

# Journal

SEP 2012  
VOL 63/08



# excellence

# spotlight

on excellence

## Inside

Awards finalists revealed | VoIP myths busted | Lessons learnt are best shared

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# spotlight on excellence

See who are the finalists of the 2012 REINSW Awards for Excellence.

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## Celebrating excellence

The prestigious REINSW Awards for Excellence Gala Dinner, to be held on Saturday, 13 October 2012, promises to be yet another inspirational night showcasing the successes of our industry's best.

The Gala Dinner is a spectacular black tie event filled with surprise and excitement, where the best of the best are recognised for excellence across 24 Award categories.

I see these Awards as a unique opportunity for all REINSW members to come together, to mingle, network and ultimately celebrate excellence within our industry. The Awards evening is certainly a highlight on the REINSW annual calendar.

### Raising the standard

I have watched the quality of REINSW members and finalists rise each year as their initiatives improve and their success increases. The competition this year is fiercer than ever among entrants as they reflect on their performance over the past 12 months.

Success breeds success, and there have been consistent performers who compete for the ultimate recognition each year. Being considered the best of the best by your industry body is certainly a point of difference when marketing, as past Award winners will attest to. Our new entrants — the future rising stars — are to be encouraged and commended for pitting

themselves against the industry's best. They have challenged themselves to showcase their achievements over the past year.

It is these attributes of pioneering thought, persistence, dedication and elbow grease that inspire me every year. I have enormous pride in the role that REINSW plays in promoting best practice, and for continually striving to set higher standards within the real estate industry.

### Celebrate your peers

Like all good events, there is plenty of fun to be had at the Gala Dinner. The Awards night is the perfect chance to mix with the best agents in the state and to catch up with friends and colleagues over a drink or two. Be sure to book your ticket to attend the Gala Dinner. Go to [reinsw.com.au](http://reinsw.com.au)

Congratulations to all of the finalists who feature in this edition of the *Journal*. I look forward to the announcement of the winners at what I'm sure will be another spectacular evening of celebration and praise. New benchmarks and higher standards will be set for REINSW members to aspire to in 2013.

**Christian Payne**  
REINSW President



## Steps to planning reform

The NSW planning system is a constant source of frustration for the property industry. It is time consuming, convoluted and as a consequence, an unnecessarily expensive process.

The release of *Green Paper: A New Planning System for New South Wales* by the Minister for Planning and Infrastructure Brad Hazzard is the first stage of what will hopefully lead to legislative reform. In my view, it is the first genuine attempt to seriously investigate and resolve the problems. Although some stakeholders will have viewpoints at the opposite ends of the spectrum, there is general consensus that the current system is failing us all.

The *Green Paper* is seeking to solicit discussion on the creation of a simplified and transparent system that will clearly state in advance what development is and is not permissible within specified locations. This initiative will, it is hoped, provide certainty and remove excessive costs.

I applaud the acknowledgement and acceptance of the problems and believe that amendments to the legislation are a critical step forward in solving many of the housing supply and affordability issues currently facing the NSW property market.

### More certainty

Currently, planning gets caught in the political mire of individual councils. Accordingly there is no certainty where developments will end up. What the *Green Paper* proposes to do is to

turn the process on its head, with strategic plans being put in place on state, regional and local levels, setting out precisely what can and cannot be constructed in that area.

This is a quantum leap forward and will create a system of greater certainty for developers, which will expedite planning and reduce costs. Importantly these savings can be passed on to consumers and should address, in part, housing affordability.

### Community consultation

Significantly, community consultation during the strategic planning stage underpins the process and in doing so provides the local community with collective control of their area. With this influence comes the responsibility to communicate precisely what development is permitted and not to block or hinder approved developments.

The development of a new planning system will be one of the most significant reforms to unfold over the next few years. We look forward to participating in what will be a lengthy process knowing that, if undertaken correctly, it will act to simplify the system and benefit not only the industry but the broader community.

**Tim McKibbin**  
REINSW CEO

## Funding to help boost housing supply

The NSW Government will extend financial assistance to councils to help deliver essential infrastructure required to support new housing.

“It is vital that the NSW Government ensures the levies paid by developers are not so high that they push the dream of owning a home beyond the reach of families,” Minister for Planning and Infrastructure Brad Hazzard said.

Currently the local developer contributions, or Section 94 levies, which can be charged by councils are capped at \$30,000 per residential lot for greenfield areas and \$20,000 per residential lot in established suburbs.

The NSW Government will continue to provide for councils where the cost of delivering essential infrastructure is greater than the amount they can collect from Section 94 levies.

“Already \$18 million dollars has been provided to Blacktown and Hills Shire Councils to help cover the shortfall in infrastructure funding,” Mr Hazzard said.

The assistance is funded as part of the \$481 million Housing Acceleration Fund announced in the June State Budget to drive housing production across NSW.

## Contract for Sale of Land: copyright guidelines



Members are urged to familiarise themselves with the copyright guidelines for the Contract for Sale of Land, to ensure they avoid breaching the law.

In particular, agents should be aware of the restrictions that apply to how photocopies of the Contract can and cannot be used.

