

Journal

APRIL 2012
VOL 63/03



Seal the right deal
Bring your best to
the negotiating table

Career shift
How to stay in the
same industry but
gain a new specialty

Emotional rescue
Keep anxiety and
stress to a minimum for
buyers, vendors and you

finishing touches

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Peter Michael, Managing Director, Michaels Camera Video & Digital

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Adrian Bo, Principal at McGrath Coogee, talks about the value of property styling.



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Playing our part in industry improvement

REINSW has been actively participating in both the National Occupational Licensing System (NOLS) and the Conduct Harmonisation Project (the Project), which is designed to complement NOLS.

We continue to wait for the public release of the Regulatory Impact Statement (RIS), which is the next phase of the project. When the RIS is released it will enable REINSW, and for that matter other Real Estate Institutes nationally, to have further input into the development of the legislative instruments that will govern licensing and the practice of real estate in Australia.

Given that we have not yet sighted the RIS, it appears unlikely that the nominated start date of 1 July 2012 is achievable.

REINSW is supportive of both NOLS and the Project, however our support is focused on creating the best system for the industry, consumers and the industry's professional service providers.

To achieve this outcome, those with carriage of NOLS and Project need to engage and consult broadly with all stakeholders. This will, of course, take time and REINSW is concerned that slavish adherence to predetermined timing milestones may take precedence over striving for the creation of a better system.

We will, of course, keep members informed of developments in relation to this important issue.

Training is an investment

It is rumoured that continuing professional development (CPD) will no longer be required as a pre-condition for certificate and licence renewal under NOLS. That, if adopted, runs contrary to the uniform and vocal position of the Real Estate Institutes across Australia.

If the rumours prove to be true and the regulator proceeds in this direction, then the REINSW Board will carefully consider the training expectations and

requirements of members. It is clearly in the interest of consumers of property services and the reputation of the profession generally that members are cognisant of contemporary legislative, practice and technological developments.

It is an implied term of all agreements between a professional service provider and their client that the advisor is aware of all matters pertaining to those services. Accordingly, it is incumbent upon the professional service provider to dedicate sufficient time toward maintaining their skills and knowledge.

Training should never be a chore or a matter of compliance. If it is, then you are doing the wrong training. Good training is an investment in the asset that is you, and it should be sought out and embraced.

The REINSW Board will seek input from members in relation to training expectations and the means by which members,

through continuing training, can differentiate themselves from non-members in their market.

It is clearly an interesting and challenging time for agency practice.

Mandatory CPD

Members are reminded that completion of CPD currently remains mandatory for certificate and licence renewal. Until the NOLS position becomes clear, agents must complete their CPD.

If you need to clarify your personal circumstances, please contact REINSW by calling (02) 9264 2343 or emailing training@reinsw.com.au

Tim McKibbin
REINSW CEO



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Smoother approvals need infrastructure support

The State Government must speed up its investment in infrastructure to support new development.

That is the message from Laing+Simmons General Manager Leanne Pilkington who says while the Government enabled nominations of greenfield development sites in recognition of the need to increase supply, infrastructure must also meet demand.

“Without the corresponding level of investment in infrastructure and willingness to push projects through, seeking to speed up development approvals and open up landowner nominated land for development is an empty gesture at best, and at worst could create significant congestion and amenity problems,” Ms Pilkington said.

“This is particularly the case for greenfield sites on the city’s outskirts, in areas already

underserved by transport links and other social infrastructure.”

Ms Pilkington urged the NSW Government to investigate alternatives to improving transport links and other associated infrastructure to deliver long term solutions without relying on developers. She said the North West Rail Link project was a good example of infrastructure supporting growth.

“Continuing population growth and the prevailing housing undersupply make the forthcoming release of the State Infrastructure Strategy a critical moment for the state’s future,” Ms Pilkington said.

“A strategy focused on the long term strength of the employment market, provision of adequate housing supply to support population growth, and the implementation of effectively planned infrastructure is necessary if Sydney is to counter worsening urban sprawl over the long term.”

Spotlight on 2012 REINSW AWARDS excellence

The 2012 REINSW Awards for Excellence can give you the edge in your quest for business success.

Unlike many franchise awards, the REINSW Awards for Excellence are not based on the number of sales or listings.

Judges are looking for demonstrations of innovation, excellence and professionalism.

So whether you’re part of a large franchise group or work in a small independent agency, you’re in with a chance. And you don’t

necessarily need to be an Award winner in order to ‘win’.

The Awards provide an opportunity to review your business through the submissions process. Many businesses are prompted to analyse, adapt and improve their plans and strategies — which ultimately leads to further success.

Defining direction, attracting business opportunities and gaining a competitive advantage are all benefits of the Awards. Even if you don’t win, you might be a finalist.

Finalists and winners are able to promote their achievement and make the most of their success. Entries open on Tuesday, 1 May 2012 — so start thinking about your submission today!

How do I enter?

From Tuesday, 1 May 2012 you will be able to download a 2012 REINSW Awards for Excellence Entry Kit from the REINSW website, www.reinsw.com.au/Awards2012

Fill in the entry form and tick the Award categories you would like to enter. Then, simply send the completed form along with

your submission to REINSW by close of business on Thursday, 14 June 2012.

KEY DATES

ENTRIES OPEN
Tuesday, 1 May 2012

ENTRIES CLOSE
Thursday, 14 June 2012

FINALISTS ANNOUNCED
September 2012

WINNERS ANNOUNCED
Saturday, 13 October 2012
at the REINSW Awards for Excellence Gala Dinner.

No change to trust money procedures

In response to queries from members, the *Journal* asked NSW Fair Trading to clarify if legislation for handling unclaimed trust money had changed.

In a statement to the *Journal*, a Fair Trading spokesman said there had been no change in the legislation and the consequent procedures for real estate agents' handling of unclaimed trust money. However, the legislation is currently being examined.

"Division 4 of the *Property, Stock and Business Agents Act 2002* requires agents in January of each year to furnish

the Director-General with a statement in an approved form showing particulars of the unclaimed money held by them, and details of the person the money is held on behalf of," the statement said.

"NSW Fair Trading is however aware that some agents do send the unclaimed money with the form in January.

"When the Director-General receives the form, a notice containing particulars of the money held is sent to the person's last known address and a notification is published in the Government Gazette.

"After a period of three months, if the money is unclaimed, the Director-General may require the agent to send the unclaimed money to NSW Fair Trading. Agents should not send any money to NSW Fair Trading unless specifically requested to do so. On receipt, NSW Fair Trading forwards the money to the NSW Treasury."

Full information, including a download of the approved statement for notification of unclaimed money, can be obtained from the Unclaimed Money page of NSW Fair Trading's web site at www.fairtrading.nsw.gov.au

REINSW IN THE MEDIA

Vacancy rates, the Fair Work Ombudsman's audit of agencies and recent changes to real estate agency businesses have all featured in the media recently.

Print

- REINSW President Christian Payne told SkyNews.com.au in February that although data released by REINSW showed rental vacancies were at their lowest in five years, seasonal growth played a big role in markets over the Christmas period.
- *The Australian Financial Review* also reported on vacancy rates, with Christian explaining the market would probably tighten again.
- The Fair Work Ombudsman's audit of 350 real estate agents in NSW to check employees are being paid correctly, as part of its latest education and compliance campaign, made news in the *St George & Sutherland Shire Leader* and Christian welcomed the campaign.
- A recent spate of mergers and expansion of some real estate agencies was the focus of a story in *The Daily Telegraph* with Tim McKibbin commenting that it was a healthy business practice and there were still plenty of resources to help consumers choose the right agent.

Radio

- Christian Payne discussed vacancy rate survey results on 2SM, WS FM, 2Dat FM, i98FM and 2HD (Newcastle) and on television for Prime 7 in Orange and North Coast.



Grass is greener

Lawn can add up to \$83,600 to the value of a property, according to a national survey of residential real estate agents.

The results of the survey, conducted by Turf Australia, a representative body of the turf industry, were widely reported

in the media and showed the humble lawn was back in favour with buyers.

The survey found lawns offer Victorian properties the highest value, adding 19 per cent to the price of a home, ahead of NSW with 16 per cent, while Queensland

and South Australia sit at 12 per cent and Western Australia nine per cent.

The survey of 114 real estate agents found that 73 per cent of buyers want a lawn for a safe children's play area, while a third want it to relax on and to beautify the property.

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Food trumps fashion on prime shopping strips

Weak retail sales have made for difficult leasing conditions on Sydney's prime shopping strips, but food remains popular.

CBRE's latest *Sydney Retail Market View* shows some precincts have felt leasing pain more than others, with particular challenges for shopping precincts with a high emphasis on fashion.

CBRE monitors seven main suburban shopping precincts: Campbell Parade, Bondi; Military Road, Mosman; the Double Bay precinct; The Corso, Manly; Darling Street, Balmain; Oxford Street, Paddington; and King Street, Newtown.

CBRE Global Research and Consulting Senior Analyst Monica Khamis said rents across these locations had fallen by an indicative rate of 1.4 per cent during 2011. At the same time the total vacancy rate rose to hit 5.5 per cent as at October 2011.

"It is likely consumers will maintain a cautious attitude this year and continue to limit discretionary spending on fashion," Ms Khamis said.

"As a result, the year ahead may be challenging for Sydney's prime shopping strips."

However, some precincts are feeling more pain than others, according to CBRE Senior Manager, Retail Services, Megan Lowder.

While fashion-based precincts had been particularly hard hit, Ms Lowder said food-based strips had been relatively resilient.

"Sales turnover for cafes and restaurants, which account for around 18 per cent of tenants on Sydney's shopping strips, has been increasing



despite subdued consumer confidence and this has been reflected in the better performances by food-based strips such as Campbell Parade and Darling Street," Ms Lowder said.

CBRE's data shows that the fashion mecca of Oxford Street in Paddington has the highest vacancy rate of 7.8 per cent, closely followed by Double Bay at 7.5 per cent.

Military Road in Mosman has also been under strain with the vacancy rate having risen to 5.3 per cent.

On the flipside, the café focused Darling Street shopping strip in Balmain has the lowest vacancy rate of the

precincts monitored by CBRE, at 1.8 per cent. Vacancy rates also remain low on Campbell Parade at 3.7 per cent and at The Corso in Manly at 3.8 per cent.

“Sales turnover for cafes and restaurants ... has been increasing despite subdued consumer confidence.”

On the rental front, Ms Lowder said owners were being forced to accept shorter terms of

leases in order to attract tenants and incentives had increased significantly.

"The Double Bay precinct has been most affected, with indicative gross face rents having fallen by 10 per cent during the December quarter and incentives having increased from three-months rent free to 12-months rent free on a typical five-year lease deal," Ms Lowder said.

Nevertheless, properties along Sydney's prime strips remain tightly held and Ms Lowder said investors were prepared to pay tight yields for available property, as evidenced by the recent \$17 million sale of four shops on Campbell Parade on a yield of six per cent. ♦

Infrastructure investment

PRDnationwide research analyst Oded Reuveni-Etzioni rates NSW regions that are in the economic fast lane.

Infrastructure spending is good news for the property market with increased government spending luring investors and homeowners alike.

With the uncertainty surrounding the State Government's ability to fund future projects, areas that are currently receiving good infrastructure investment are the ones to watch.

PRDnationwide Research has examined five areas across NSW where government projects are being rolled out and ranked the areas by population growth, infrastructure investment and the property market.

The investigation found the larger the distance from the capital city, the smaller the size of private investment.

