or email [training@reinsw.com.au](mailto:training@reinsw.com.au)  
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# keep learning



## Training that passes with flying colours

BY MICHELLE MORCOMBE, REINSW EDUCATION & TRAINING MANAGER

Experienced trainers bring information to life, engage their audience and take learning to new heights.

For 100 years REINSW has played the part of adviser, educator and voice of the real estate industry. During this time we have been fortunate enough to have many industry professionals join and support us in many different ways.

Having access to practising industry professionals allows REINSW to tap into their experience and integrate their knowledge into the training we offer – making the information 'real'.

As a Registered Training Organisation, REINSW is required to develop and provide training content and materials based on National Training Packages.

These training packages are developed to meet the needs of the industry through robust consultation with industry practitioners.

This is vitally important because it ensures the learning and training is sufficient to meet the needs of the target audience.



At REINSW, we strive to go beyond 'sufficient' and help give our learners the best possible opportunity to not only survive in a very competitive market but to also succeed.

Engaging experienced and practising speakers and trainers ensures REINSW's learning content meets National Training Package sufficiency – but we aim to deliver more. We all know there are numerous ways to achieve any chosen outcome in anything we do, and the same applies when delivering training.

The same piece of learning content can be delivered in a black and white manner, or it can be 'colourful', meaningful, relevant, dynamic and real.

Using different techniques and sharing the content in different ways makes the learning exciting and engaging, and easier for the learner to absorb, retain and apply in practice.

When you attend training you want to be engaged, stimulated, challenged and take learning away you can reflect upon and use.

Making content 'come to life' is a key objective for REINSW and our trainers.

In addition to formal training qualifications and sound understanding of adult learning principles, REINSW trainers hold real estate qualifications and are, or have been, working real estate agents.

Their experiences and knowledge allow them to provide learning information that is not only sufficient, but goes beyond – making it fly to new heights and take the learner with it.



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**Opening relationships** - Kirsty Spraggon  
**Making it in the media** - Susie Elelman  
**Being brave and crazy** - Chris Keeble

Well-known auctioneers Kate Lumby and David Gray will wield their gavels to raise money for the McGrath Foundation. Some fabulous lots will go under the hammer in a fast-paced charity auction at the end of the conference.

**Sydney** 9 November 2011  
**CPD** 12 CPD points (Learning Category 2)

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Learn how to set up and conduct a compliant agency, ensuring your commission and reputation are protected.

**Sydney** 3 November 2011  
**Merimbula** 8 November 2011  
**Batemans Bay** 9 November 2011  
**Nowra** 10 November 2011  
**Sydney** 1 December 2011  
**Tweed Heads** 6 December 2011  
**Lismore** 7 December 2011  
**Coffs Harbour** 8 December 2011

**CPD** 12 CPD points (Learning Category 3)



## TRAINER OF THE MONTH WILL HAMPSON

Will Hampson provides an exciting platform for training and aims to deliver an enjoyable learning experience each and every time.

He brings with him 13 years of experience training and working with a number of leading agents in both Australia and the USA .

Will is a professional auctioneer to agents across Sydney, surrounding NSW and the ACT.

With more than a decade of experience as a licensed sales agent, accredited auctioneer and as a sales manager, he combines practical knowledge with new ideas and technology embraced by real estate agents around the world.

Will holds a current Certificate IV in Training and Assessment, a Diploma in Business Management for Real Estate, and is NIDA trained in corporate performance.

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### PART TIME

**Sydney** 5, 12, 19, 26 November 2011  
**Sydney** 14, 15, 23, 24 November 2011

### FULL TIME

**Sydney** 7-10 November 2011  
**Sydney** 28-30 November, 1 December 2011  
**Sydney** 5-8 December 2011  
**Sydney** 12-15 December 2011  
**Sydney** 19-22 December 2011

## CREATING IMPACT AND INFLUENCE

Real estate practice is about winning the business. Vital to securing new business is the ability to create impact and only then will you gain the ability to influence decisions, ensuring your success.

This course will cover aspects of strategic image management and analyse the psychology of influence through discussion of:

- the importance of first impressions - visual impact
- ways to enhance rapport building
- matching and mirroring
- improving your vocal impact
- implementing the six steps to persuasion

**Sydney** 29 November 2011  
**Dee Why** 1 December 2011  
**Sydney** 15 December 2011

**CPD** 12 CPD points (Learning Category 3)

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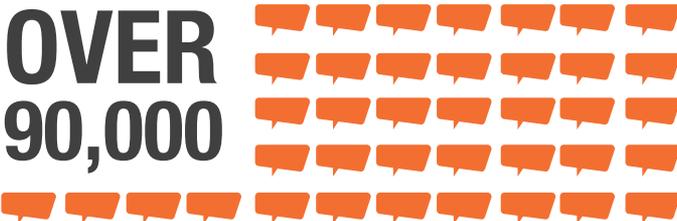
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# All the right ingredients for commercial success

With a range of expert speakers, who both entertained and shared valuable insights, REINSW's annual Commercial Property Conference was a chance for agents to reflect on their own practice and plan for the future.



Economist Bill Evans (above) spoke about his take on the economic outlook and how it might impact commercial agents, while Rick Butler (left) shared secrets to building business success.

A changing market throws up many challenges but equally as many opportunities.

Understanding how changes in the economic environment will affect the market and how to take advantage of that are key to success in commercial real estate.

For the first time, young commercial agents were able to take part in the second half of the day and the networking session following the conference.