Copyright in the Contract for Sale of Land is held jointly by the Law Society and REINSW. The joint copyright holders take an extremely serious view of any breach of copyright in the Contract and are prepared to take action.

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Members should direct any enquiries to [CorpLegal@lawsociety.com.au](mailto:CorpLegal@lawsociety.com.au)

## Industry group supports planning proposal

A property development industry group has welcomed the release of a proposed new planning system for NSW, saying it has all the ingredients to boost the state's housing production and set the framework for future growth.

Urban Taskforce CEO Chris Johnson said the 23 key proposals in the NSW Government's *Green Paper* were appropriate to help drive development.

“The focus on growth is particularly important through Regional Growth Plans, Growth Infrastructure Plans and the previously announced Urbangrowth NSW to help drive appropriate development,” he said.

Mr Johnson said the proposal to have more approvals undertaken as code assessable would give certainty to the community and the development industry, although suggestions that design matters would be outside this could lead to long delays.

“Community involvement is appropriate at the early stage of determining the character of areas where growth should occur. This will require new techniques in involvement and the visualisation of future environmental characters,” he said.

“Another important proposal is to de-politicise the assessment process by having independent panels

undertake this role. The Joint Regional Planning Panels, preferably with their own staff, and independent panels for smaller projects should lead to more certainty and to quicker decisions.”

Mr Johnson said it is now vital for the government to effectively communicate the importance of these changes to a community that has become disillusioned about planning and wary of the impact of growth and change on existing neighbourhoods.

The Urban Taskforce is a property development industry group, representing Australia's most prominent property developers and equity financiers.

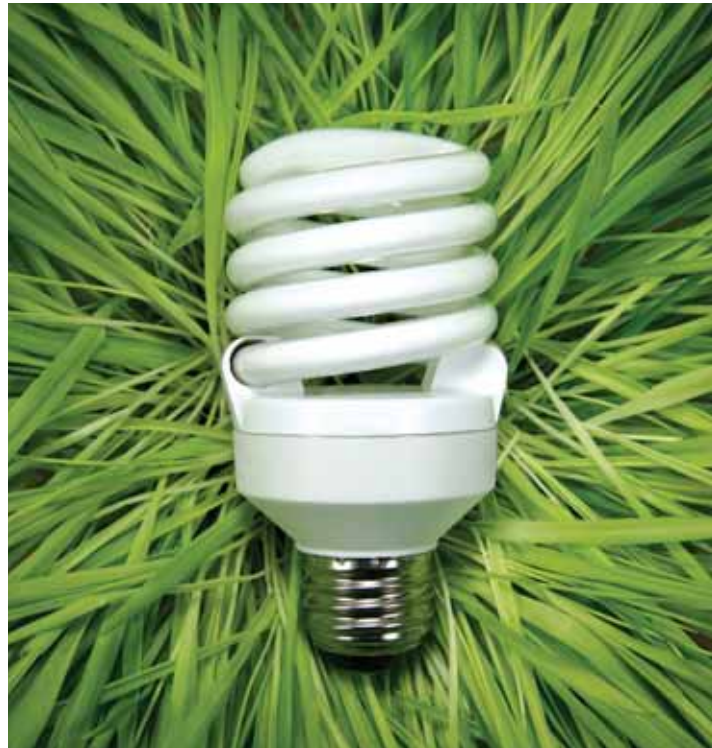
# Energy efficiency framework sets challenge

Master Builders Australia has called on the Department of Climate Change and Energy Efficiency to not recommend an increase to mandatory energy efficiency requirements beyond six stars.

Chief Executive Officer Wilhelm Harnisch said mandatory energy efficiency has created a major compliance headache for builders, adding up to \$10,000 to the cost of a new home, and is potentially a barrier for new homebuyers.

“People are welcome to go beyond the six stars, but the mandatory level imposed on new home buyers should not increase beyond that,” he said.

Mr Harnisch said the Department’s draft National Building Energy Standard-Setting, Assessment and Rating Framework confirms the building industry’s concerns on the minimum requirements for new homes.



The framework suggests further improvements should not be made to the thermal shell of new buildings. Rather, the energy efficiency focus for new buildings should shift to improving fixed appliances, equipment and building services and on-site renewable energy systems.

In a submission on the draft framework, Mr Harnisch renewed the call to government and the Council of Australian Governments to shift its focus further

towards existing buildings to improve energy efficiency.

“Policy to ensure existing buildings become more energy efficient is the most effective way of achieving carbon abatement and was identified in the COAG National Strategy on Energy Efficiency Blueprint,” he said.

“There is \$6 trillion in existing stock of buildings to be retrofitted to be more energy efficient and less carbon intensive.”

## Buyers less social about marketing

The benefits of using social media in property marketing campaigns are still largely unknown, according to the results of a survey to gauge buyer interest in social networking sites.

The research, conducted by PRDnationwide, shows the majority of buyers, 76 per cent, who took part in the poll said they were not more attracted

to a property marketed on Facebook or Twitter.

Only 10 per cent of respondents said they would be more attracted to a property if it was marketed on social media. A further 14 per cent said they were unsure if it would impact their interest in a listing.