City of Canada Bay

A \$10 million new hospital is a major drawcard for this area, creating jobs for locals. Private development has geared up in the area with hundreds of new apartments being delivered to the market. This is complemented by a raft of new retail and office buildings under construction.

The latest population figures reveal the City of Canada Bay experienced the strongest 12-month population growth in NSW. One of the best performers over the past five years is the suburb of Concord West – recording a 7.1 per cent growth in median unit price in the 12 months to September 2011.



SUMMARY OF LOCAL GOVERNMENT AREAS (LGAS)

LOCAL GOVERNMENT AREA	DISTANCE FROM SYDNEY	MEDIAN HOUSE PRICE	5 YEAR GROWTH p.a.	MEDIAN UNIT PRICE	5 YEAR GROWTH p.a.
CANADA BAY	10km	\$1,066,500	6.1%	\$589,000	3.3%
CESSNOCK	116km	\$260,000	3.4%	\$245,000	-1.9%
PORT STEPHENS	130km	\$375,000	1.4%	\$300,000	-3.3%
MAITLAND	127km	\$345,000	4.0%	\$280,570	3.0%
RYDE	12km	\$865,000	5.9%	\$490,000	5.5%
ALBURY	462km	\$270,000	0.9%	\$190,000	1.7%
BLUE MTS	85km	\$382,500	1.6%	\$272,500	-2.4%

The lower Hunter Valley region

The Lower Hunter region is home to some of the largest investment projects under construction outside of Sydney. With the scale of infrastructure and job opportunities that are

being created it is expected that the long term population growth across all three LGAs will intensify over the next few years, contributing to the growth of towns such as Kurri Kurri. The largest government project currently under

construction in the region is the \$1.7 billion Hunter Expressway, due for completion in 2012.

Ryde City Council

Three major projects under construction include the \$140 million Australian

Hearing Hub within Macquarie University, the development of 502 apartments in nearby Ryde and a retail complex in West Ryde. The LGA has run out of vacant residential land, leading to innovative redevelopment options.

It is expected that improved rail services and increased employment opportunities in the area will translate to stronger population growth in the short and medium term.

Albury City Council

The largest government funded project in the area is the \$250 million Holbrook Bypass which will reduce travel time on the Hume Highway. A \$42 million Australian Tax Office

building and parking facility in the centre of town with surrounding shops will be completed in October.

This infrastructure boost is likely to position Albury as the region's premier shopping and entertainment destination, and attract more people and businesses to the town. The median house price has enormous potential for growth – having only increased 0.9 per cent per annum over the past five years.

Katoomba (City of Blue Mountains)

A major boost for Katoomba is the \$250 million upgrade of the Great Western Highway – this is expected to improve the flow of tourists and city dwellers to the

“

The latest population figures reveal the City of Canada Bay experienced the strongest 12-month population growth in NSW.

”

area by cutting travel time to Sydney and central west NSW. The \$32 million Blue Mountains Cultural Centre and mixed-use development is expected to be completed in June and will be another drawcard. The supply of new housing stock in the region remains constrained and will mean demand will be high as long as population and tourist numbers are firm.

With economic uncertainty weighing on the minds of property investors, the age-old investment formula of population growth, employment opportunities and infrastructure investment has never been truer.

PRDnationwide predicts these five areas will be high on the lists of investors and homeowners. ♦

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Pets boost strata communities

Research shows pets can promote more than just good health for their owners; they can benefit Owners Corporations and agents too.

As more individuals and families choose to make their homes in strata title properties, the need to accommodate pets living in higher-density environments is becoming more common.

In recognition of this trend, the Petcare Information Advisory Service have developed a Pet Application Form and a Pet Keeping Agreement.

It's not just pet owners that can benefit from having furry friends around; latest research from the University of Western Sydney shows there are many

benefits to living in a pet-friendly strata community.

Researcher Emma Power said pets could help build a sense of community among residents.

"Our research showed that dogs help their owners to get to know others within the apartment building and local neighbourhood and can be valuable in creating a strong apartment community," Dr Power said.

"Pet owners were keen to ensure that their pets

fitted in well with others in the community, and regularly helped one another with advice on training and caring for pets."

Susie Willis from the Petcare Information and Advisory Service said the forms were developed specifically to recognise the rights of all strata residents.

"The benefits that pet owners derive from their pets should not be at the expense of non-pet owning residents," Ms Willis said.

"Clearly, balance needs to be achieved whereby individual needs are accommodated and residents who choose not to own a pet are unaffected by those that do own pets.

"At the same time, pet owners who care for their pets in a responsible and considerate manner should not be deprived of the enjoyment their pet brings to their lives."

Ms Willis said, if handled correctly, pet ownership could help increase the sense of community for all strata

“

Pet-friendly strata properties attract more people and have lower turnover rates and higher profitability.”

”



residents and the flow-on effect could be beneficial for agents and strata managers.

“Communities where people walk their dogs have a lower incidence of violent crime and a higher perception of neighbourhood friendliness,” Ms Willis said.

“Pet-friendly strata properties attract more people and have lower turnover rates

and higher profitability. Communities that work together, talk regularly and create more opportunities to socialise are much healthier communities.”

The forms provide a clear application process and also allow pet owners and Owners Corporations to understand and agree on the conditions for owning a pet in a strata property. The form

also provides an opportunity to present the Owners Corporation with relevant and specific information about an individual pet including training, overall health and references.

“This not only makes it easier for potential pet owners to apply to keep their pet on the property, but also for the Owners Corporation to have all the information they need to make a decision,” Ms Willis said.

The Pet Keeping Agreement is between the pet owner and the building’s Owners Corporation. It enables the Owners Corporation to clearly detail their expectations of how pets will be kept and managed once they are approved. ♦

Both forms can be downloaded from www.petnet.com.au and adapted to suit the specific requirements of a strata property.

2012 – Expand your thinking, change the hole to fit the peg!

“In 2003 I began my career as a real estate business strategist. Back then, we planned our team structure then chose the lucky new recruit from a large pool. Fast forward 10 years and after coaching, training and consulting 1000’s of agents here and abroad, and a degree in Human Resource Development, I’ve learned that to thrive we need flexibility and constant development of our recruitment and retention processes. It’s no longer about finding a “recruiter”, you need a “people” partner, a team of people who understand the industry, the candidates and business strategy. At RECD we call these “People Consultants”.

Fiona Blayney and the RECD People Consultants, work with their clients to redesign each position as a talent gap arises. By taking an intelligent approach when diving into the talent pool, we find the “perfect fit” for both the candidate and the client.

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A Sydney office has been awarded a Six Star Green Star rating.

The Green Building Council of Australia (GBCA) has awarded Darling Quarter's Commonwealth Bank Place a Six Star Green Star, making it the first ever building to achieve this significant industry milestone.

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Until now, no development has reached this level of achievement.

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to respond to comprehensive and rigorous Green Star credit assessment criteria.



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Mark Menhinnitt, Chief Executive Officer for Lend Lease's Australian business said the rating showed the continuing aim to push the boundaries of sustainable development.

"Achieving this rating brings us one step closer in the journey towards sustainable precincts and eventually sustainable cities," he said.

"Leading edge innovation in green technologies and design has helped us to deliver projects that we never thought possible."

Commonwealth Bank Place delivered a number of

sustainable outcomes including rainwater harvesting and onsite water recycling initiatives, and carbon emission reduction through energy efficient design including chilled beam and single pass fresh air systems. Importantly, the building and its systems also provide a healthy and highly productive workspace for its tenants.

A joint effort between Lend Lease and the Sydney Harbour Foreshore Authority, the Darling Quarter precinct is a showcase for social, environmental and economic sustainability and sets global benchmarks in environmental innovation. ♦

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Seal the right deal

BY TINA LIPTAI

Are you bringing your best to the negotiating table?



“
Good negotiators are naturally curious, flexible and are interested in the other party's motives.”

The ability to negotiate effectively is more than just a desirable skill for real estate agents dealing with corporate clients; it is a necessity that can generate millions of dollars in deals every year.

While some agents seem to be 'born' negotiators, driving deals that are better structured and more efficient is a skill anyone can learn and improve.

Simon Kelland, Managing Partner at Scotwork Negotiating, said certain personality traits can make negotiating come more easily to some people but with training anyone can be successful.

“Good negotiators are naturally curious, flexible and are interested in the other party's motives,” he said.

“Negotiating skills are not innate. It's something that can always be learned and developed.”

Plan of attack

It's no secret better negotiation skills lead to better deals, but understanding the type of deal you are negotiating makes a big difference.

Positional bargaining is done in a competitive environment and usually only for one-off deals.

The other type of negotiating is mutual gain negotiating, which is more about cultivating a relationship with the other parties to the deal.

It is most useful when the business relationship will be ongoing and the negotiation is not simply about price.

“It is more about growing the size of the pie, rather than dividing up the pie and getting your piece,” Simon said.

“You give them what they want but on your terms. It requires skill and preparation to achieve

this and you need to have multiple variables to negotiate.”

Preparation and understanding

“Where the element of skill really comes in is you must think very carefully about what the other party is trying to achieve. If you can identify that, you can create a fair bit of mutual gain in the deal,” Simon said.

“What you are trying to do is concede something that doesn't cost you much but the other party values very highly.

“Every time you can do that, both parties perceive they are getting a 'better' deal.

“For example, one key variable is time. If one party is more keen to get the deal done, the other can trade time for money. Preparation is important to make that work, and it comes back to understanding what the other party is trying to achieve.”

Never assume

Though you might have been careful to research and gain an understanding of what the other party is looking for in a deal, it's important to keep listening to their needs and never assume you have all the answers.

“After you have done that preparation, it is crucial to test your assumptions before trying to close the deal,” he said.

“It is an unfortunate part of the human condition that we think we have solved all the other party's problems from our perspective but we often haven't really understood their perspective at all.” ♦

Scotwork Australia specialise in improving negotiation skills. Simon Kelland has a background as a senior executive in small and large organisations in the financial services sector. For more information visit www.scotwork.com.au

GOOD NEGOTIATION

- Good preparation is the foundation of good negotiation.
- Ask lots of questions of the other party before presenting solutions.
- Try to give the other party what they want but in a way that works for you.
- Don't concede without getting something in return.
- Always write up the agreement then and there to avoid any misunderstanding.



BY FIONA BLAYNEY, DIRECTOR
AT REAL ESTATE CAREER
DEVELOPERS

Recruit, retain and retrain

Make sure you find, keep and train the best employees for your business.



A GREAT RÉSUMÉ

Not everyone can write the perfect résumé. In fact, most people find it very difficult to sell themselves and in essence that is what a résumé is; an advertisement for yourself.

Don't be too picky when deciding who you will choose to interview, it's great to have a well-rounded knowledge of who is available in your market – just like looking for a new house.

You can find some of the best candidates where you least expected them. Generally, if someone meets all, or elements of, the following, it's worth at least 20 minutes of your time to meet with them:

- High standard or simply well written résumé with 'unique' features.
- Evidence of a good command of the English language.
- Meets job specifications.
- Real estate experience.
- Relevant sales or administration experience.
- Certificate of Registration.

I often wonder what ever happened to the technician that repaired the black and white television tubes or the guy that fixed Beta video players. For some of you reading this article, you're asking yourself what is a black and white television tube or a Beta video player? Hmmmm, Google it and find out.

Whatever your knowledge, I think it is clear that these repair services are, in the main, no longer required. But what about the companies that designed, built and sold them? While the repairers are no longer repairing

and the companies are no longer building the devices, the people and the businesses still exist. Sony has gone on to make thousands of other products. And the repairers? Many have been retrained into other roles.