This allowed them to take advantage of the opportunity to hear from experts and meet other agents in the sector, without having to spend the whole day out of the office.



Motivational speaker Jason Jay brought together the key messages of the conference with a special presentation and Maria Lee (right) discussed the commercial property outlook.

With an economic outlook from Bill Evans, Westpac's Chief Economist, and an review of the commercial property sector with Maria Lee, Senior Project manager at BIS Shrapnel, ensured agents were armed with industry-specific knowledge for the future.

Other speakers shared their secrets to success, giving agents a fresh perspective on tackling their business — regardless of the economic climate or market trends. Michael Sheargold, a business consultant, shared his seven keys to unlocking results



“

A changing market throws up many challenges but also many opportunities for commercial agents.”

”

## Attendees share their thoughts about the conference



"I think the whole day just helps to stimulate ideas. Rick Butler's comment to reinvent, reappraise, as things change – that was very good. As was his approach to team work, where he shares the commission with people. We do that as well, but it was good to hear that is a practice others do."

**Rick Sombroek –**  
Principal Commercial Property  
at Shead Property.



"It was topical and very relevant and very challenging. It made me look at the sort of things that we are always thinking about anyway, but it really just brought it to the fore."

**Rod De La Harpe –**  
First National Commercial.



"I think economist Bill Evans showed us there is a lot of opportunity in our business. Australia has a stable economy and lower interest rates, which means we have a good opportunity to do business. I think we just have to work harder to achieve success – you can't do what you did last year or two years ago. You have to work smarter, understand the market and focus on what's going to be most attractive to the market."

**Malcolm Gunning –**  
Principal at Gunning Commercial.



"I think it was good to bring commercial real estate agents together in a forum designed just for us. It's also good to see young people investing in their future by coming and learning and networking, and it's great to see older, experienced agents sharing their secrets."

**Kymbal Dunne –**  
Managing Director – North Sydney  
at Knight Frank.



in today's market, George Websdale, Head of Property at Heathley, spoke about how to understand what owners want from agents, and Rick Butler, Senior Managing Director for International Investments at CB Richard Ellis, revealed his secrets to business success.

Rounding out the day, motivational speaker Jason Jay finished the conference with flair by recapping the main themes and messages of the day. There was even audience participation as he gave everyone a lesson in how to make the perfect cocktail and shake things up in style. ♦

## KEY MESSAGES FOR AGENTS

During the conference, commercial agents were asked what they thought were the most important points made by speakers during the day.

Overwhelmingly, agents recognised that although there was a need to be cautious there were still plenty of opportunities in the market, which was cause to be optimistic about the future.

## WHAT THEY SAID

- Look for opportunities and seize them
- Continually re-assess what you are doing and what you are trying to achieve
- Take action on things you can change and influence; don't waste time on what you can't control
- Take time to set goals for each day and achieve them
- Share the deal with other agents to improve success
- Understand the market and work with the trends

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## THE COMMERCIAL PROPERTY CONFERENCE EVENT SPONSOR

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Michael Sheargold captivated the audience with his seven keys to unlocking results in today's market.



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BY DANIEL HOWES

# Building a brand that lasts

A logo and brand that sets you apart from the rest can have significant benefits for your business.



Fig.1

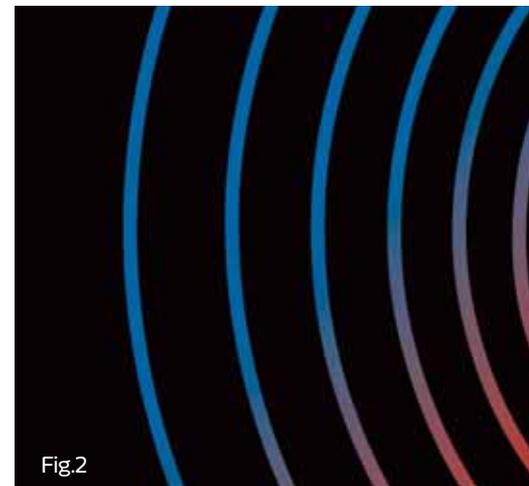


Fig.2

In the highly competitive, image-conscious real estate industry building a strong brand is vital for achieving success.

A brand establishes an image and attitude for your agency, which can be used to position your business in the market place, set it apart from its competitors and generate demand for your services.

## Think long term with the logo

The logo forms the centrepiece of any brand. It is a calling card –

the single mark used to represent your agency – so it needs to have a considerable life span.

For a logo to last it needs to be well researched, well considered and well designed. It needs to relate to the core essence of the brand, not just be a reflection of a current aesthetic trend. It should not be too fussy or intricate – it needs to be versatile enough to be able to represent the brand many years down the track.

It needs to be a timeless, simple mark that is an accurate

reflection of the core values and attitude of the brand. It should be distinctive so the audience can grow to recognise and associate the logo with your business.

Coke, Shell and McDonalds all use logos today that haven't changed much from their original forms.

The logos have been modified over the years, but their basic form remains the same. This is important because it allows the audience to build a relationship with the logo.

## NEVER FORGET

- The logo is the centrepiece of your brand. It needs to represent the essence of your brand and be designed to stand the test of time.
- An identity should evolve over time, but the core brand elements (logo, brand colours, brand typefaces) should remain consistent, to build recognition with your audience.

“

A brand establishes an image and attitude for your agency, which can be used to position your business in the market place.

”



Fig.3

It becomes something they are familiar with and trust. This cannot be achieved if the logo is constantly changing.

### Accommodating evolution

The importance of getting the logo right becomes more apparent as a brand evolves over time. This could be several years, or several decades, depending on the nature of the brand and the business.