Aaron Maskrey, PRDnationwide Research

Director, said the results were unexpected.

“More agents are using social media to gain buyer interest in their listings, but it seems buyers prefer traditional methods of marketing,” he said.

While social media marketing is quick and cost effective, the benefits are still unknown, he added.

## REINSW IN THE MEDIA

The cost of renting, NSW Government planning reform and *REINSW Property Profile* all featured in the media.

### Print

- REINSW CEO Tim McKibbin welcomed the NSW Government taking the first step to reform the state’s planning system, in his regular column in the *Illawarra Mercury*.
- Figures from *REINSW Property Profile*, a review of the property market in NSW, featured in a number of articles in the *Mosman Daily*, including one about house prices in the local area.
- REINSW President Christian Payne said the Sydney rental market remained tight, with vacancy rates below two per cent, in an article about rental prices for the *Inner West Courier*.

### Radio

- REINSW Divisional Chair Rod Crowfoot gave a local market wrap on 2DU (Dubbo).
- Christian discussed the cost of renting in Sydney on WFSM (Sydney).

To view all of REINSW’s media coverage and find out where we have featured on TV, radio and in newspapers, go to [reinsw.com.au/media](http://reinsw.com.au/media)





# Positive property snapshot

Research shows positive economic growth and improved home values.

An economic and property snapshot produced by PRDnationwide reveals a healthy economy, increased home values and an improvement in retail spending, despite weak consumer confidence.

PRDnationwide Research Director Aaron Maskrey said it was the longest spell of growth without a recession that Australia has ever achieved.

He believes, with low levels of unemployment and inflation,

Australia is the place to be for growth and prosperity.

Figures published in *PRDnationwide's Quarterly Economic and Property Report* show the number of multi-residential dwellings increased by 58.7 per cent in May 2012.

This was largely driven by a few significant projects in NSW, Victoria and the ACT and is being influenced by the end of homebuyer incentives in NSW and Victoria, Mr Maskrey said.

The Research Director said the report showed numbers of new dwellings decreased in the second quarter by 24.6 per cent, or 9096 less new homes across Australia.

Victoria continued to record the highest number of dwelling commencements during the March quarter, representing 37 per cent of all dwellings commenced nationally.

Mr Maskrey said house prices would remain flat in 2012/13.

"A recovery is expected when international conditions and domestic growth prospects improve," he said.

Figures in the report also show retail expenditure has increased on a monthly basis.

"Over the 12-month period ending May 2012, Australia's annual change in retail expenditure increased 3.6 per cent from the previous year, aided in large by the increase in spending in May," Mr Maskrey said. ♦

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# Industry confidence down

Optimism in the NSW property sector has dropped among industry professionals, according to new research.

Findings published in the most recent *Property Council of Australia-ANZ Property Industry Confidence Survey* shows confidence among NSW property professionals has dropped.

The quarterly report polled more than 3100 professionals from the property and construction sector across Australia.

The survey for the September quarter showed the confidence index slipped from 113 to 106 for NSW respondents.

Confidence among NSW professionals topped all other states and territories though, according to Property Council NSW Executive Director Glenn Byres.

“We have, however, followed the national fall in confidence, and it is now hurting expectations around future employment prospects and work schedules,” he said.

“Predictions around hiring intentions have fallen for four successive quarters, and attitudes for forward work schedules have followed.

“We hope a proposed overhaul of the state’s planning laws continues to head down a bold path and gives the industry the signal it needs to invest capital in NSW.”

ANZ Head of Property Research Paul Braddick said NSW property market confidence should return if the global economy does not further

decline, adding that he believed the residential property market would improve.

“While NSW property market confidence moderated on increased global economic uncertainty, in line with national trends, moderately positive perceptions of NSW property continue to be driven by tightening fundamentals in both residential and commercial markets, driving rents and yields higher,” Mr Braddick said.

“**Prices, capital values and property market confidence in NSW should edge gradually higher.**”

“Looking through the temporary impact of changes to NSW first homebuyer policy, first homebuyer and investor residential sales activity should continue to increase through the second half of 2012 on the back of improved housing affordability, tight market conditions and increasing rents.

“As a result, prices, capital values and property market confidence in NSW should edge gradually higher through the second half of 2012 in the absence of further deterioration in the global economy.” ♦



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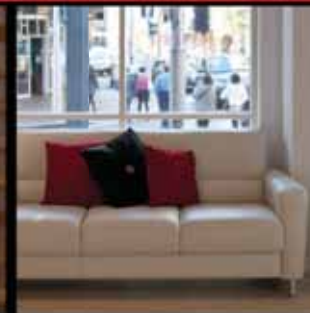
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BY PETER GRIFFIN,  
REINSW GENERAL MANAGER

# News from the Divisions

What you need to know about the latest news, activities and upcoming events.

The article on Divisions in the July 2012 *Journal* — ‘Divisions united for action’ — referred to a number of actions agreed to at the May 2012 Divisional Chairs Conference.

One of these actions was to have a regular section in each edition of the *Journal* devoted to Divisions.