Whether you are hiring new people or supporting your staff's professional development, there are a number of ways to make sure you find, keep and train the best employees for your business that can meet the current workplace expectations but are also able to adapt to changes in the future.

There are typically three reasons why you need new or additional resources in your business:

1. A current team member leaves or is dismissed and a gap is created.
2. Business expands and additional resources are required.
3. Service and technology changes and new skills and knowledge are needed.

Whatever the reason for the recruitment drive, quite often a job specification is created and employers seek out the candidate

who 'perfectly' fits this outline. The challenge for employers is that in any role the specifications can change regularly. So, when you are recruiting you need to decide what is more important: Do you need someone with the exact skill set? Or would it be more valuable to find someone who has adaptability, a thirst for learning and the right attitude?

Traditionally, the 'gap' model requires a new starter to be skilled and ready to move into the new role.

However, with the real estate industry on the whole sitting at a lower unemployment rate than that of the publicised average, employers need to ensure quality recruitment and retention processes are in place.

Attitude is everything

When hiring, don't be fooled into thinking that a highly skilled person automatically has the right attitude for your business. Skilled people do not automatically make a business great. To be successful you need an even mix of skill, knowledge and attitude.

Where possible, hire for attitude and then train the skill. If you find someone who has both you've hit the jackpot. Hire fast.

“ Don't be fooled into thinking that a highly skilled person automatically has the right attitude for your business. ”

Create an induction plan

We have all worked in an environment where a team member has left and a gap exists in the business that needs urgent replacement.

Day one of the new recruit starting is then often referred to as a 'baptism by fire' or being 'thrown in the deep end'. If you want people to continue to live in the fire or drown in

the deep end, then put them there on day one. If you want a new starter to thrive in your business, you must ensure you have established a plan for them to 'ease' their way in. A plan of this nature must include education for the new starter including, brand, business strategy, structure, policies and systems and accountability. Even those with the highest skill require full induction.

Personalised training plan

Like the Beta player and black and white television repairers required re-skilling, your team requires constant training and development. A personalised training plan allows the individual to take control of their own learning.

Discuss with the new starter where they rate in terms of competency against necessary skills for the role and create a plan for improvement either into the next role or develop skills outside of their scope.

Re-recruiting in your team

During my trip to the US last year, I had the fortune of

spending time with personal development speaker Richard Flint. One of the key messages from Richard was we must be constantly recruiting our team.

Employment is not dissimilar to other relationships. You can't find a partner, have one dinner, move in together and expect to live happily ever after without any further effort on either part. (If you manage to, let me know.)

Each day you must work at the relationship, get to know one another, adjusting your expectations and setting your boundaries. You continuously communicate, provide support and demonstrate your appreciation. This is essential for a great working relationship too. ♦

Fiona Blayney is also the Managing Director of consultancy, coaching and training business Blayney Potential Plus, specialising in estate agency services in Australia, New Zealand, the UK and the US.

IMPORTANT ASPECTS TO INCLUDE IN YOUR RECRUITMENT AND RETENTION STRATEGY

RECRUITMENT

Be constantly re-recruiting your team – what got them here, won't keep them.

Identify your needs not only of today, but also of tomorrow.

Identify what skills and knowledge are non-negotiable, what can you live without, what can you train.

Everyone you hire will need training and development, not just in skills, but in the ways of your business.

Don't just recruit for the skills, look for people who are forward-thinking and will have bright ideas to support your business into the future.

Attitude is everything.

RETENTION

The first 90 days of a new team member's life is crucial to cementing them into your business and your culture.

Create an induction plan.

Personalise training plans with the individual.

Encourage transparent communication.

Introduce accountability for poor and peak performance.

Train in areas you may need one day.



BY GREG PATERSON,
EXECUTIVE DIRECTOR OF THE
REAL ESTATE EMPLOYERS'
FEDERATION (NSW)

Ignorance is no defence

There are a number of items for agencies to consider when undertaking a self-assessment of their employment regime.



undertaking a quick self-assessment of your agency in terms of employment compliance.

The new employee

- Do you obtain the following documents from each new employee?
 - Tax file declaration form (a copy of which is forwarded to the ATO).
 - Choice of Fund superannuation form.
 - Financial institution account details for payment of wages.
- Do you issue each new employee with a copy of the *Fair Work Information Statement*? Do you retain details of how the statement was given?
- Do you provide each new employee with any company policies/procedures and/or Key Performance Indicators with which you expect the employee to comply?

Award compliance

- Are you aware of the modern award that covers each of your employees?
- Have you correctly classified each employee covered under the relevant modern award?
- Have you checked that your employees are being paid at least the minimum transitional rate of pay under the award?

January 2012 saw the federal workplace regulator, the Fair Work Ombudsman, embark on an employment compliance campaign in the NSW real estate industry.

A total of 350 agencies were randomly selected to undergo a workplace relations audit to assess compliance with a range of workplace laws, including industrial awards.

There is no doubt that employment compliance can be tricky, at times uncertain, and, in some cases, difficult to achieve.

From the Real Estate Employers' Federation's (REEF) experience, most employers are genuine in their attempt to comply with their legal obligations toward their employees. Any failings are usually unintentional and almost invariably without malevolence.

However as we often hear from the courts, ignorance is no defence in the eyes of the law — even in industrial cases.

Agents therefore need to understand what standards must be met in order to comply with the array of employment laws applicable to their business.

The following is a checklist you can use to assist in

- Where the contract of employment includes an entitlement to any commission or bonus payment, is the arrangement committed to writing? Is this agreement registered in accordance with the award?
- Do you make available to each employee a copy of the award that covers their employment?

Record keeping and pay

- Have you created a general employment record form for each employee that complies with the Fair Work Regulations?
- Do you keep pay records for your employees?
- Do you keep records that show the leave that each employee has taken and the balance of the entitlement to that leave from time to time?
- When an individual's employment is terminated, do you keep a record of who was responsible for the

termination and whether or not notice was given?

- Do employees receive a pay slip within one working day after they are paid and in accordance with the Fair Work Regulations?
- Do you keep all employment records for seven years?

National employment standards

- Are you aware of the 10 National Employment Standards (NES) which apply to all employees?
- Do you make available to each employee a copy of the NES?

Disciplinary procedures

- Do you understand your responsibilities when dismissing an employee including:
 - Unfair dismissal laws and how they differ depending on the size of your agency.
 - Minimum notice periods.
 - Redundancy requirements.

- How to calculate an employee's final pay.

Work health and safety

- Do you have a current workers' compensation insurance policy?
- Are you aware of your obligations to ensure, as far as is practicable, the health and safety of your employees (and others with whom your agency does business)?
- Do you have appropriate arrangements in place to consult with your employees (and others with whom your agency does business) on any health and safety issues?
- Has any type of risk assessment of work-related activities been conducted and where it has been identified that there may be a serious risk of injury to an employee, have appropriate strategies been implemented to eliminate or minimise the risk of injury?

It should be noted that the above list of compliance issues is not exhaustive, nor does it constitute legal advice. It is intended as a guide only and agents are encouraged to seek independent advice. ♦

REEF (NSW) is the industrial voice for the NSW real estate industry. It provides advice to members on all employment related matters. Membership enquiries can be made to (02) 9261 2666.

GET THE INSIDE SCOOP!

Don't miss the REINSW/REEF Industry Update.

We're coming to a location near you. Find out what you need to know about the new Work Health and Safety laws, hear from NSW Fair Trading and receive an update on key industry issues for only \$35. Go to www.reinsw.com.au to find out more.

REQUEST FOR TENDER

Unique opportunity to provide real estate rental management services

Defence Housing Australia delivers housing and related services for members of the Australian Defence Force and their families.

Request For Tenders (RFT) are invited for the provision of real estate rental management services.

DHA is seeking rental management service providers that have demonstrated experience, will provide value for money and have proven capacity to provide the required service.

The successful service providers will be required to participate in a panel arrangement per location for the supply of services. This panel will consist of appropriately qualified, licensed, accredited and experienced real estate agents who can demonstrate the capacity and experience to perform rental management services on DHA excess stock properties.

A notice of pre-release will be listed on AusTender at www.tenders.gov.au

RFT OPENS:
12:00AM AEDST,
Wednesday, 25 April 2012

RFT CLOSSES:
5:00PM AEDST,
Wednesday, 23 May 2012

TO OBTAIN RFT DOCUMENTATION VISIT:
www.dha.gov.au/tenders or
www.tenders.gov.au

ATM ID: RFT-185

FOR FURTHER ENQUIRIES CONTACT:
rerstender@dha.gov.au



www.dha.gov.au

Career shift

BY ALI KLAVER

Thinking of a sideways step in your career? Feel the need to up-skill? The keys to success lie in education and keeping one eye on the future.

Moving from one specialised area of real estate to another or broadening your skill set can seem daunting, but with the right approach it can have great results. The *Real Estate Journal* asked three agents who have made the most of their transferable skills and given new life to their career.



MICHAEL LAING
DIRECTOR AT RAINE &
HORNE, BONDI JUNCTION

Residential to commercial

Michael Laing, Director at Raine & Horne in Bondi Junction, has enjoyed a long and varied history in real estate, starting with residential property management in the 80s before moving into commercial property work.

He even undertook a four-year advanced diploma in valuation three nights a week while he was working in his family's real estate business.

"Having made the commitment to do that course, there was every reason that I would become involved in not just residential but commercial real estate," he said.

Michael credits his residential base as giving him the main skills required for commercial work, from liaising with people to learning the art of sales.

"Many of the same skills you need in terms of dealing with

commercial property are similar to residential in that you need excellent communication skills and the ability to build a good rapport with people — real estate is a people business," he said.

The main difference with commercial is the clientele and the daily challenges.

"You're constantly dealing with superannuation funds, corporations and all sorts of different businesses. So it's a very interesting and challenging field," he said.

Working in commercial property means you need an understanding of local councils and planning laws.

Michael also recommends knowledge of the legal side of commercial property so you can anticipate any issues that may arise.

"A network of people you can get business through and refer business to is invaluable," he added.

MICHAEL'S TIPS FOR MOVING TO COMMERCIAL:

- Know your values.
- Understand potential property user needs.
- Keep an eye on the market.
- Have a good understanding of the legal side.
- Keep learning.



STEPHEN HASLAM
SALES EXECUTIVE, DOYLE
SPILLANE REAL ESTATE

Residential plus auctioneering

Stephen Haslam has been selling residential real estate for 12 years. It was only when he was asked to do a charity auction for a local primary school that he started to think seriously about auctioneering.

"Getting up in front of a crowd was a little daunting at first, but I found it good to get out of my comfort zone and test myself," he said.

"After each auction I feel more confident, and it's great seeing the smiles on the vendors' faces knowing that you helped them achieve their goal."

Stephen started his career at Peter Shipway Reality and has now been a sales consultant at Doyle Spillane Real Estate for eight years.

Still working in residential sales, Stephen said the benefit of being an in-house auctioneer puts him above and beyond others in the auction-dominated inner-west, eastern suburbs and lower north shore areas.

Specifically, Stephen says that knowing the residential process has helped him enormously in becoming an auctioneer.

Having a greater understanding of vendor and buyer headspace on the day is invaluable.

"I pick up on buyer signals and body language and try to extract that bit more," he said.

"Being an auctioneer helps me to be a better agent by being more diligent and having all the 'what ifs' covered on auction day."