While consistency is crucial in terms of the core brand elements — logo, brand colours and brand

typefaces — there also needs to be room for a brand to evolve and develop over time.

The logo and core brand elements become the ‘anchor’ giving the other elements — imagery, graphics and language — the freedom to evolve and remain relevant to the current market.

*Daniel Howes is the Director of Torch brand design agency based in Sydney. Torch is the Design Sponsor for the 2011 REINSW Awards for Excellence. Visit [www.torchsydney.com](http://www.torchsydney.com). ♦*

## REINSW: A branding case study

The REINSW Awards for Excellence logo is a good example of how the evolution of a brand can take place over a relatively condensed time frame.

Before 2009, the REINSW Awards for Excellence took on a completely different logo and look every year.

The lack of consistency was a missed opportunity to build on the success of the annual event with good branding. Fig.1, 2 and 3 show examples of the 2009, 2010 and 2011 REINSW Awards for Excellence.

The logo is now consistent from year to year, as are the trophies and certificates, allowing winners to build a collection.

Having a strong, distinctive logo and core brand elements allows the ‘look’ of imagery and graphics to change each year to reflect a theme, while still feeling very much part of the overall ‘Awards’ brand.

# REINSW Training Calendar

NOVEMBER/DECEMBER 2011

## NOVEMBER 2011

MON	TUE	WED	THU	FRI	SAT	SUN
	1 MELBOURNE CUP	2	3	4	5	6
			<b>SYDNEY CPD</b> The ABC of compliance (9.30am – 1.30pm) <b>PARRAMATTA CPD</b> Creating impact and influence (9.00am – 1.00pm)	<b>SYDNEY CPD</b> Telephone techniques (9.00am – 12.30pm) <b>SYDNEY CPD</b> Managing yourself and your workload (1.00pm – 4.30pm) <b>SYDNEY CPD</b> The nuts and bolts of residential tenancies (9.30am – 1.30pm)	<b>SYDNEY</b> Cert of Reg Course (Real Estate) (part time - Saturdays) commences	
7	8	9	10	11	12	13
<b>SYDNEY</b> Certificate of Registration Course (Real Estate) (full time) - 4 days (9.00am - 5.00pm) <b>SYDNEY</b> Real Estate Licensing Course (full time) - week 3 Managing Agency Finances - 5 days				<b>SYDNEY CPD</b> Maximise your new management success rate (9.30am - 1.30pm)	<b>SYDNEY</b> Cert of Reg Course (Real Estate) (part time - Saturdays) continues	
	<b>MERIMBULA CPD</b> The ABC of compliance (9.00am - 1.00pm)	<b>BATEMANS BAY CPD</b> The ABC of compliance (9.00am - 1.00pm)	<b>NOWRA CPD</b> The ABC of compliance (9.00am - 1.00pm)	<b>SYDNEY</b> Strata Management Forum (3.00pm - 5.00pm)		
14	15	16	17	18	19	20
<b>SYDNEY</b> Cert of Reg Course (Real Estate) (part time) commences	<b>SYDNEY</b> Cert of Reg Course (Real Estate) (part time) continues <b>SYDNEY CPD</b> An agents guide to tax and property investment (9.30am - 1.30pm)	<b>SYDNEY</b> Breakfast Club (7.30am - 9.30am)	<b>CANBERRA CPD</b> Property Management Fundamentals (9.00am - 4pm) <b>WAGGA WAGGA CPD</b> Essential OH&S for property managers (9.00am - 1.00pm)	<b>SYDNEY CPD</b> Prepare for selling like never before (9.30am - 1.30pm)	<b>SYDNEY</b> Cert of Reg Course (Real Estate) (part time - Saturdays) continues	
21	22	23	24	25	26	27
<b>SYDNEY CPD</b> Communication and dealing with challenging situations (9.00am - 4.00pm)	<b>SYDNEY CPD</b> Mastering retail leases (9.30am - 1.30pm)		<b>SYDNEY CPD</b> Essential OH&S for property managers (9.30am - 1.30pm)	<b>CANBERRA CPD</b> Essential OH&S for property managers (9.00am - 1.00pm)	<b>SYDNEY</b> Cert of Reg Course (Real Estate) (part time) concludes	
<b>SYDNEY</b> Real Estate Licensing Course (full time) - week 4 Residential Property Management - 5 days						
		<b>SYDNEY</b> Cert of Reg Course (Real Estate) (part time) continues	<b>SYDNEY</b> Cert of Reg Course (Real Estate) (part time) concludes	<b>AGM and REINSW</b> State Conference <b>SYDNEY</b> Novice Auctioneers Competition State Final		
28	29	30	DECEMBER 1			
<b>SYDNEY</b> Certificate of Registration Course (Real Estate) (full time) - 4 days (9.00am - 5.00pm)						
	<b>SYDNEY CPD</b> Creating impact and influence (9.30am - 1.30pm)					