Voila!

This section will focus on Divisional activities, and the local agents who help to organise these activities and represent the REINSW membership.

NSW is divided into a number of geographical Divisions. A list of the active Divisions and their current Chairs is shown on page 13.

## Role

The role of a Division is to encourage member agents in that area to come together for communication, networking, professional development, raising the standing of real estate agents in the local community, and to contribute to policy development. This can be done by holding interactive presentations from local politicians, for example, as well as updates and discussions with REINSW’s CEO or President, the Chairperson liaising with the local media, and charity and social events.

Local events are promoted to all agents in the area, so look out for them and come along. If you’re keen to get involved in the local Divisional Committee and give something back, contact your local Chair.

## Novice Auctioneers Competitions

Holding a Novice Auctioneers Competition is a great way of raising the standing of agents in the local community by raising money for a local charity. At the same time it’s a lot of fun for everyone involved.

Anyone who lives in NSW can enter, provided that they have not completed more than 10 auctions in their career or have no more than six months’ experience as a livestock or chattel auctioneer. Each novice gets up on stage and auctions off an item for charity, and their performance is assessed by a small panel of judges.

The winner from each Division then progresses to compete in the State Final, to be held this year in Sydney on 30 November 2012. Many winners have gone on to forge a successful career in auctioneering – maybe you can too!

## 2011 was a great success

In 2011, 10 Divisions held a Novice Auctioneers Competition. Taken together, these Divisions plus the State

Final raised a total of \$101,000 for a wide variety of charities including the St Vincent de Paul Society, Wyong and Gosford Hospitals, Dubbo Rescue Squad, Heart for the Homeless, Angel Flight and Can Assist.

## 2012 is going to be bigger

In 2012 there are 16 Divisional competitions between July and October. See page 13 for details. We’re hopeful that, through the efforts of the local agents in these Divisions, we can beat last year’s amount.

## How can you help?

There are a few ways for you to get involved:

- Offer a prize that can be auctioned. This can be anything desirable – think weekend getaway, case of wine, manicure, lunch with a celebrity, tickets to an event etc.
- Volunteer to be a novice auctioneer. Even if you don’t win, it will help boost your self-confidence.
- Attend the event yourself and bring some money to bid with!
- Invite your business and personal contacts along.
- Promote it in your local community. ♦



Catherine receiving the trophy from REINSW President Christian Payne.

## 2011 NOVICE AUCTIONEERS COMPETITION STATE FINAL WINNER

Catherine Dawson of Ray White Rural, representing the Riverina Division, was the 2011 State Final winner.

## DIVISION COMMITTEE CHAIRPERSON CONTACTS 2011-2013

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### St George & Sutherland Shire

Lene Mitchell Manson Property Menai 0411 700 014 lene@mansonproperty.com.au

## NOVICE AUCTIONEERS COMPETITIONS 2012

1. **Northern Beaches** - Wednesday, 25 July 2012
2. **Illawarra** - Friday, 3 August 2012
3. **Albury** - Friday, 10 August 2012
4. **Central Coast** - Wednesday, 15 August 2012
5. **East** - Monday, 20 August 2012
6. **Parramatta & Hills** - Tuesday, 4 September 2012
7. **Murrumbidgee** - Friday, 7 September 2012
8. **St George & Sutherland Shire** - Tuesday, 11 September 2012
9. **Newcastle & Hunter** - Thursday, 13 September 2012
10. **North** - Wednesday, 19 September 2012
11. **New England** - Wednesday, 26 September 2012
12. **Inner West** - Thursday, 4 October 2012
13. **Nepean, Hawkesbury, Blue Mountains** - Tuesday, 9 October 2012
14. **North West** - Wednesday, 17 October 2012
15. **Riverina** - Tuesday, 23 October 2012
16. **Orana** - Friday, 26 October 2012



BY DANIELLE DI-MASI

# You are the brand

Personal branding is fundamental to every real estate agent's success.

You might wonder how personal branding could apply to wine and dine etiquette, building relationships, first impressions and networking.

But whether you realise it or not, personal brand is actually fundamental to almost every business activity you will engage in because you ARE the brand. You are the service and you are product.

## Branding just got personal

People sometimes think that the only brand others see is the business brand. The marketing, advertising and brand recognition is important, but that's not where it stops. It actually stops with you and that's why your personal brand (or even having one) is so important.

## You are the brand, you are the service

An example I often use to explain why this is so important is the aviation industry.

Airlines put a lot of funds into marketing and their brand; this is meant to control what we, the public, perceive their company to be about.

However, when you walk on to the plane there is a flight attendant who greets you. Now, depending on how that person connects with you, your perception of the company can change right then and there.



It doesn't matter how many millions have been spent by the company to protect the 'big word' branded across the outside of the plane, it's what you are feeling at that moment that really matters, because that attendant actually is the product and they are the service.

Right in that moment we decide how we perceive the company. If the attendant is great, friendly, makes us feel welcome and really connects with us, we think, "Ah, see this is why I fly with this airline, this is why I love them". However, if the attendant is rude,

not interested in us and only wants to see our boarding pass, then we might instead think "Ah, see this is why I hate flying with this airline, this is why I don't like them".