Stephen's advice to those looking to add auctioneering as a specific skill is to put yourself out there and have a "crack".

"Like anything you want to be successful at, being an auctioneer involves hard work and countless hours of practice and training," he said.

STEPHEN'S TIPS FOR BECOMING AN AUCTIONEER:

- Attend the three-day REINSW Auctioneers Accreditation course. It refreshes the legalities and builds confidence through practical experiences.
- Focus on dedication and hard work.
- Do your homework. Go to as many auctions as possible.
- Know the responsibility you have to the vendor in the auction selling process.
- Commit to continuing your auction education.



HEATH CRAMPTON
DIRECTOR, NSW, RETAIL
INVESTMENT SERVICES AT
COLLIERS INTERNATIONAL

Valuations to sales

Heath Crampton's solid 10-year grounding in shopping centre and bulky goods valuations stood him in good stead when he decided to transition into retail sales.

Heath was appointed the NSW Director of Retail Valuations at Colliers International in 2005 due to his work with clients such as Westfield, Stockland, AMP Capital and Colonial First State.

In 2011, Heath made the transition into retail investment services as part of Colliers' focus and strategy of investing from within to build on its retail sales business.

Since then, Heath has transacted major shopping centre sales campaigns such as the Point Cook Town Centre (\$176 million), Centro Lismore (\$23.5 million) and Centro Albion Park (\$15.5 million).

With such strong valuations experience, Heath found himself a niche at Colliers International where he says his decade in valuations proved to be the best possible background for his current role.

"There is a strong possibility that I have previously valued an asset I'm now marketing

on behalf of a client, so I have an unrivalled, integrated knowledge base and understanding of the asset," Heath said.

"There isn't any other salesperson specialising in retail sales that has my technical background and true understanding of the key drivers and fundamentals for retail assets. That's my point of difference in the market."

Heath said that he can sit down with institutional clients and run through the financials and key drivers of an asset and talk their language.

"I also have solid relationships with private clients so I can discuss and demonstrate the potential upside and positive impact on value," he said. ♦

HEATH'S TIPS FOR MAKING A CAREER SHIFT:

- Back yourself to be able to make the next move in your career.
- Understanding that retail sales is a small market holds you in good stead for the future.
- Be passionate about property and the drive for success.
- Surround yourself with industry experts.
- Always make maintaining your integrity and trust with clients a priority.

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MAKES MOVING EASY

The mirror above the fireplace assists in creating a more dramatic effect with this key feature of the room and also bounces light around the space.

Accessories for the shelves on either side of the fireplace were selected and placed to add character and a personal touch to the room. It is always good to leave some blank space on built-in shelves during presentation as this enables buyers to see they have scope to add more and conveys a notion of ample storage in the home. As soon as any storage in the home is jam-packed, buyers subconsciously think that there isn't enough storage. This is especially relevant for occupied homes.

All the soft furnishings and decorative items used within the room were kept to a relatively monochromatic scheme to give a sophisticated look to the room. Elements such as the coral piece on the coffee table make a soft link to the seaside locale of the property.

The skirt on the sofa lends a slightly classic feel to the styling to correspond with traditional elements in the architecture such as the fireplace, picture rails and ornate cornices.

The elm tone of the coffee table, console table and frame of the occasional chairs all co-ordinate to bring some warmth to the room.

Adrian Bo, Principal of McGrath Coogee, uses a property stylist as part of his sales campaigns to ensure each property is presented to show off its full potential.





Two smaller occasional chairs were selected to sit opposite the sofa, on the other side of the fireplace to display more seating in the room but also keep the view through to a feature window seat open, as opposed to blocking it with an additional sofa.

The floor lamp in the corner of the room is visible upon entry to the property and gives warmth to the space, which is very inviting and homely for prospective purchasers.

A large feather-filled, linen slipcover sofa was selected to give a comfortable, inviting feel to the room.



Once viewed by many as an extravagance or suitable only for exclusive properties, professional styling has become an essential ingredient in marketing campaigns for selling everything from units to family homes.

The ups and downs of the property market always poses challenges for real estate agents. But while you can't do much about the economy, the location or architecture of a building, you can ensure the property is perfectly presented and that can make all the difference.

Displaying a property's full potential can be as simple as removing or adding a few decorative pieces or as dramatic as refurnishing the entire home.

Property styling is most often associated with residential sales but can also be an effective tool for attracting tenants to rental or commercial properties.

Styling for success

Adrian Bo, Principal at McGrath Coogee, has used property stylists as part of his sales campaigns for the past decade. During his 18-year residential sales career, Adrian said he had seen a move towards property styling as more vendors and agents recognise its value.

"We are big advocates of getting property styled, especially if the property is vacant," he explained.

"Acoustically it's better, it makes the space feel warmer and people can visualise what their life will be like."

While Adrian uses a stylist mostly for vacant property, some occupied properties can benefit from a stylist's eye for detail.

finishing touches

Picture perfect property is all about style.



“We have a lot of investment properties for sale that are empty so we have them styled before we take photos for the marketing. Furniture helps buyers get a better sense about the feel of a property,” he said.

“We rarely use a stylist for a property when the owners are still living there, unless it’s to just add the finer details.”

Adrian said he always strongly advised vendors to use a stylist and most see the value in taking up the opportunity. So important is presentation to a sale, Adrian said he would find it difficult to work with a vendor who refused to consider engaging a stylist.

“In the past, I have walked away from selling a vacant property because I couldn’t say hand on my heart that I’m doing the best I can for the vendor,” he said.

“The money a vendor spends on styling is more than returned in the price they get for the house.”

How it works

While many vendors understand the value of making improvements, like updating the kitchen or adding a fresh coat of paint, these changes

can have less impact if the furniture in the home doesn’t complement the space.

A property stylist not only has access to a range of furniture in various styles but is also able to create a sense of continuity throughout the home.

“By choosing certain colours, fabrics and furniture styles you can target the property to a particular audience or demographic.”

“The stylist comes through the property and provides a detailed report with a list of the rooms and an inventory of what they are proposing to put in each room,” Adrian said.

“They choose pieces that are sympathetic to the size and

style of the property because you don’t want a very modern look in an old-style home. It’s really important to have pieces that suit all aspects of the individual home.”

While many agents these days wouldn’t think twice about having professional photos taken of a property for the marketing campaign, Adrian says similar value should also be placed on styling.

“What we are doing by presenting the property the best way you can is ensuring you get best market value,” he said.

“You are not making the property more valuable but you are doing everything you can to get the best possible price.”

Working together

Kate Bonselaar is a senior stylist with Advantage Property Styling.

Adrian is one of her many clients that she collaborates with to get the best out of every sale.

With a background in interior design, Kate has been working as a stylist for five years and everyday sees the difference great presentation can make.

“Anecdotally, good presentation gets more people through the door on open inspection days and helps a property sell faster,” she said.

“Properties we have styled, which have previously been on the market with no furniture at all, have sold for more than was previously offered.”

While personal style and sentimental pieces are important to make a home feel comfortable for those living in it, styling a property for sale requires a different skill set to get it right.

“Layout and spacing is important,” Kate said.

“The way you set up a room when it is for sale is different to how you would if you were living in the home. It’s really important to consider the layout for good photography and traffic flow on open day.

“We also pay special attention to establishing an emotional connection to the space with cushions, lamps and art works.

“I find the little touches like lamps and mirrors create a nice ambience and can really



open up a room. Using rugs and cushions give the room a soft, welcoming look and give it a personality.

“It’s all about getting people to fall in love with the space and making it memorable.”

These finishing touches are particularly important if the home is still being lived in by the vendors and their furniture is still in the property.

“Every time we do a home that someone is living in, we just make a few small changes and you can see that it makes a big difference,” Kate said.

Sale style

The addition of the right decorative pieces are important to create a consistent style throughout the property, which Kate said was different to how you would decorate a home to live in yourself.

Employing a stylist can also help make sure the home is appealing to the right target audience, Kate added.

“Often the people you are trying to sell the home to are quite different to the people who are

currently living there,” she said. “By choosing certain colours, fabrics and furniture styles you can target the property to a particular audience or demographic.”

Kate said agents often find it useful to have a stylist talk to vendors about presentation.

“Sometimes it can be hard for vendors to detach themselves from the emotion of the process and it can also be difficult for agents to approach the subject because they want to build rapport with their client,” she said.

“But for us as external professionals with expertise in styling it can be easier to have this conversation diplomatically and without it reflecting on the agent.”

Kate said the consultation only takes about an hour and set up of an apartment can be done in half a day while larger properties tend to take a whole day.

While creating a look for the whole home was ideal, Kate said a good stylist should be able to work to a vendor’s budget. Key areas of the

home that create the biggest impression are the lounge, dining and main living areas, though it’s also important the master bedroom presents well.

Secondary bedrooms can be less of a priority if a vendor has a limited budget, but it can be very useful to have a particularly small bedroom styled as it can show buyers the potential of the space, Kate added. ♦

A STYLIST CAN:

- Completely furnish a vacant property, including outdoor areas.
- Use a combination of hired pieces with the vendors existing furniture to create a new look.
- Advise vendors how to get a fresh look for the open house using just a few additional decorative pieces.
- Professionally and diplomatically help a vendor understand the importance of good presentation to help with the sale process.

BEDROOM (image top left)

- The upholstered headboard, linen and white striped cushions were selected to link through with the Roman blind in the room.
- Darker elements such as the black throw and cushions are added to introduce contrast in the space to avoid the room appearing too bland in photography.
- Classic-style bedsides were used to enhance the homely, classic feel of the home along with a soft co-ordinating occasional chair to enhance this feel in the room.
- All bed linen is ironed upon installation to achieve a crisp, fresh look.

DINING (image top right)

- The dining room was quite a dark space. A mirrored glass-top dining table and a mirror above the fireplace was used to maximise the feeling of light and space.
- The tulips on the dining table soften the hard edge look of the table and introduce some colour to the room.
- The linen upholstered dining chairs were selected to co-ordinate with the Roman blinds within the room and also aesthetically tie in with the colour palette in the lounge room to obtain a consistent look throughout the home.
- Upholstered chairs have great acoustic benefits in a space with timber floors, particularly on inspection day when many groups are going through the home. They help absorb any extra noise and make the home feel more homely and liveable.

Residential Sales Conference

Innovation, strategy and legislation were some of the hot topics addressed by industry leaders who spoke at the annual event, which brought together members from across the state.



Jet Xavier motivated attendees with his presentation.

From the power of auctions to tips about how to stay on the right side of the law, the annual REINSW Residential Sales Conference was a day focused on motivation and professional development for agents.

Attendees heard from a range of speakers who each entertained and informed with their own perspective on industry trends and opportunities.

A panel discussion about challenges in sales from

a female perspective with D'Leanne Lewis, Principal at Laing+Simmons Double Bay, Kim Jones, Principal at Di Jones Real Estate, and Michelle Placks, Director at Century 21 Cordeau Marshall, was a highlight of the conference.

Drawing on their own experience, each of the panelists offered insight into industry challenges and answered questions.