## DECEMBER 2011

MON	TUE	WED	THU	FRI	SAT	SUN
			1	2	3	4
<p><b>CPD workshops</b> – go to <a href="http://www.reinsw.com.au">www.reinsw.com.au</a> for course descriptions and prices</p> <p><b>Certificate of Registration Course (Real Estate)</b> (full and part time as indicated). Price includes REINSW Student Membership</p> <p><b>Licensing Course</b> (full and part time as indicated)</p> <p><b>Forums and Divisional meetings</b></p> <p><b>Novice Auctioneers Competitions</b></p>			<p><b>SYDNEY CPD</b> The ABC of compliance (9.30am – 1.30pm)</p> <p><b>DEE WHY CPD</b> Creating impact and influence (9.00am – 1.00pm)</p>	<p><b>PARRAMATTA CPD</b> An agents guide to tax and property investment (9.00am – 1.00pm)</p>		
5	6	7	8	9	10	11
<p><b>SYDNEY</b> Real Estate Licensing Course (full time) - week 5 Client and agency communication – 5 days</p>						
<p><b>SYDNEY</b> Certificate of Registration Course (Real Estate) (full time) - 4 days (9.00am - 5.00pm)</p>						
<p><b>CANBERRA</b> REIACT Certificate of Registration Course (Real Estate) (full time) - 5 days (9am – 5pm)</p>						
	<p><b>TWEED HEADS CPD</b> The ABC of compliance (9.00am - 1.00pm)</p>	<p><b>SYDNEY</b> Young Agents end-of-year function</p>	<p><b>COFFS HARBOUR CPD</b> The ABC of compliance (9.00am - 1.00pm)</p>	<p><b>SYDNEY CPD</b> Essential OH&amp;S for property managers (9.30am – 1.30pm)</p>		
12	13	14	15	16	17	18
<p><b>SYDNEY</b> Certificate of Registration Course (Real Estate) (full time) - 4 days (9.00am – 5.00pm)</p>						
<p><b>SYDNEY CPD</b> The nuts and bolts of residential tenancies (9.30am - 1.30pm)</p>	<p><b>SYDNEY CPD</b> Prepare for selling like never before (9.30am - 1.30pm)</p>		<p><b>SYDNEY CPD</b> Creating impact and influence (9.30am - 1.30pm)</p>			
19	20	21	22	23	24	25
<p><b>SYDNEY</b> Certificate of Registration Course (Real Estate) (full time) - 4 days (9.00am – 5.00pm)</p>						
<p><b>SYDNEY</b> Auctioneers Accreditation - 3 days (9.30am – 4.30pm)</p>						
26	27	28	29	30	31	CHRISTMAS DAY
BOXING DAY	PUBLIC HOLIDAY					

# Finding the perfect fit

BY PETER REEVE, DESIGN DIRECTOR AT INCORPORATE DESIGN AND PROJECT MANAGEMENT

As a commercial agent it is essential to understand your client's needs in order to find them the right premises.



It doesn't matter whether it's the first time or the tenth, when a commercial client is looking to purchase or lease new premises it's important to always remember two golden rules: form follows function; and every client's needs are specific.

Having a detailed understanding of your client's needs is essential. The design and location of your client's new property is important, but getting the facts right is the key to selecting options that work for them and engaging them in the process.

## Know the space

Your client's new premises must not only meet their physical needs, but also make their working life easier and even more productive.

Start by making a clear assessment of what they need to include when planning their new premises. There is no point suggesting individual offices if your client regularly needs large

teams working on joint projects. On the other hand, open plan offices offering little privacy are probably not suitable if your clients regularly need to discuss the most private and confidential matters – as is the case, for example, with financial advisers, lawyers and management consultants.

## Space planning with real facts

Space planning is a critical first step in an effective commercial space. Your client will often be focused on the raw size and the price, but it is vital to help them review technical, practical and even mundane operational requirements.

Is the lighting sufficient for their needs? Is the space big enough for their operation? Is the configuration (including windows, doors and stairs) going to work for their specific organisation? Will it assist in making their operation faster, better and smarter?

Commercial agents can benefit from collaborating with an organisation that specialise in design and project management.

A team with strong analytical and space planning skills can help you review and deliver what your client needs. Starting this process at an early stage and using a team that can work within your operational structure is important.

Gaining this understanding will build your client's confidence in you and provide you with a clear and targeted direction so that the property search can be effective and successful.

## Test fits and sketch design

Test fits and sketch designs can be an easy trap. Often they give your client design concepts that simply won't work.

A design company with sound evaluation skills can prepare a test layout that is a genuine reflection of what is possible to meet your client's needs.

## WHEN YOU RECOMMEND A DESIGN TEAM, BE SURE THEY:

- Appreciate the importance of functionality to team relationships
- Will work with you to define your client's needs at both a high and detailed level
- Understand the image and positioning your client wants in the marketplace
- Have the skills and experience to work with you and your marketing/promotions team
- Have the skills to economically implement a high quality design for your client.



## Technical design and management

The devil is indeed in the detail. Be sure your client doesn't settle for rubbery, 'back of the envelope' technical designs and costings.

Clients need to know what to do to ensure the design is legal and how much it is all going to cost. They

also need to understand planning and cost deadlines and review technical designs that cover council approvals, fire services, air conditioning, occupational health and safety, power and data.

These technical issues will be material parts of their budget, and a little detailed planning

up front will save them lots of headaches and variations during the construction phase.

*INCORPORATE Design and Project Management specialises in managing corporate and commercial fit-outs and relocations and is a sponsor of the 2011 REINSW Awards for Excellence. ♦*

How to make the space work. Left to right: establishing strong relationships with marketing tools and imagery; creating the "Creative Space" for bold impact; clean corporate identity for a collaborative space.



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- ☀ TRA abides by "Property, Stock and Business Agents Amendments (Tenant Databases) Regulation 2004"

# Learning from experience

BY HELEN HULL AND TINA LIPTAI

Having a mentor is a great way to tap into the knowledge and experience of industry veterans.

For both young real estate agents and those who are new to the profession, experience can make all the difference in taking the next step on the road to success.