You and your real estate agency are no different.

## You don't need millions of dollars to make a strong brand

Any time you meet someone it's an opportunity to connect, grow, sell and benefit. These are also all the things that make for a successful businessperson and this is especially the case in real estate.

You don't need a big budget to fund the most amazing advertising campaign. You can bypass that and just go straight to frontline branding.

Like the flight attendant, you have the opportunity to make a great connection each time someone walks into your office, open house or auction. Make the right impression; give them all you have and you will soon see the benefits.

Putting all your effort into the people standing in front of you and concentrating on how your behaviour is creating an instant perception can

be the difference between business growth or decline.

Clients are looking to do business with someone who makes them feel important. People are going to recommend an agent to their friends and colleagues that they enjoyed doing business with. Be that agent.

If you can do this, you will have succeeded in being your own advertising campaign.

“  
Always remember you are your client's experience of the company; you are the service.”

### Understand how others perceive you

Always remember you are your client's experience of the company; you are the service. How you act in all your interactions influences the way others will perceive and value you and your agency.

When you are confident with your brand, connection and appropriate behaviours, you will then be able to concentrate on the important

things in the moment: your purpose, your property, your sale, your rental, your service, your client. ♦

*Danielle Di-Masi is a keynote speaker who specialises in business etiquette and all things around behaviours and human interaction, especially in building effective business relationships through connection and rapport.*

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BY KIRSTY SPRAGGON,  
AUTHOR AND SPEAKER

# Are you open or closed for business?

If you are open to success, the road to achievement isn't a struggle.

I used to believe that success had to be hard won. Society teaches us that making money is hard and we should expect to work our fingers to the bone to achieve greatness. Not true.

When I started in sales everything that came naturally to me, like getting to know people and finding ways to help them, seemed to be the opposite to how I was being trained. I spent hours forcing myself to try and remember every word of a script and being told not to waste my time having coffee meetings with clients who aren't ready to sell or buy now.

I tried that way, but it just didn't feel right and when I looked at my client list I could see that nine out of 10 of them I had met over coffee nine to 18 months earlier. It was then that I started to think maybe I was on to something, and backed myself and my method of sales.

I remember feeling guilty at one point that I was so successful with such minimal effort. But I have learned the importance of prioritising meeting people and recognising it as a prospecting activity. I think many of us undervalue this, I know I did.

I have learned to consider my coffee meetings and networking events as me being



'hard at work' and include this in my weekly schedule as prospecting time.

Just like personal relationships, we need to spend time on professional relationships and getting to know our clients better. If we didn't spend any time with our friends or we only spoke to them on email or the phone, we wouldn't know them very well at all. Clients are no different. We need to invite them into our world and spend time together outside of business to truly connect.

## Are you open or closed?

I have learned that it really pays to ask yourself, what kind of business do I want?

Ensuring you are 'open for business' is really as simple as building a strong network, finding what you enjoy most about being a real estate agent and then making this your main business focus.

## Building a network

You don't have to be an extrovert to network, you just need to find the people you like being with and

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REFERRAL-BASED  
BUSINESS SPREADING LIKE WILDFIRE BY  
WORD OF MOUTH  
AND BUSINESS ACTUALLY  
COMING TO FIND YOU,  
IN GOOD TIMES AND BAD

**CLOSED**  
TRAPPED  
IN A CYCLE  
OF FOREVER CHASING  
NEW BUSINESS  
WITHOUT BEING ABLE TO TAKE  
ANY TIME OFF TO ACTUALLY  
ENJOY YOUR SUCCESS

attract more of them into your personal and professional life.

Once I realised you can make the journey to success as difficult or as much fun as you choose, I began to love my work by ensuring my days are filled with catch-ups, networking events, coffee meetings and taking a genuine interest in people's lives.

Networking isn't just something you do once a week. It is something you need to create. A 'network' by definition is 'an interconnected system' and it's



about more than just dollars. Yes, we need sales but we also need a community to draw on for advice, wisdom and emotional support, to teach us, to collaborate and share experiences with.

#### Creating your own community

When starting out, I like to think of networking as being similar to creating a pseudo family or community. I call this my family tree, and unlike the family you're born into, you get to choose who is included.

So, think about who you want on your tree. Who are your roots? Who are your support networks? Which people would you go out on a limb for and vice versa?

Are you watering your tree and nourishing it by taking time to nurture your relationships and improve understanding? Is your tree more of a shrub or possibly dying rather than flourishing? What can you do to feed it this week?

A good network should fill in the gaps where you are perhaps not quite as strong, and help to enhance and support your business.

It's important to remember that your network shouldn't just consist of clients or potential clients. Having business people from a range of organisations and industries in your network will help support your path to success.

“ You can make the journey to success as difficult or as much fun as you choose. ”

As part of my networking group, I was educated by people from various businesses on things like tax accounting, financial planning, marketing and so on. These are areas that were not my natural strengths so this learning proved invaluable to me.