Jason Boon, Richardson & Wrench's number one



Conference MC
GLENN WHEELER
TELEVISION AND MEDIA
PERSONALITY



Challenges in sales from a female perspective
D'LEANNE LEWIS
PRINCIPAL,
LAING+SIMMONS
DOUBLE BAY



Challenges in sales from a female perspective
KIM JONES
PRINCIPAL, DI JONES
REAL ESTATE



Challenges in sales from a female perspective
MICHELLE PLACKS
DIRECTOR, CENTURY 21
CORDEAU MARSHALL



A winning relationship
JASON BOON
NUMBER ONE AGENT
IN THE RICHARDSON &
WRENCH NETWORK



The power of auctions
DAMIEN COOLEY
PRINCIPAL, COOLEY
AUCTIONS



Innovations in technology
PETER WILLIAMS
CEO, DELOITTE DIGITAL



When Fair Trading comes knocking
STEVE MCGUIRE
SENIOR INVESTIGATOR,
NSW FAIR TRADING

Some attendees share their thoughts about the conference



"I thought it was the best one I have been to. Every speaker brought something valuable to the day and I really got a lot out of it."

Kathryn Hall –
Principal of Kathryn Hall
Real Estate



"I think it was very varied and a good combination of speakers with everything from motivational to more technical topics. I really think there was something for everyone."

Catherine McGowan –
buyers' agent, House
Search Australia.



"I've just started, so the strategy and how to put things in place to have a good foundation to build my business, help me grow and become successful were the most important things I took from the conference."

Theresa Day –
Principal, Day By Day
Property Solutions.



"Having eight speakers meant we got a well-rounded idea of what's going on in the industry. There was a lot of information from different perspectives, not everything would be applicable to everyone, but every speaker had something good to add that you can take away and develop further."

Nick Smith –
residential and commercial sales,
Borrelli-Quirk Newcastle.

agent, was both entertaining and insightful during his presentation about developing successful relationships.

Jason offered strategies and techniques to deliver exceptional sales results and pave the way for success.

Damien Cooley, Principal of Cooley Auctions, highlighted the power of auctions during a vibrant presentation. He also outlined data on auction success and dispelled common fears that many vendors (and residential sales agents) have about the auction process.

Peter Williams offered insights into technology innovation and how agents can benefit from making the most of technology in their working day.

Attendees also had the chance to quiz Steve McGuire, Senior Investigator at NSW Fair Trading, about how to ensure they were meeting their obligations. He spoke about his own experience and offered a great insight into how agents can ensure they are compliant with the law.

Geoff Farland, Lawyer at Landerer & Company, spoke about three key areas of legislation that members should

take extra care to ensure they comply with. His insight into mandatory disclosure, agent's authority and the auction process was supported with case studies.

Property expert and commentator Chris Gray gave his top tips about getting renovations done on time and on budget, sharing his own experience gained through his business dealings and answering questions from the crowd.

Jet Xavier, mindset coach for real estate professionals, finished off the day on a high and spoke about his five key mindsets for million dollar agents. ♦

KEY MESSAGES FOR AGENTS

- Completing little tasks every day is the foundation for long-term, big picture career success.
- Listen to and take advice from other agents who have more experience and have achieved what you want to achieve.
- Develop a strong identity in your local area.
- Find what you are passionate about and focus on developing that further.
- Ensure you have fair dealings with all prospective purchasers; never offer preferential treatment or conditions.
- Knowledge is power, but knowing what to do with that knowledge is vital.



The three-step sales process
GEOFF FARLAND
LAWYER, LANDERER & COMPANY



On time, on budget — a guide to renovations
CHRIS GRAY
PROPERTY EXPERT AND COMMENTATOR



The five key mindsets of million dollar agents
JET XAVIER
LEADING MINDSET COACH FOR REAL ESTATE PROFESSIONALS



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BY MICHAEL TOOMA, PARTNER, AND SAM WITTON, ASSOCIATE,
NORTON ROSE AUSTRALIA

As safe as houses

What the new Work Health and Safety legislation means for you.



On 1 January 2012, new legislation regulating Work Health and Safety (WHS) was introduced in the Commonwealth, New South Wales, Queensland, the Australian Capital Territory and the Northern Territory.

In this article we explore what the WHS legislation means for the real estate industry.

What are the key items I should know about?

The four key changes under the new WHS legislation are:

1. The significant expansion of the number of people covered by the WHS legislation.
2. The personal and proactive duties that are imposed on “officers” of a Person Conducting a Business or Undertaking (PCBU).

3. The increased penalties for non-compliance.

4. New obligations that require a duty holder to consult with persons that share a duty under the WHS legislation.

The expansion of the persons covered by the WHS legislation impacts on various persons within the real estate industry.

How are workers covered by the WHS legislation?

The WHS legislation works to protect a wider group of people than under existing Occupational Health and Safety legislation in three key ways.

First, the definition of the primary duty holder under the WHS legislation changes from an “employer” to be a “person

conducting a business or undertaking”. This change is designed to ensure that however a work activity is undertaken, the persons undertaking the activity are offered the protection of the WHS legislation.

Second, in the past, where the duty holder was not an employer, liability could be avoided. For example, an investment fund investing in property developments that had no employees had no duty to ensure health and safety under the now repealed NSW OHS legislation.

Finally, the WHS legislation now imposes a duty on a PCBU so that a duty is owed regardless of how the business is structured and regardless of whether any persons are employed by the business.

CASE STUDY:

A real estate agent is responsible for the marketing of a new inner-city mixed-use development containing a number of apartments.

The real estate agent conducts open homes during the construction phase of the development to sell the apartments off plan. During one of the open home inspections a member of the public falls through an opening that was unguarded in one of the apartments and sustains serious injuries.

Would the real estate agent be liable for prosecution under the WHS legislation?

ANSWER:

Yes, the real estate agent is a PCBU. Part of the work carried out for the business is conducting open home inspections. An “other person” has been exposed to a risk to their health and safety that arises as a result of the work carried out as part of the business.

Subject to what was reasonably practicable for the real estate agent to have done to ensure the health and safety of the person, the real estate agent may be found guilty of a breach of the WHS legislation.

In addition, the class of persons to whom the primary duty is owed has been amended so that the definition of "employee" is replaced by the definition of a "worker".

The drafters of the legislation recommended this change in response to the changing world of work. That is, there was a recognition that there are fewer and fewer people that are engaged as employees under an employment contract and that businesses engage people to undertake work in different ways, for example, as contractors, work experience students and apprentices.

How are other persons covered by the WHS legislation?

In addition, the way in which "other persons" are covered by the legislation has changed. In order for liability

to arise under the legislation a person must be exposed to a risk to their health and safety arising from work carried out as part of the conduct of the business or undertaking. Other persons include visitors and members of the public.

What are the penalties for not complying with the legislation?

The Work Health and Safety legislation is a criminal regime. Prosecutions impose criminal penalties including monetary penalties and, in the most serious cases, terms of imprisonment.

For the most serious offences, the maximum penalty that may be imposed on a PCBU that is a corporation is \$3 million. The maximum penalty that may be imposed on an individual is \$600,000 or five years' imprisonment.

What should I be doing about the new laws?

Businesses in the real estate sector need to:

- Carefully assess whether they now owe duties under the legislation that they may previously have avoided.
- Review the health and safety management system that they have in place to ensure it complies with the WHS legislation.
- Assess how their business may impact on other persons and the steps that are reasonably practicable to take to ensure the health and safety of those persons. ♦

REINSW is conducting a range of training sessions to educate agents about their responsibilities. Visit www.reinsw.com.au

CASE STUDY:

My real estate business includes a rent roll of 150 properties. To carry out most repairs, I engage a local maintenance contractor. I do not have a formal contract in place. I issue a work order to the contractor and they invoice me for work done. Do I owe a duty under the legislation to the contractor?

ANSWER:

Yes. The definition of a "worker" under the legislation includes a contractor. When you engage the contractor, that person becomes your worker. In this situation, it would be prudent to ensure that the contractor has a safety management system so that they are able to carry out works safely.

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BY ALEX ILKIN, PRINCIPAL
SOLICITOR OF ALEX ILKIN & CO.

Ruling on unpaid strata levies

In September 2011 the Supreme Court of NSW handed down its decision in *Eastmark Holdings Pty Ltd* [2011] NSWSC 1084.

The case is informative for Owners Corporations wishing to recover unpaid strata levies from a company lot owner. Instead of issuing a Statement of Claim in the Local Court to recover the unpaid levies, the Owners Corporation may issue a Statutory Demand under the *Corporations Act 2011* (Cth). A Statutory Demand (commonly called a 'winding-up notice') is a quick way to try and 'smoke out' a company lot owner who truly has no or little money to pay a genuine strata levy.

The facts

Eastmark Holdings Pty Limited ('the company') owned about 43 lots in the strata scheme and owed about \$165,000 in outstanding general levies.

On 17 December 2010, the company paid about \$100,000 at an Australia Post branch with a request the \$100,000 be allocated in specific amounts to each of the 43 lots leaving a balance due of \$65,000. That was done because the company wanted to ensure the total levies for certain lots were firstly paid off. However the Owners Corporation allocated the \$100,000 proportionally among the 43 lots and did not follow the company's request.

On 24 December 2010, the Owners Corporation served a Statutory Demand threatening to wind up the company for non-payment of the full amount of \$165,000. No credit was given for the \$100,000.



The company submitted that the court should set aside (i.e. cancel) the Statutory Demand because of the following arguments:

- The company wanted to check the strata records about proposed special levies where the invoices raised by the Owners Corporation did not match the amounts recorded in the Owners Corporation's books; and

- The Owners Corporation did not allocate and apply the \$100,000 as instructed by the company.

The decision

As to the first argument of the company, the court said this was not good reason to set aside the Statutory Demand when it was issued in regard of unpaid uncontentious general levies, which was unrelated to the query about special levies.

As to the second argument, the *Corporations Act* and cases say that a Statutory Demand should be issued only for a liquidated amount of money due. It should not be issued for a levy amount that is genuinely disputed or challenged as being incorrect. The court concluded the Statutory Demand was valid for a claim in the sum of \$43,000. At the court the parties agreed that the actual balance due was \$43,000, not \$65,000.

Lessons from the case

Strata managers and Owners Corporations should be aware:

- The Owners Corporation may issue a Statutory Demand to recover unpaid strata levies from a company lot owner, instead of issuing a Statement of Claim at the Local Court, District Court or Supreme Court. However, the Statutory Demand cannot be issued if the lot owner is not a company.
- The Statutory Demand must be for a minimum of \$2000 unpaid. If the amount unpaid is \$2000 or less,
- a Statement of Claim should be used after negotiations or a letter of demand.
- The Statutory Demand should be for an amount due in the levy notice that is not genuinely disputed by the company lot owner. If the company lot owner can prove the amount due in the strata levy notice is wrong, do not issue a Statutory Demand or withdraw it.
- The Statutory Demand should give a credit for any money paid before its issue. In this case, these expensive

“

A Statutory Demand is a very powerful and useful method that may prompt rapid payment of unpaid levies by a company lot owner.

”

Supreme Court proceedings may have been avoided if the Owners Corporation had given credit for the \$100,000 paid before its issue.

- A Statutory Demand is a very powerful and useful method that may prompt rapid payment of unpaid levies by a company lot owner. ♦

Alex Ilkin has been practising strata law for over 30 years and specialises in providing expert advice in building defects claims, strata disputes, drawing by-laws, subdivisions, unit entitlement matters and debt recovery.

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BY PHILLIP NOBLE, DIRECTOR
AT HEIGHT SAFETY ENGINEERS

High risk you can't ignore

New legislation means agents need to be more aware of safety at heights.

As we are all aware, the new Work Health and Safety Legislation commenced on 1 January 2012. This legislation replaced our NSW OHS System and consists of the *Work Health and Safety Act 2011, Regulations and Codes of Practice*.