Though working alone is a reality for some agents, success doesn't have to mean a lonely rise to the top and can be as easy as learning from someone who has been there and overcome that.

Rather than giving in to frustration or not realising their full potential, young and up-and-coming agents are gaining a professional edge by working with a mentor.

REINSW Education and Training Manager Michelle Morcombe said having a mentor can give agents the added boost and focus they might not normally find in a busy workplace environment.

A mentor knows the challenges of the profession and can help an agent refine industry-specific skills and find direction by sharing their experience, Michelle said.

Young agents and agents new to the industry are taking advantage of what the REINSW Mentoring Program offers.

It pairs them with an experienced agent willing to take the time and share the secrets of success.

Suzanne Mullen, who has been a sales agent at Coogee First National for two years, decided to join the program based on previous positive experiences with formal and informal mentors during 14 years working in the airline industry.

"I want to take my game to the next level," Suzanne said. "I've been working for a couple of years, and I knew there was something more I needed to do to push through to the next level.

"Most of my competitors are long-term, established and have a good name. I didn't really know how to go up against that."

**"I want to take my game to the next level . . . I knew there was something more I needed to do to push through to the next level."**

Suzanne was paired with mentor John Tower, Managing Director of Tower & London, and said she was already seeing the benefits that come from working with a like-minded person.



Suzanne Mullen, of Coogee First National, paired with mentor John Tower, Managing Director of Tower & London, and is already experiencing the benefits of working with a like-minded person.

"When I met with John we immediately realised we were on the same plane," Suzanne said.

"John is a very experienced and successful real estate agent and business owner. So far he is aligned with the same values and beliefs that I have."

Mullen believes it is important to have someone outside the day-to-day work environment who has the skills and experience to guide and question in a healthy manner.

## Helping to overcome professional isolation

Prior to the commencement of the Program, mentors and mentees met separately before later coming together for a larger networking session.

During the mentees' session, participants were asked to identify areas where they wanted to focus on and achieve.

Suzanne said though each agent had their own specific challenges, most identified the feeling of isolation as something they would like to overcome.

Fellow mentee Chris Bell, from Milson Executive Realty, agreed isolation was a key challenge for new agents and something which needed to be overcome.

"It's isolating because it's so competitive. That's just the way the industry is," he said.

Though it's still early in the Program, Chris said he had also found it useful to meet and build networks with other young agents.

## Building your business

Teamed with Ewan Morton, Managing Director of Morton & Morton, Chris said the Program was a great opportunity to get guidance about expanding a business from someone outside his organisation.

"It is hard in general networking to find people who want to open up and give that guidance," he said.

"Having a mentor who has been there before is the right way to go. He started from scratch and now has a number of offices.

"Our agency is expanding and it is important for our success to make sure we are going in the right direction and it has been great to informally bounce ideas off Ewan."

Chris believes his experience as a mentee would also benefit his own agency.

"By bringing mentoring right into our business it strengthens the



Chris Bell, from Milson Executive Realty, said having a mentor like Ewan Morton, Managing Director of Morton & Morton, was a great opportunity to get guidance from someone outside his organisation.

organisation as a whole and not just me as an individual," he said.

#### Ongoing learning

Though chosen for their experience, many mentors found they learnt new things too.

"I learnt that it is important not to impose your view on people and to let the conversation lead you," John said of the experience.

A member of REINSW for 18 years, John felt it was important

to give back to the association, a common thread that joins most who choose to mentor.

"While you do so much with your own staff it is nice to pass knowledge to those new to the industry for no business gain," John said of his involvement.

"There is also the personal gratification of seeing someone improve over time.

"Because the program is driven by the mentee, as a mentor I can focus on the areas that are most important to them."

Ewan said he learnt the real difference between being a coach and a mentor.

"As a mentor you guide the mentee and allow them to come up with the answer," he said.

"It's a great program because you have no vested interest and that allows you to be more objective and lets the mentee have their own journey."

*The inaugural REINSW Mentoring Program will conclude in June 2012. Places for the next program will be advertised early in 2012. ♦*

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# Openness the key to pets in rental properties

BY HELEN HULL

Responsible pet owners can be good tenants, but it's important for property managers to have the right measures in place.

Australians love pets, and with one of the largest pet ownership rates in the world, it's important property managers understand their responsibility to protect property, landlords and tenants alike.

North Nor'west Property General Manager Sandy Hodgkins said it was now common practice for pets to need references, like their owners.

"If they have rented before it is important that we know the pet that is going into a property is well behaved. People don't want dogs that bark when left at home all day," she said.

"We are upfront in asking potential tenants if they have a pet and the

requirements associated with the property they rent.

"They know that if they get found with a pet and haven't declared it, their rental agreement will be terminated immediately."

Sandy said North Nor'west Property, which rents more than 1200 properties, has only ever had one instance where stricter conditions had to be placed on a tenant's pet.

"The tenant's dog was aggressive to visitors and we made a note on their file that the owner must be home for any work orders, tradespeople or inspections. It was a great outcome for everyone involved."

Surprisingly, Sandy said in her experience, there were often more issues with cats that had not been declared to property managers than dogs.

"But most of the time it is settled amicably," she added.

The key to successfully renting a property to a tenant with pets is to keep the lines of communication open.

Harcourts Bathurst Property Manager Dianne Thurn said this ensures if there are any issues they can be resolved.

"If their dog has puppies they have to be aware that they have to tell us," she said.