I made lifelong friends with people I met through networking events and we all became an important part of the sales team for everyone's businesses, like raving fans spreading word-of-mouth referrals for each other.

Remember to dip your toe in enough different organisations to find groups that work best for you. The idea is to find people you are comfortable with and enjoy being around. You should also feel confident enough to recommend them and to build close reciprocal relationships with them. ♦

*Kirsty Spraggon is a speaker, coach and author, with expertise in building relationships. Visit [kirstyspraggon.com.au](http://kirstyspraggon.com.au)*



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# Lessons learnt are best shared

BY CHARLES TARBEY, CHAIRMAN OF CENTURY 21 AUSTRALASIA

## What wisdom have you acquired over your career that you wish could be passed on to your younger self?

When you've been working in this industry for as long as I have, you're bound to pick up a few bits and pieces of wisdom along the way. Here are a few of the most important lessons I wish I could go back and teach a teenage Charles Tarbey at the start of his career in 1972.

### Be patient and be focused

The first and most important thing I'd advise an agent who is just starting out is to be patient and to focus on working with the best in the real estate industry. It's easy to just concentrate on making money as quickly as possible (a view I held when I was young), but achieving and sustaining success is more complicated than that.

What you learn in your first years working in real estate is so important. Choosing the people you work for and the people you work alongside should be a key focus for you because, for better or worse, the experiences you have with these people can set you up for the rest of your career.

The real estate industry has lost many quality people who could have contributed a great deal to buyers, sellers, landlords and tenants if they had started in the right company with excellent training platforms and the knowledge of industry experts. A lot of good people left the industry because of the first place they worked. Don't let yourself become one of them;

find the right place and the right people for you.

Having said that, you can actually learn a great deal from 'bad' operators by learning what not to do. This can be more of a risk, but if you stay focused and be patient, in time you will find the ideal agency for you. This should be one that will provide you with the training, guidance, leadership and mentoring you need, with access to people who have achieved a certain level of success.



**Reputations can be completely destroyed if agents don't follow through with what they say they are going to do.**

### Getting it write

One of the most important things that too many agents take too long to learn is to write down everything that could potentially impact on their work. This is especially important when it comes to promises you make to clients.

New agents should always carry a notepad and pen, or make notes electronically



Charles Tarbey is the owner of Century 21 Australasia, one of Australia's largest and most diverse property groups.

on the spot, to ensure they always have accurate records of what's been said and agreed upon in any discussion. As we say at Century 21: "If it's not in writing, it didn't happen."

### Keep your promises

What I've found in real estate is that the jovial, happy agent who always wants to help often only completes half of the service process. They are only to be taken at face value as they have a tendency to not write down reminders that

help them to follow through. It's so important to be able to deliver on what you say you're going to do.

As I've said in my books on real estate, character is the ability to carry out a good resolution long after the mood in which it was made has left you. Not only is it critically important to follow up on and deliver on your word, it's also important to keep promises you make to yourself. Simply put, if you say you're going to do something, make sure you do.

### Keeping in touch

Another big issue for real estate agents, especially those just starting out, is that they promise to keep in touch with vendors, yet after the first week of listing will stop calling if they don't have any success. By the third week of listing, there are probably only about four per cent of agents who are still communicating with their sellers. The other 96 per cent of agents are likely to be found sitting around hoping that the property will either miraculously sell or the seller will just go away. The principle of staying in touch with the customer and keeping them informed applies as much to

experienced agents as it does to someone who is just starting out.

Reputations can be completely destroyed if agents don't follow through with what they say they are going to do. This is particularly a problem when you're starting out because building a good reputation is so important in the early years of your career.

### Form good habits

When I think back over my career in the industry, one of the key habits I adopted during my early twenties was to transfer everything

that I had not completed onto the next day's task list.

I can't say I've done it 100 per cent of the time, but more often than not before I went to bed I would have my diary and tasks in order for the next day. When I got in my car in the morning I knew exactly what it was I wanted to achieve and what tasks I wanted to complete that day. I wouldn't let my activities be completely dictated by day-to-day occurrences such as phone calls or visitors to the agency.

Since 1978, writing down everything I have to do for

the next day has probably been the most powerful habit I have formed. It has helped to ensure that I have kept my promises and remained in regular contact with customers, potential customers and other stakeholders. To this day, I have every diary since 1978 in my study at home and continue to adhere to this process. ♦

*Charles began his career in real estate in 1972 as an assistant property manager. He is now the owner of Century 21 Australasia, one of Australia's largest and most diverse property groups.*

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# How do you define excellence?

The *Journal* asked past winners of the REINSW Woodrow Weight Award, for outstanding contribution to REINSW and to real estate agency practice, how they define excellence.

Excellence in real estate practice is about quality that endures. It goes beyond motivation and into the realms of inspiration. It is about exceeding expectations and striving to be better than you were yesterday.

As we prepare to celebrate the outstanding achievements of members at the annual Awards for Excellence Gala Dinner, the *Journal* asked past winners of REINSW's highest accolade, the Woodrow Weight Award, to share their thoughts on what it takes to achieve excellence in real estate practice.