Under WHS a strata manager or commercial agent will adopt the role of "person conducting a business or undertaking" (PCBU) whenever they engage a worker or subcontractor to carry out work. A "worker" by definition is a person who carries out work in any capacity for a PCBU. This includes, but is not necessarily limited to, an employee, a contractor or subcontractor, an apprentice or trainee and even a volunteer.

One of the "high risk" areas where work is undertaken is on the roof of buildings and structures under the control of strata managers and commercial agents. Where work is to be carried out at any location where the potential fall distance is two metres or more, WHS classifies the work as "high risk".

OHS obligations always existed for a person in control of a place of work to ensure safe access was provided to all parts of a place of work, to which access was required, and from where a person could fall. However, under the new WHS definition of a PCBU, it has tightened up responsibilities, which cannot be delegated out.

Clause 78 of the Regulation requires that a PCBU at a workplace must manage in accordance with Part 3.1, risks to health and safety associated with a fall by a person from one level to another that is reasonably likely to cause injury to the person or any other person.

“ Under the new WHS definition of a PCBU, it has tightened up responsibilities, which cannot be delegated. **”**

Part 4 of this clause requires a PCBU to ensure a safe means of access to and exit from the workplace and any area within the workplace. This includes safe access to the roof and other high places.

Clause 79 requires the PCBU to provide adequate protection against falls in all situations where it is not reasonably practicable to eliminate the possibility of a fall.

In all situations where access to roofs is required for the performance of maintenance to the roof, or any equipment/plant positioned on the roof, a strata manager should ensure a



safe access system is available for works to make a safe access prior to directing or engaging any person to work at a height.

It is also important to ensure that any provided access system is in good condition, maintained and inspected on a regular basis, to ensure it remains safe to use. ♦

If you have any questions or concerns relating to any issues on sites where you are engaging workers to perform tasks at a height, contact Height Safety Engineers on 1300 884 978 to organise an appointment to discuss your concerns or issues in a confidential, no obligation environment.

Steps to success

Five tips to help you survive the first few months of your career.

It can be a steep learning curve, but with the right attitude and the right advice the first few months working in real estate can set you up for a great career. Here are some tips for making the most of your learning curve.

1. Think long term

If you get caught up with wanting everything all at once you will be disappointed.

Look at real estate as a long term plan, like university; in the first few years you won't make much money because it is all about learning and gaining experience, but from then on you have the ability to earn a great income.

2. Meaningful motivation

Take the time to sit down and work out what motivates you. Real estate is a hard business and if you don't have a good understanding of your definition of success then you are not going to last. But if you know what it is you are trying to achieve when the work gets hard or the hours are long you can reflect on exactly why you chose real estate to help get you through.

3. Don't be afraid of being new

When you are a young agent just starting out you won't have previous results to give you credibility in the

marketplace. You need to use the reputation and success of your office as a selling point.

Don't be afraid to tell clients that you are new. Use the results of your office, combined with your enthusiasm when pitching to potential clients. Chances are they will respect your honesty and feel confident you must be a great talent to be hired by a successful agency.

4. Be eager to learn

When starting out, you need to learn as much as possible from the successful agents around you. This knowledge will pay off and you will earn respect from your peers by showing humility.

5. Real estate is a lifestyle

If you treat real estate like a nine to five job you will be tearing your hair out within six months. Embrace real estate as a lifestyle. It is hard work and can involve long hours, but on the flip side you have a lot of flexibility in this industry.

You will need to be in the office early and stay late, but if you combine this with a breakfast meeting and have a dinner break with a friend before heading back to the office, your work will feel like part of your lifestyle and not a chore. ♦

Compiled with help from the REINSW Young Agents Chapter Committee.



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Cuts both ways

BY TINA LIPTAI

Cutting your commission might seem like the path to a quick sale, but it's going to cost you and the industry in the long run.



In a challenging market the temptation to get ahead of your competition at almost any cost can be difficult to resist. But rather than undercutting the opposition, agents should be looking to add value for clients with exceptional service to gain an edge.

Zoran Veleski, Director of Crown Property Group, says agents who choose to cut their commissions are not only doing themselves a disservice but also setting up the public to expect more service from agents for less.

"It happens in every sort of market, it doesn't matter if it is difficult or buoyant. Some agents will go to any lengths to get a quick sale," he said.

"These agents aren't worried about \$10,000 or \$20,000 on the house price because they aren't losing much in commission, but for the owner not getting that money on the sale it can be a big problem.

"I think agents really need to look at how they operate in the sense of making sure

they are working for the owners instead of just looking out for themselves."

Zoran said the growing trend of fixed commissions worked in a similar way, demotivating agents to strive for the best price at sale.



At the end of the day, instead of cutting your commission, giving good service is more important.



"I don't see any benefit for a vendor in hiring an agent that works like that. Those agents are working on pure volume; putting their volume of sales ahead of quality," he added.

Putting quantity of sales before quality devalues the expertise of agents and undermines the professionalism of the industry, Zoran said.

In his experience, many vendors are willing to pay more for an agent who is professional, a good communicator and committed to getting the best price.

"Already this year I have had properties come to me from owners who were with other agents first and were not satisfied," Zoran said.

"Every time those owners have said to us they didn't get good

service and communication from the first agents."

If cutting costs is a priority, agents should look at ways of better targeting their marketing.

Choose the best medium to get maximum response from potential buyers, ensure the best value for what is spent but avoid skimping on the campaign.

In a regional area, cutting commissions can have a quicker and much more detrimental effect on the local real estate industry.

Grahame Gould, a Director at Chapman Gould & May in Albury, said while he knows some agents are cutting their commissions it's not a practice he believes is useful in the long term.

"It's such a small town and people talk. If an agent starts cutting their commission, vendors are going to expect that agent to always keep their commission low," he said. "What we really need is a commission rate that is fair, that everyone uses.

"At the end of the day, instead of cutting your commission, giving good service is more important so people want to use you in the future."

Grahame said at his agency the internet was a great tool for selling and also helped keep costs down.

"But having said that, advertising in the paper is still important. People love reading the real estate guide," he added. ♦



Emotional rescue

BY TINA LIPTAI

Whether you are a residential sales or buyers' agent, how you manage a client's stress and anxiety can make all the difference to a sale.

Vendors

Your approach to dealing with a vendor's anxiety and stress can not only smooth the path to a sale but also make it a positive experience.

For many people, buying and selling property is one of the biggest financial transactions they will make in their life.

When the sale is the result of difficult personal circumstances, like a relationship breakdown or financial trouble, then the whole experience can become a tumultuous ordeal.

The changing market and price negotiations are something you navigate everyday. By showing a vendor they can be confident in your expertise, you can significantly reduce their stress about the process.

Danny Grant, sales consultant at Ray White Lower North Shore, said being aware of and avoiding possible trigger points which could cause stress for a vendor was important.

"I have a rule in my campaigns: no mistakes," he said.

"I try to avoid doing anything that could result in my client taking their stress or emotion out on me. You've got to be confident and do everything right the first time."

Communication

Establishing clear rules and a routine for reliable communication is also very important to building a good rapport with your client.

Being sensitive to a vendor's individual circumstances and emotional state is also important and may require you to be flexible to tailor the routine to their needs.

"Usually, I meet face-to-face with clients once a week and I speak with clients on the phone almost daily, usually in the evening. For some particularly emotional clients, you might need face-to-face contact more often," Danny said.

"Weekly written reports that are detailed are also really important, so the vendor knows exactly what is going on. After an open house, a face-to-face meeting is useful; I find the face-to-face meeting can prevent a lot of angst in vendors."

Honesty

While prevention of a stressful situation is always better than a cure, being honest with your vendor should be a priority.

"Some agents seem to think it's beneficial to shield the vendor from what is happening," Danny said.

"I think it is much better to tell the vendor how it is very early in the campaign because the longer you go on without correcting any problems, the worse it is going to be."

Control your emotions

It is important not to get too caught up in a vendor's personal circumstances or let it impact on your ability to act professionally.

"We deal with so many different types of owners who are in different circumstances, from needing to sell the property because of divorce through to clients who have already bought a new property and are stressed about selling for the right price," Danny said.

"You need to have empathy, but also realise they got themselves in that situation not you."

Danny says it's important to always offer the best professional advice to your clients, even if it's not what they want to hear.

"We are professionals and we have to give clients our professional opinion, even if vendors don't choose to take our advice," he added. ♦

ALLEVIATE VENDOR ANXIETY

- Establish good communication rules and routines.
- Be honest about how the campaign is going.
- Don't try and shield the vendor from bad news.
- Be empathetic to a vendor's personal situation but remain professional.
- Always give your best advice, even if it's not what the vendor wants to hear.



Purchasers

Being able to steer a client through the ups and downs of purchasing a property can be a delicate balancing act for even the most experienced buyers' agent.

Sometimes it's necessary to take on the role of 'counsellor' to help a client through the frustrating moments of a property search. Jacque Parker, buyers' agent and Director at House Search Australia, said it's important to be receptive to each client's needs.

"Almost every homebuyer that engages our services, ends up developing into what we'd class as an 'emotional buyer' despite their best intentions," Jacque said.

"Every personality is different and some buyers are also quite adept at hiding their emotions, while others can be an open book. Learning to cater for and deal with different personalities, and reactions, is most definitely a skill as a buyers' agent.

"Guiding homebuyers through the disappointment of missing

out on a home means we certainly play a role in a counselling capacity at times."

There is always another property

While it's understandable that clients may get emotionally attached to certain properties that 'tick all their boxes' it's important that agents remember they are there to provide a professional and calming influence during the process.

This is especially important when a client has had a number of disappointments on the road to securing their 'dream' property.

"One of my clients had missed out at four auctions prior to utilising our services, and was quite exasperated by the whole process," Jacque said.

"She decided to engage a buyers' agent to both remove herself from part of the process and to secure a property, hopefully without having to proceed to auction."

When a search revealed one property that was especially promising, the client was so keen to attain it that she instructed, against advice, to offer a sum

\$80,000 over Jacque's maximum appraisal prior to auction.

"We knew, however, with this particular sale and the circumstances, that our best bet was to wait until auction," Jacque explained.



It's important to talk frankly with clients about the problems that can come with emotional attachment to a property.



"It took some lengthy discussions, assurances and determination to stay the course, but in the end we bought her dream home at the auction three weeks later for \$20,000 less than our maximum appraisal.

"Needless to say, she was elated with the result, thanking us later for calming her down and getting her back on track. Our motto is 'there's always another property', but it takes homebuyers time and experience to realise this."

Plan of attack

When starting out on the journey with a new client, Jacque said it's important to talk frankly with clients about the problems that can come with emotional attachment to a property.

"We also discuss how to handle themselves at inspections, to

attempt to hold their emotions in check and consider the facts about every shortlisted property," she said.

"It's also imperative to respect that these buyers are often emotional and it's our privilege to be looking out for them during what can often be one of the most stressful periods of their lives — buying a home.

"We guide them through the process, assuring them that if their expectations are realistic there is a home out there that will suit them, even if it does take a little longer to find than they hoped.

"As buyers' agents, our job is as much about pointing out the negatives of a property as well as the positives as we are not attempting to sell anything, but instead are looking out for their best interests." ♦

ALLEVIATE BUYER ANXIETY

- Talk frankly with clients about the problems with becoming emotionally attached to a property.
- Help clients to have realistic expectations about the process of searching for a property.
- Respect the fact that many buyers will become emotional and have plans in place to deal with it.
- Don't get caught up in the client's emotion, remain professional and guide them through the process.