"We also put clauses in the lease so that renters know going into the property that carpets have to be cleaned and gardens and pathways have to be maintained.

"We inspect the properties four times a year and if there is an issue they must have it resolved before the next inspection."

While most people have dogs or cats, Dianne said it was important not to forget there can also be potential problems when it comes to keeping fish and birds in a rental property.

"Big fish tanks can leak and some birds can make a great deal of noise, but it is important to review each application individually."

“

Big fish tanks can leak and some birds can make a great deal of noise, but it's important to view each application.”

Agents must also be aware of strata properties. Even if an owner and tenant agree a pet is allowed, that will be overruled by strata by-laws prohibiting animals.

Agents must check whether pets are permitted, and obtain consent from the owners corporation, if there is a requirement to do so.

If an agent fails to do this, the tenant could seek to terminate their

tenancy and compensation from the landlord.

Losing a tenant and being liable to pay compensation as a result of an agent's actions will not please most landlords, who could seek to recover costs from their agent.

While it can sometimes be a challenge, with the right measures in place, pets can make good tenants. ♦

TIPS FOR RENTING TO PET OWNERS:

- List properties as pet friendly or no pets
- Ask for references for the pet and issue good behaviour certificates to pets to help future rentals
- Identify special restrictions, such as a limit on the size or number of pets
- Note where pets sleep. A pet that sleeps outside is less likely to damage inside the property
- Ensure tenants understand their responsibilities in maintaining a property with a pet
- Include rental requirements specific to pets to make sure tenants understand their responsibilities
- Regularly inspect properties that have pets
- Take note of breed and the pet's personality
- Be aware of the size of fish tanks as larger tanks may leak or cause extensive damage if they break

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# The best team wins

Franchise group LJ Hooker is driving to be the leading real network in Australia and New Zealand. To achieve that goal, LJ Hooker has been looking at the best available recruits.

“LJ Hooker is recruiting the best people and offices around the country into our Network,” said Bill Russell LJ Hooker’s Head of Network Performance and Development.

The company says that its franchise network now consists of over 650 offices, with a residential sales team of 3,200 sales professionals and over 2,000 support team members.

LJ Hooker recruited 25 offices in the first three months of this financial year alone.

This builds on the company’s momentum from the prior year, when over 50 new offices were added.

Russell says that Paul Tobias, who brought his four offices in the Coffs Harbour into the LJ Hooker network in August 2011, is typical of the franchisees the network has recruited.

Paul wants to reach the pinnacle of real estate and approached LJ Hooker after 10 years as a principal and 20 years in the industry.

“Could I provide my team with the training and professional marketing that we need to take the company to the next level?” Tobias said. “After weeks of deliberation, I decided LJ Hooker was the answer for me and my team.”

“Like most franchisees, Paul joined LJ Hooker because of our powerful brand, as well as the continued investment made by the company in marketing, technology and training to support our network,” confirmed Rebecca Narayan, LJ Hooker’s

Network Development Manager for NSW.

Beside franchisees, LJ Hooker is recruiting sales people. Between July and August 2011, the company stated more than 135 professional salespeople joined the network. Last financial year, a total of 654 salespeople became members of the LJ Hooker team.

“The team with the best players wins,” said Russell. “We don’t want to miss a single opportunity to attract the best. Anyone up to the challenge should call us.”

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## Changes at realestateVIEW.com.au

### realestateVIEW.com.au to close myhome.com.au

In the coming months, realestateVIEW.com.au is rolling out a series of new initiatives and none is more exciting than the de-commissioning of myhome.com.au.

As one of Australia’s largest property portals, realestateVIEW.com.au is working hard to grow its audience in NSW.

The closure of myhome.com.au enables realestateVIEW.com.au to accelerate growth and strengthen brand awareness.

The acquisition of myhome.com.au in 2010 aimed to create a competitive and viable industry portal in NSW, said Petra Sprekos, the General Manager of realestateVIEW.com.au

“All traffic from the myhome.com.au site will be redirected to realestateVIEW.com.au. We believe this, combined with our spring campaign and launch of mobile apps later this year, will enable our property portal realestateVIEW.com.au to capture a larger share of the NSW market,” Petra said.

### realestateVIEW.com.au springs into new campaign

On 26 September 2011, realestateVIEW.com.au announced the launch of its latest brand campaign.

The campaign, which runs for eight weeks, encourages consumers to “get the inside view” on the property market by utilising realestateVIEW.com.au.

As the industry-owned portal, realestateVIEW.com.au provides consumers with data and also access valuable, insightful commentary from credible market experts.

The campaign seeks to educate consumers on the value of the site to make informed decisions about buying and selling.

To drive consumers to learn more, the campaign also provides the chance to win one of eight \$1,000 JB Hi Fi vouchers.

Campaign promotion will include mobile billboards, online advertising, email and flyers.

*If you have not already subscribed, you can visit realestateVIEW.com.au, contact sales@realestateview.com.au or 1300 695 645.*

## MEMBER PROFILE: ERNIE ZAPPIA



“REINSW have a great reputation for having great training and it’s a great opportunity for young agents to learn.”

Previous experience of the benefits of REINSW membership during their career, led the Principals of Belle Property Gladesville to sign up.

The newest addition to the Belle real estate network, Belle Property Gladesville’s Principals Ernie Zappia, Ross Sheerin, Michael Gallina and Matthew Shepherd agreed membership of REINSW would be useful for both their experienced and young agents.

Ernie Zappia is a specialist in the commercial sales and leasing sector, with more than three decades of experience in all facets of the real estate industry.