## HUGH BATEMAN – 2001

When I first started out in real estate, my **focus was on setting goals**, creating plans to succeed and living by the motto, **'Do it hard, do it fast and do it yourself'**. However, when you are part of an agency it is imperative that you are a **team player**. Every member of the team needs to be focused and clear on what we want, so that every minute of the day we are all doing the right things to move us in the direction of our goals.

Working in the real estate industry can be very **fulfilling, both financially and personally**. However, it takes **hard work, perseverance and determination** to take advantage of every opportunity. Your attitude in this regard is vital. In fact, you have to be **passionate** about your area and 'love where you live' in order to be the best.



## TONY BRASIER – 2005

Excellence is generally defined as a **talent or quality** that is unusually good and **surpasses ordinary** standards. In my experience, the **structure, systems and culture** of a real estate business create the characteristics and right environment that produce excellent outcomes across all services.

Agencies and agents who demonstrate excellence are seen as **part of their local community**. They are **innovative**, demonstrate **strong leadership** skills and are known for delivering a good continuity of service. Generally, they are regarded as experts in their specific segment of the market, and are **energetic, competitive and motivated to succeed**.





## TIM ANDERSON – 1999

Excellence doesn't come automatically; you have to have a plan. At our agency, we have a practice and procedures manual, then it becomes about **repetition in your office** and making sure everyone is following the plan. When the **whole team works together** the **public starts to notice** that your **performance is superior to others**. You become known for doing things right and your business grows as a result of that.



## SANDRA MCGEE – 2010

To me, achieving excellence is about **ethics**, having a **caring attitude** towards your clients and **wanting to give something back to the community** and the industry.

To achieve excellence you have to have **passion for the industry**, read the legislation until you fully understand it, know the **value of training** and be willing to share your knowledge with others.

Excellence is about giving back to the industry by being involved with industry groups, being part of legislation changes and having your say to help make things better.

**Learn from your mistakes**; be willing to admit them and always try to **work with people who are high achievers** in their field.



## JOHN MCGRATH – 2008

I think excellence, if you're serious about it, **becomes a part of the DNA of your business**. It's within everything you do, and it's not an easy task. You have to push past the inertia, old ways, crusty habits and general complacency that exists everywhere in the world. **As a leader** of your business, **it's up to you set extremely high standards, plot the map to achieve** them and insist on them being delivered. It's so easy to let little things slip but if you do, it's the beginning of the end. Steve Jobs used to say to his team when they brought ideas to him **"Is it insanely great?"** What a great benchmark as to whether an idea or project is of interest to him. It must be "insanely great". In real estate specifically there are so many areas where I believe you can and should insist on excellence. Things like **agent integrity** and **straight talk, customer service, marketing, photography, office presentation, information and data** — these things all need to be at **world-class levels** for a business to grow in such competitive times.





COLIN ROOKE – 2009

The **pursuit of excellence is to be encouraged throughout the community**, and leading professional bodies such as REINSW are to be commended for their encouragement and endorsement.

My own interpretation of the meaning of the **Woodrow Weight Award** was one of personal elevation to a level close, but certainly not equal, to the **renowned status** and **worldwide achievements** of the **man after whom the Award is named**.

I first met Woody, as he was so widely known, in 1965 when he was the President of REINSW.

Since that time, I have followed and attempted to emulate in some small way **his example and achievements** during my working life. So it was with enormous surprise and pride that I accepted the Woodrow Weight Award.



CHRIS FITZPATRICK – 2007

In the context of the Awards, excellence is about **reward and acknowledgement** for **consistently exceptional performance**. The meaning is really in the eyes of the beholder in the sense that it can recognise someone for any number of achievements, including a career of distinguished practice, exemplary conduct or high quality of work. For me, it's about **setting a higher standard of practice and continually reaching and exceeding that benchmark**.



CRISTINE CASTLE – 2003

Excellence, to me, means a combination of **setting goals**, having skills developed through training and having the **right attitude**. Acting with complete **integrity** is essential as is being **dedicated to success** and being **passionate** about the real estate industry. Your career must also inspire others; you should always be the best you can be and show strong leadership skills. **Become an expert**, be sincere and help others. Always ask yourself, what can I do to advance the real estate industry and agency practice? **Be a high achiever** for your clients and **motivate others**. Dedicate yourself to excellence and enjoy your real estate career.

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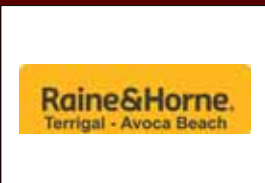


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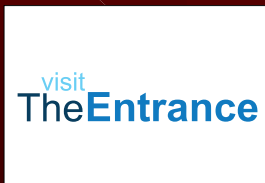


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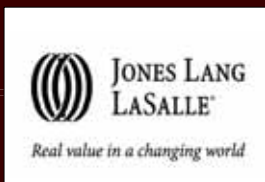


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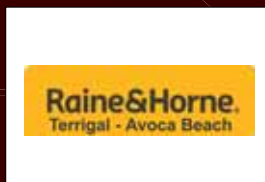
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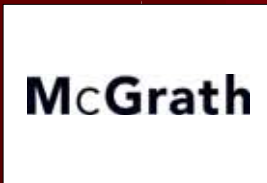