BY JOHN GILMOVICH, DIRECTOR,
PROPERTY MANAGEMENT AT
RAY WHITE BALMAIN

Lure more landlords to your business

Attracting more clients to your business doesn't happen on its own, but with a few simple steps you can plan for great results.

Some Principals say they want to expand their business with a bigger client base, but don't have a strategy, don't know how to do it or don't want to invest the time and resources to make it happen.

Growth in any business is the oxygen in that business. If it's not growing it will wither away, it's just a matter of when. Whether you are with a small start-up business or large agency, you need to make the time to invest in the skills and processes to foster growth.

It has to be a planned approach, there has to be a budget allocated for it and you must follow through if you want to see results.

Whether you have a dedicated business development officer, your property manager is expected to do it or you take on a hands-on role as the Principal or business manager, here are 10 things you can do today to start actively attracting more landlords to your business.

1.

Ask for more business

A lot of agents focus on bringing in new business but miss an important opportunity by forgetting to ask for more business from existing clients.

Look at your rent roll and approach your landlords to ask if they have other properties, or are looking for other properties to purchase, which you can manage for them.

2.

Sell more properties to existing landlords

A lot of sales agents go straight to the open market when they first list an investment property and forget the landlords on their existing database.

If sales agents and property managers find ways to work together to offer opportunities to existing clients it can prove beneficial for everyone.



3.

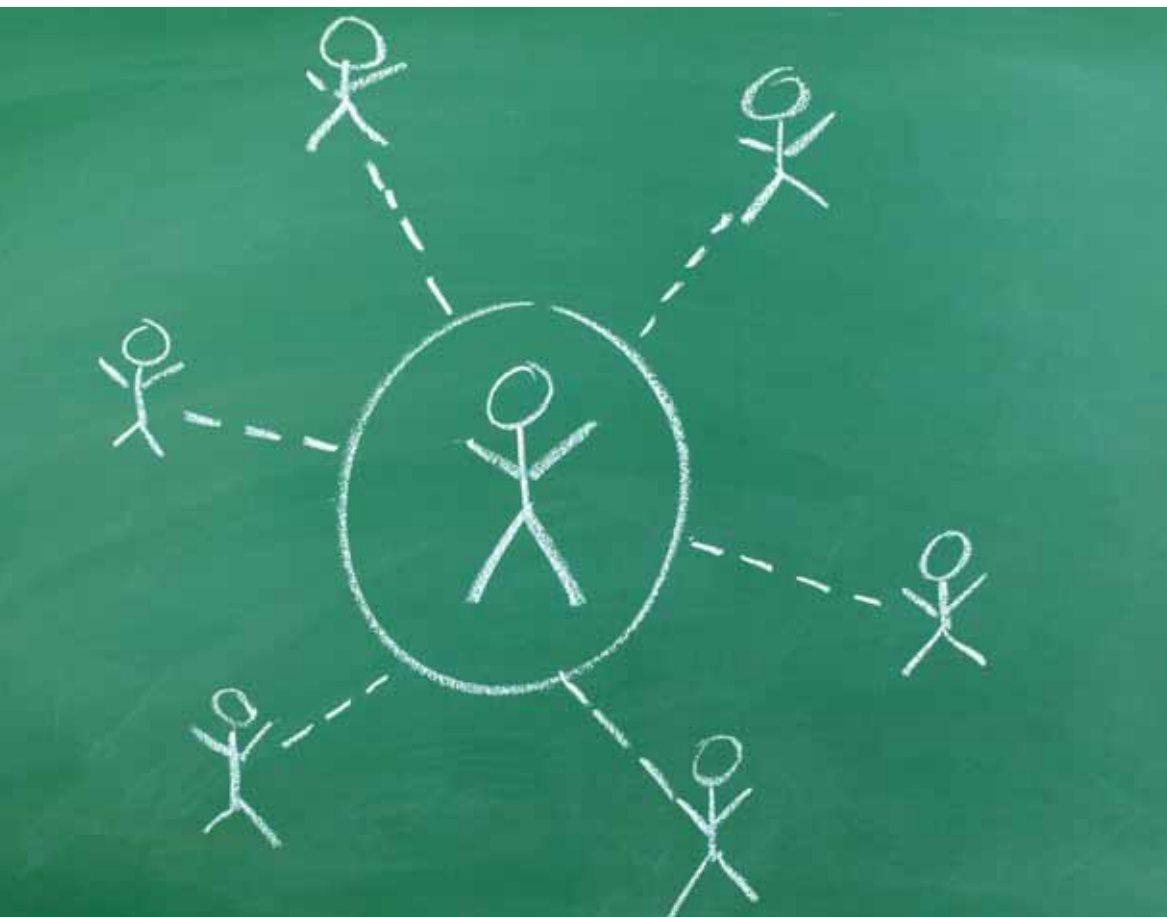
Relationships with local business

Set up a referral system with relevant businesses in your local area. This might include a bank or home loan lender, tax accountant, conveyancer or buyers' agents who is in constant contact with people who are buying property in your service area. Establishing strong, reciprocal relationships will boost local businesses and benefit your clients. Caretakers of buildings or building managers are also useful contacts and a great source of referrals.

4.

Community workshops

About 15-20 per cent of landlords manage their own property. A good way to establish a relationship with these people is to hold a free information seminar. Get local experts, and your agents, to present information about financial services, market updates, insurance and legislation. Advertise the event locally and invite your existing landlords. This is a great way to get people together to talk property and will help establish a relationship with potential clients.



5.

Website presence

Eight out of 10 times, a potential client will use a search engine to find an agent. Look at your website and ask yourself: how effective is it? Is there enough information on there about you as an agent, your services and about the properties you have for lease? Do you have professional photos? If your website is not welcoming, easy to use and informative you are not giving yourself the best chance at attracting new business enquiry.

6.

Use your shopfront

You already know your shopfront is a 24-hour billboard, but if you want to grow your rent roll you need to use it to promote property management, not just sales.

Put properties you have for lease in a prominent position.

Treat property management as an important part of your business, not as an 'additional service', and you will increase your chances of attracting new clients.

7.

Property developers

Use the public development consent notices in your local paper to find out the latest development approvals made by local councils and build relationships with the developers. You could be on your way to securing new clients before the building is finished.

8.

Personal networks

Don't forget to always touch base with people in your social

circles, family and friends when looking for new business. People you know and work with are one of the most valuable sources of referrals to potential clients.

9.

Magic 50s

A magic 50 (properties) letterbox drop is a regularly used technique for sales agents, but it can work just as well for property managers.

Do the letterbox drop two streets behind and before the property to let the neighbourhood know the property has been listed for rent and then again when it has been leased.

Use DL-style drop cards with smart design through your printer shop.

10.

Working with sales

Working with the sales team can be a really valuable way to boost your rent roll. Use open house inspections as an opportunity to cross promote all the services your agency offers, including property management.

Make sure potential buyers and investors walk out with information about your property management services.

Even if an investor doesn't buy that particular property they still have your details and may call on you for an appraisal or fee discussion in view of appointing you as their property manager, even if they do happen to purchase from another agency. ♦

MAY 2012

MON	TUE	WED	THU	FRI	SAT	SUN	
APR 30	MAY 1	2	3	4	5	6	
SYDNEY Certificate of Registration Course (full time) – 4 days (9.00am-5.00pm)				SYDNEY CPD Maximise your new management success rate (9.30am-1.30pm)	SYDNEY Certificate of Registration Course (part time) commences (9.00am-5.00pm)		
LISMORE REINSW/REEF Industry Update (9.00am-12.00pm)	COFFS HARBOUR REINSW/REEF Industry Update (9.00am-12.00pm)	SYDNEY Real Estate Licensing Course commences – 3 days per week for 8 weeks (9.30am-4.30pm)					
		SYDNEY Breakfast Club (7.30am-9.30am)	NEWCASTLE REINSW/REEF Industry Update (9.00am-12.00pm)	GOSFORD REINSW/REEF Industry Update (9.00am-12.00pm)			
		PORT MACQUARIE REINSW/REEF Industry Update (9.00am-12.00pm)					
7	8	9	10	11	12	13	
SYDNEY CPD Auctioneers short course (9.30am-1.30pm)	CANBERRA CPD Marketing strategies to fast track growth and increase sales (9.00am-1.00pm)	SYDNEY Real Estate Licensing Course continues – 3 days per week for 8 weeks (9.30am-4.30pm)				SYDNEY Certificate of Registration Course (part time) continues (9.00am-5.00pm)	
	SYDNEY CPD The D-E-F of Compliance (9.30-1.30pm)	SYDNEY Commercial Forum (3.00pm-5.00pm)	SYDNEY CPD The A-B-C of Compliance (9.30am-1.30pm)				
	TAMWORTH REINSW/REEF Industry Update (9.00am-12.00pm)	DUBBO REINSW/REEF Industry Update (9.00am-12.00pm)	ORANGE REINSW/REEF Industry Update (9.00am-12.00pm)				
14	15	16	17	18	19	20	
SYDNEY Certificate of Registration Course (full time) – 4 days (9.00am-5.00pm)					SYDNEY Certificate of Registration Course (part time) continues (9.00am-5.00pm)		
	SYDNEY CPD Prepare for selling like never before (9.30am-1.30pm)	SYDNEY Real Estate Licensing Course continues – 3 days per week for 8 weeks (9.30am-4.30pm)					
	PORT MACQUARIE CPD The A-B-C of Compliance (9.00am-1.00pm)	TAMWORTH CPD The A-B-C of Compliance (9.00am-1.00pm)	ARMIDALE CPD The A-B-C of Compliance (9.00am-1.00pm)				
21	22	23	24	25	26	27	
CANBERRA REI/ACT Certificate of Registration Course (full time) – 5 days (9.00am-5.00pm)					SYDNEY Certificate of Registration Course (part time) concludes (9.00am-5.00pm)		
SYDNEY CPD The nuts and bolts of the Residential Tenancies Act (9.30am-1.30pm)	SYDNEY Valuers Forum (3.00pm-5.00pm)	SYDNEY Real Estate Licensing Course continues – 3 days per week for 8 weeks (9.30am-4.30pm)					
	GOULBURN REINSW/REEF Industry Update (9.00am-12.00pm)	WAGGA WAGGA REINSW/REEF Industry Update (9.00am-12.00pm)	COFFS HARBOUR CPD Prepare for selling like never before (9.00am-1.00pm)	CANBERRA CPD Property management fundamentals (9.00am-4.00pm)			
			BATEMANS BAY REINSW/REEF Industry Update (9.00am-12.00pm)	WOLLONGONG REINSW/REEF Industry Update (9.00am-12.00pm)			
28	29	30	31	JUNE 1			
SYDNEY Certificate of Registration Course (full time) – 4 days (9.00am-5.00pm)					WANT TO KNOW MORE? You can find out more about all of our courses by visiting www.reinsw.com.au Click on Course Schedule in the Training menu.		
	SYDNEY Young Agents Breakfast (7.30am-9.30am)	SYDNEY Real Estate Licensing Course continues – 3 days per week for 8 weeks (9.30am-4.30pm)					
	REGIONAL CPD Holiday and short-term rentals short course (9.00am-1.00pm)	ALBURY CPD Country Forum (9.00am-1.00pm)					