He knows the value of good training and nurturing young talent to help a business grow.

“We wanted to be part of REINSW,” Ernie said.

“We are a growing company, we’ve got young agents as part of the group, and we want to give them the opportunity to take advantage of the great training and support offered by REINSW so they can develop professionally.

“REINSW have a great reputation for having great training and it’s a great opportunity for young agents to learn.”

To find out more about REINSW membership, call (02) 9264 2343 or visit [www.reinsw.com.au](http://www.reinsw.com.au).

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**East Coast Real Estate**  
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**GBE Property Investments**  
SYDNEY

**Gilles Property**  
MATRAVILLE

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The Member Helpline team of David Small, David Pentecost and Ann Banister.



# Expert help when you need it

Exclusive to REINSW members, the free Member Helpline means advice from an experienced real estate agent is just a phone call away.

The Member Helpline team pride themselves on providing accurate and practical advice.

The Member Helpline can offer advice on a range of matters. Here are some answers to common problems arising in day-to-day-practice:

## What action can be taken where a landlord's agent or other person is physically assaulted by a tenant or an occupant of a tenanted property?

Under no circumstances should physical violence against staff members be tolerated.

The *Residential Tenancies Act 2010* provides remedies where tenants or their occupants have become violent. It is important to be aware of the avenues available to your landlord to immediately terminate a tenancy in such circumstances.

In the event of a violent attack, the police should be notified immediately and an event number should be obtained from them.

Any injuries should be documented with photographs, and statements should be taken from all staff members and any witnesses.

Instructions should then be obtained from the landlord to seek termination of the tenancy. Under section 90 of the *Residential Tenancies Act 2010*, a landlord has the right to make application to the CTTT for an immediate termination order as a result of a tenant or occupant causing injury to the landlord, their agent, an employee or contractor of the landlord or to a person in a neighbouring property.

The termination order may specify that the order for possession takes effect immediately (even if the tenant is still in their fixed

term) and there is no requirement for the landlord to serve a termination notice before applying to the Tribunal.

Like any application to the Tribunal, you would need to provide as much evidence as possible to support your case. This would include, but not be limited to, statements and photos of any injuries and/or damage to the premises, police event number, medical reports together with anything else that would support your claim. In the event of having to make application to the CTTT on these grounds, we also recommend you support the

application with a covering letter seeking expedition (pursuant to section 28 of the *Consumer, Trader and Tenancy Tribunal Act 2001*). You should also report the incident to your workers compensation insurer.

### What do I need to know about giving notice to the Owners Corporation about leases and subleases?

Under section 119, a lessor must give notice of a lease to the Owners Corporation within 14 days after the commencement of the lease.

The notice must specify the name of the lessee, the commencement date of the lease, together with the name of any agent acting for the owner in respect of the lease. Failing to do so is an offence under the Act.

Section 119 and the time limits also apply to situations where a strata lot is subleased, and also when a lease or sublease is assigned.

Property managers must be aware that complying with the

requirements of this section should form part of their procedures when signing up a tenant to a lease of a lot in a strata scheme.

*The answers to other commonly asked questions are available at [www.reinsw.com.au/helpline](http://www.reinsw.com.au/helpline).*

*The answers are available in text and audio versions.*

*You can contact the Member Helpline by calling (02) 9264 2343 or emailing [helpline@reinsw.com.au](mailto:helpline@reinsw.com.au) ♦*



In the event of a violent attack, the police should be notified immediately and an event number should be obtained.



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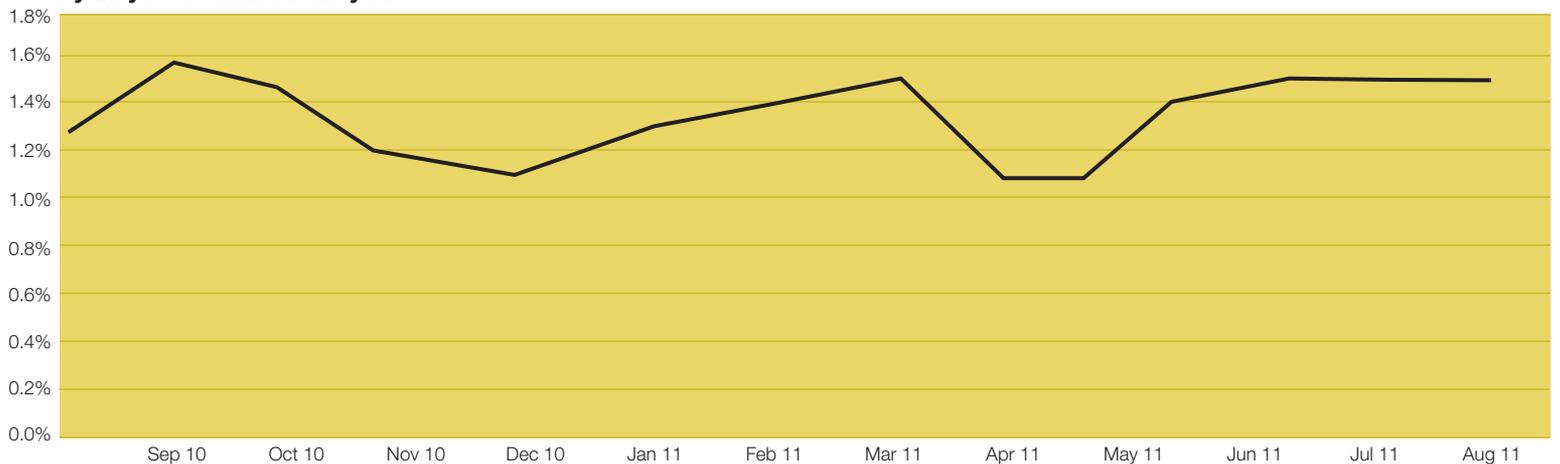
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Check out the latest rate for your area. You can use it in your newsletters, information packs and discussions with potential investors.