JUNE 2012

MON	TUE	WED	THU	FRI	SAT	SUN
 <ul style="list-style-type: none"> ■ CPD workshops – go to www.reinsw.com.au for course descriptions and prices ■ Certificate of Registration Course (Real Estate) (full and part time as indicated). Price includes REINSW Student Membership ■ Licensing Course ■ Forums and Divisional meetings ■ Industry update 				1	2	3
				SYDNEY CPD Prepare for selling like never before (9.30am-1.30pm)		
4	5	6	7	8	9	10
SYDNEY Certificate of Registration Course (part time) – commences (9.00am-5.00pm)		SYDNEY Real Estate Licensing course continues – 3 days per week for 8 weeks (9.30am – 4.30pm)				
	SYDNEY CPD The A-B-C of Compliance (9.30am – 1.30pm)	SYDNEY CPD Property management for experienced property managers (9.30am – 1.30pm)		SYDNEY CPD Buyers' Agents short course (9.30am – 1.30pm)		
11	12	13	14	15	16	17
QUEEN'S BIRTHDAY PUBLIC HOLIDAY	SYDNEY Certificate of Registration Course (full time) – 4 days (9.00am-5.00pm)					
	SYDNEY Real Estate Licensing course continues – 3 days per week for 8 weeks (9.30am – 4.30pm)			SYDNEY Certificate of Registration Course (part time) – concludes (9.00am-5.00pm)		
				REGIONAL CPD Strata management short course (9.00am – 1.00pm)		
18	19	20	21	22	23	24
SYDNEY CPD Work, Health and Safety for property managers (9.30am – 1.30pm)	SYDNEY CPD Sales short course (9.30am – 1.30pm)	SYDNEY Real Estate Licensing course concludes – 3 days per week for 8 weeks (9.30am – 4.30pm)				
SYDNEY CPD The D-E-F of Compliance (9.30-1.30)	TWEED HEADS CPD The A-B-C of Compliance (9.00am – 1.00pm)	BYRON BAY CPD The A-B-C of Compliance (9.00am – 1.00pm)	LISMORE CPD The A-B-C of Compliance (9.00am – 1.00pm)	CANBERRA CPD Effective Tribunal preparation (9.00am-1.00pm)		
25	26	27	28	29	30	JUL 1
SYDNEY Certificate of Registration Course (full time) – 4 days (9.00am-5.00pm)				SYDNEY CPD Communication and dealing with challenging situations (9.00am – 4.00pm)		
	SYDNEY CPD Commercial short course (9.30am – 1.30pm)	SYDNEY Auctioneers Accreditation – 3 days (9.30am – 4.30pm)				
		CANBERRA CPD Business relationships with clients for life (9.00am-4.00pm)				

MEMBER PROFILE: ANNABEL WESTHOFF



Relocation from Sydney to the Tweed Coast inspired Annabel Westhoff to make her dream career a reality.

Fulfilling a passion for real estate combined with her love of the Tweed Coast, Annabel created Lifestyle Buyers' Agency to help others realise their home ownership dream.

"Real estate is a new role for me, but it's a passion I have had for a long time, so when we moved out of Sydney and I recognised the need for a buyers' agent who specialised in relocations, I took up the opportunity," she said.

After making the move from Sydney to Kingscliff herself, Annabel said she

understood the difficulty and time constraints involved in searching for a property from afar.

After successfully gaining her licence through REINSW, Annabel said it made sense to become a member.

"I think the support, forms, training and advice REINSW offers to members is so valuable," she said.

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

"The support, forms, training and advice REINSW offers to members is so valuable."

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- Gai Williams, Managing Director

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



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REINSW career opportunity

Love real estate? Believe in learning? Looking for a change in direction?

REINSW is looking for a full-time Training Assessor to join the Education & Training Team.

Located in our Sydney CBD office, the primary responsibility of this role will be to undertake the marking of student assessments from classroom, correspondence, RPL and eLearning assessment submissions in line with the Australian Qualification Framework (AQF).

The successful candidate will have the opportunity to further grow their training and assessment knowledge through professional development offered as part of the role.

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- Certificate IV in Training and Assessment - TAE40110
- Certificate IV in Property Services (Real Estate) - CPP40307
- An understanding of the VET competency based framework
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Turn VIEW time into you time

realestateVIEW.com.au launches autumn customer campaign.

Last year ended strongly for realestateVIEW.com.au with the launch of three new innovative mobile and tablet apps.

With over 33,000 downloads realestateVIEW.com.au iPad, iPhone and Android apps are being well received by property seekers.

During February, realestateVIEW.com.au launched a major campaign to accelerate app downloads.

The new campaign

The new apps allow property seekers to search on the move,

plan their journey, access the latest sales data and more. By using the new apps, property seekers can simplify their search process, providing more time for themselves.

The new campaign concept is 'turn view time into you time with your mobile real estate companion' and will continue to be promoted via the following channels:

Traditional

- Orange morph suited street teams have been handing out realestateVIEW.com.au freebies in public places.

- Smart cars and Vespas have been in Sydney targeting people in their 'you time'.
- realestateVIEW.com.au will continue to feature advertising in industry magazines including *Your Investment Property* publication.

Public relations

- A large scale PR strategy has been put in place to support paid for media.

Online

- Banner advertising featured on NRL.com.au during round one and AFL.com.au during the NAB cup.

- Mobile advertising will continue to be featured across two of Australia's largest mobile networks, Telstra and Big Mobile.

Sponsorship

- To reach active property seekers realestateVIEW.com.au is also sponsoring in-room auctions across key metropolitan auction rooms.

Now is the time to subscribe to realestateVIEW.com.au For more information, call 1300 695 645 or email sales@realestateview.com.au

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 Insightrix on behalf of REINSW

SYDNEY	Feb-12	Jan-12	Dec-11	Nov-11	Oct-11	Sep-11	Aug-11	Jul-11	Jun-11	May-11	Apr-11	Mar-11	Feb-11
Inner	1.5	1.7	1.5	1.2	1.3	1.5	1.5	1.5	1.4	1.1	0.9	1.1	1.2
Middle	2.0	2.1	2.0	1.7	1.6	1.4	1.6	1.5	1.3	1.5	1.4	1.1	1.2
Outer	1.9	1.8	1.4	1.3	1.4	1.3	1.3	1.6	1.7	1.5	1.4	1.2	1.1
Total	1.8	1.9	1.6	1.4	1.4	1.4	1.5	1.5	1.5	1.4	1.2	1.1	1.1
HUNTER													
Newcastle	1.3	1.5	1.1	1.6	1.9	1.3	1.8	1.4	1.3	1.5	1.5	1.3	1.4
Other	1.5	1.5	1.2	1.4	1.5	1.8	1.8	1.6	1.3	1.2	1.5	1.3	1.1
Total	1.4	1.5	1.1	1.4	1.7	1.6	1.8	1.5	1.3	1.3	1.5	1.3	1.2
ILLAWARRA													
Wollongong	2.4	2.3	2.1	2.2	1.8	1.6	1.6	1.3	0.9	1.3	1.3	1.0	1.3
Other	2.5	2.0	1.4	1.6	1.4	1.3	1.5	1.3	1.4	1.3	1.2	1.5	1.4
Total	2.5	2.1	1.6	1.8	1.7	1.4	1.6	1.3	1.2	1.3	1.3	1.3	1.4
REGIONAL													
Albury	1.6	2.0	1.7	1.4	1.9	1.7	1.9	2.0	2.4	2.6	2.4	2.5	2.5
Central Coast	1.6	1.4	1.6	1.5	1.7	1.9	2.1	2.0	2.6	2.1	1.6	1.6	1.5
Central West	1.5	1.8	1.9	1.3	1.7	1.4	1.3	1.7	1.6	2.0	2.3	2.0	2.1
Coffs Harbour	4.1	4.0	3.6	4.2	4.1	3.8	3.7	3.5	3.4	3.1	2.8	2.1	2.3
Mid-North Coast	2.2	2.2	1.9	1.6	1.8	1.9	1.8	2.1	2.0	1.8	1.5	1.7	2.1
Murrumbidgee	1.3	3.2	2.8	2.9	2.5	2.2	2.4	3.0	2.6	2.7	2.7	2.2	2.2
New England	2.8	2.9	2.9	2.4	2.4	2.4	2.6	2.5	2.5	2.4	2.3	2.0	1.6
Northern Rivers	3.9	3.2	2.7	2.8	3.0	3.0	2.6	3.9	3.8	3.1	2.5	1.6	1.5
Orana	1.6	1.2	1.5	1.5	1.5	1.2	1.4	1.6	1.7	1.9	1.4	1.6	1.9
Riverina	3.9	3.9	3.5	4.2	3.7	3.4	3.1	3.1	3.0	3.4	3.0	2.8	3.1
South Coast	2.6	2.7	1.9	2.1	2.2	2.9	3.1	2.6	2.6	1.7	1.9	2.1	1.7
South Eastern	2.1	2.5	2.2	1.6	1.5	1.7	1.9	1.8	1.5	1.5	1.3	1.5	1.6

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

Week ending	Total auctions	Total value \$M	Clearance rate	Sold prior to auction	Sold at auction	Sold after auction	Passed in total
04/03	520	\$202.80	59%	89	201	16	214
26/02	590	\$222.39	62%	105	246	14	225
19/02	459	\$151.10	56%	68	179	9	203
12/02	301	\$86.02	49%	47	86	15	153
05/02	187	\$54.01	50%	20	62	11	94
29/01	377	\$110.31	59%	35	105	84	153
18/12	681	\$203.14	56%	72	278	28	303
11/12	799	\$248.02	51%	110	284	12	393
04/12	657	\$234.29	55%	104	243	13	297
27/11	779	\$280.80	56%	122	299	16	342
20/11	632	\$231.00	58%	102	243	21	266
13/11	686	\$285.75	59%	122	265	15	284

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The latest sales and auction results collected via the REINSW call centre; access to the dynamic prospecting tool known as GoProspecting; and 'on the market' data to get a well-rounded view of the marketplace.

Visit www.propertyDATA.com.au

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Global effort to give for good

Colliers International led a groundbreaking event to use the power of personal networks for the benefit of hundreds of charities in Australia and overseas.



JOHN KENNY
AUSTRALASIA CHIEF
EXECUTIVE OF COLLIERS
INTERNATIONAL

Everyone Gives is a charity campaign that allows participants to support causes they care about and multiply their donation through the power of personal social networks.

The eight-day global campaign kicked off on 22 February and involved more than 60 countries around the world.

Hundreds of charitable organisations joined Everyone Gives before the launch, including United Way, the Property Industry Foundation, Youngcare, Juvenile Diabetes Research Foundation and OzHarvest.

Participants made a small donation to a charity of their choice through the Everyone Gives website, www.everyonegives.org, and

then used their social networks to invite friends, co-workers, clients and family to give.

Every cent of each donation went directly to the charity selected by participants.

Everyone Gives grew from a seed planted by the leaders at Colliers International, the founding sponsor of the event.

“This is about enabling individuals to engage their personal connections to give more to the charities they are passionate about.”

The idea grew through collaboration with other like-minded Australian and overseas organisations seeking to create sustainable good.

“It’s exciting because it’s never been done before,” John Kenny, Australasia Chief Executive of Colliers International, said.

“This isn’t another one-off charity donation. This is about enabling individuals to engage their personal connections to give more to the charities they are passionate about, and watch as the power of one donation multiplies.”

Participants made a small donation, ideally \$5, to a charity that’s important to them. They then told five friends and asked those friends to each tell five more.

“I think of it as a giving tree,” John said.

“One donation becomes five, five becomes 25 and 25 can become hundreds. And you can track your giving tree and your friends’ giving trees on the Everyone Gives website.” ♦

For more information visit www.everyonegives.org



YOUR STORY
We want to hear your stories!

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

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