**Residential vacancy rate – Compiled by Inshgtrix on behalf of REINSW**

<b>SYDNEY</b>	<b>Aug-11 (%)</b>	<b>Jul-11 (%)</b>	<b>Jun-11 (%)</b>	<b>May-11 (%)</b>		<b>Aug-11(%)</b>	<b>Jul-11(%)</b>	<b>Jun-11(%)</b>	<b>May-11 (%)</b>
Inner	1.5	1.5	1.4	1.1	<b>ALBURY</b>	1.9	2.0	2.4	2.6
Middle	1.6	1.5	1.3	1.5	<b>CENTRAL WEST</b>	1.3	1.7	1.6	2.0
Outer	1.3	1.6	1.7	1.5	<b>COFFS HARBOUR</b>	3.7	3.5	3.4	3.1
Total	1.5	1.5	1.5	1.4	<b>FAR WEST</b>	-	-	-	-
<b>HUNTER</b>					<b>MID-NORTH COAST</b>	1.8	2.1	2.0	1.8
Newcastle	1.8	1.4	1.3	1.5	<b>MURRUMBIDGEE</b>	2.4	3.0	2.6	2.7
Other	1.8	1.6	1.3	1.2	<b>NEW ENGLAND</b>	2.6	2.5	2.5	2.4
Total	1.8	1.5	1.3	1.3	<b>NORTHERN RIVERS</b>	2.6	3.9	3.8	3.1
<b>ILLAWARRA</b>					<b>ORANA</b>	1.4	1.6	1.7	1.9
Wollongong	1.6	1.3	0.9	1.3	<b>RIVERINA</b>	3.1	3.1	3.0	3.4
Other	1.5	1.3	1.4	1.3	<b>SOUTH COAST</b>	3.1	2.6	2.6	1.7
Total	1.6	1.3	1.2	1.3	<b>SOUTH EASTERN</b>	1.9	1.8	1.5	1.5
<b>CENTRAL COAST</b>									
	2.1	2.0	2.6	2.1					

**Sydney residential vacancy rate**



Source: REINSW Vacancy Rate Survey

Did you know that your rent roll information is used by the Reserve Bank of Australia when making its interest rate decisions? REINSW Vacancy Rates are a significant source of property information for economists, so make sure you contribute by sending us your vacancy rate figures each month.

**Sydney weekly auction clearance rates – provided by Australian Property Monitors**

	Inner Sydney		Inner West		Lower North		Inner East		SYDNEY	
	Number Auctioned	Auction Clearance Rate								
04/09/2011	62	60.0%	22	73.9%	61	62.3%	58	58.8%	382	55.5%
28/08/2011	65	63.9%	23	66.7%	49	57.4%	75	57.1%	445	53.7%
21/08/2011	64	61.1%	24	68.0%	39	54.2%	46	59.2%	380	54.8%
14/08/2011	69	69.9%	37	71.1%	56	56.3%	51	71.9%	374	58.2%
07/08/2011	72	74.4%	12	40.0%	42	61.4%	44	58.8%	331	56.9%
31/07/2011	90	68.8%	24	60.0%	33	64.9%	48	57.4%	491	53.6%
24/07/2011	77	69.7%	32	70.6%	42	68.9%	51	68.4%	356	63.8%
17/07/2011	47	80.0%	24	54.2%	37	56.8%	44	64.8%	299	58.6%
10/07/2011	64	55.7%	24	80.0%	40	65.9%	29	52.9%	325	52.8%
03/07/2011	74	68.8%	21	66.7%	56	58.5%	69	61.8%	427	57.8%
26/06/2011	98	62.3%	38	52.4%	62	67.1%	84	53.5%	564	57.7%
19/06/2011	82	62.5%	44	62.7%	60	64.2%	65	59.4%	467	52.7%

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# Supporting arts leads to a new opportunity

Thanks to its sponsorship of the Museum of Contemporary Art (MCA), Ray White Commercial has the opportunity to lease a special commercial space.

Ray White says its sponsorship of the MCA's Young Ambassadors program was crucial in its appointment as lease agents earlier in August.

The program was a joint initiative between the White family and the MCA with an eye to getting younger generations involved in the museum and the arts.

The MCA is currently undergoing a \$53 million redevelopment that will see the original museum refurbished and a new building constructed alongside. The project is due to be completed by March next year.

The museum has decided to lease the space on level six of the original building, which has served as function and event facilities over the past 10 years. In total, the premises comprise 900 square metres of floor space as well as two 120 square metre balconies.

Anyone aged 18-40 with an interest in the arts can become a Young Ambassador for an annual membership fee. The program includes a full year of benefits not available to regular customers.



For instance, members get the opportunity to meet travelling exhibitors, such as Annie Leibovitz, at special events.

The firm says it has conducted a number of inspections with interested parties, many of which are currently in negotiation.

The agent is hoping to set a commencement date for the first quarter of 2012. ♦

## YOUR STORY

We want to hear your stories!

If you have a humorous or interesting story you'd like to share with REINSW members in 'Last Word', email the editor at [tina@mahlabmedia.com.au](mailto:tina@mahlabmedia.com.au)

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