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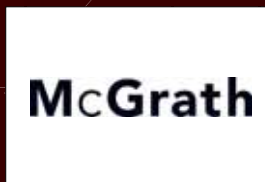
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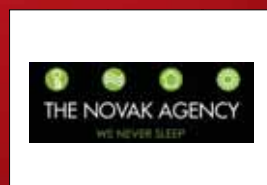
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# Urban Conversations: Triumph of the City

BY GIOVANNI CIRILLO

EXECUTIVE DIRECTOR – URBAN RENEWAL AND MAJOR SITES, DEPARTMENT OF PLANNING AND INFRASTRUCTURE

What plans are in place to ensure the distribution of Sydney's housing, jobs, infrastructure and transport are not left to chance?

Sydney is one of the world's great global cities. We are 4.2 million people and we enjoy a stunning natural environment with a vibrant culture and lifestyle. Our economy represents nearly 25 per cent of Australia's gross domestic product. At the same time, it needs to be recognised that Sydney has many challenges – both now and into the future.

Sydney's population is expected to rise by more than 1.4 million people by 2031. To support this growing population we will require 570,000 more homes to be built and 600,000 more jobs to be created.

It is widely acknowledged that, over the past decade, housing and infrastructure haven't kept pace with Sydney's growth, which has contributed to the housing affordability and transport problems that we're all familiar with.

## What does this mean?

Sydney is at a tipping point, where the urban form is evolving from a suburban model to a more urban model. We need to manage the transition with confidence.

Sydney needs a fresh approach to meet these challenges. In a city of Sydney's size, the NSW Government needs to plan for enough housing and jobs

of the right type in the right place, properly serviced by infrastructure and transport networks – these issues cannot be left to chance.

## Planning now for the future

The NSW Government, and in particular the Minister for Planning and Infrastructure Brad Hazzard, has challenged planners in NSW to reassess how we go about accommodating our growing population, backing that shift in thinking with a budget focused on delivering housing and better planning.

Throughout the year, the department will consult with communities, residents, businesses, workers, government and industry about what they want for Sydney to chart a new course for the future.

## Starting the conversation

As part of this important discussion, the department held its first Urban Conversations public forum in June. The first event in this series provided an opportunity for residents and the planning community to come together to talk about the future of the city, to reflect on our collective values and discuss a vision of Sydney's future.

The *Triumph of the City* forum brought together Harvard



Image courtesy of NSW Department of Planning and Infrastructure.

University's Professor Edward Glaeser — recognised as one of the world's leading urban economists — with some of Sydney's thought leaders in urban planning, to discuss fresh approaches to meeting Sydney's biggest challenges now and into the future.

### Strategy and vision

The framework for Sydney's growth — including how to plan for housing, employment, transport, infrastructure, the environment and open space — will be outlined in the NSW Government's new metropolitan strategy for Sydney, which is being developed.

We need an overarching vision to plan for short, medium and long-term improvements and to manage growth, change and opportunities in the future.

The new Metropolitan Strategy will outline the agreed government and community vision for Sydney in the next 20 years. It will also identify the other partners and actions needed to make that vision a reality.

The strategy will update the current Metropolitan Plan for Sydney and link it to the government's other long term plans — the Long Term Transport Master Plan and the State Infrastructure Strategy.

“  
**Sydney is at a tipping point, where the urban form is evolving from a suburban model to a more urban model. We need to manage the transition with confidence.**”

The public exhibition of a discussion paper during May and June was the first step in developing the strategy for how Sydney will grow to 2031. The feedback received from public submissions will inform the preparation of the new metropolitan strategy, which will be released later in the year for public comment.

### Urban activation

In another initiative, the recent 2012/13 NSW Budget included a new \$50 million program where the government will partner with local councils across the state to deliver much-needed new housing in key urban renewal areas.

The Urban Activation Precincts Support Scheme demonstrates an unprecedented level of commitment to linking land use and infrastructure delivery in a practical way.

The scheme will offer infrastructure support payments to councils, linked to increased housing supply in key urban areas that are close to jobs and transport. These payments will assist local councils to provide infrastructure needed to support population growth within Urban Activation Precincts including open space, roads, public spaces and community facilities.

Growth infrastructure plans will also be developed to identify where state infrastructure is needed to support growth. They will ensure coordination between housing production and infrastructure needs to avoid delays in the delivery of housing. They will also give certainty to councils and greater confidence to the property industry that it will be able to deliver the required housing.

The scheme will deliver a much-needed boost in planning for new housing in existing urban areas, while also complementing the work already being done by the NSW Government

to stimulate greenfield development opportunities.

We have been challenged to deliver new thinking about jobs, their location, their type and the coordination of infrastructure delivery.

The community's engagement with us on that journey will be essential to its delivery and success.

We encourage you to take the opportunity to join the conversation and help us to shape a vision for the future of our city. You can follow the progress of the new Metropolitan Strategy and be part of the conversation on Facebook ('like' Plan Sydney) or Twitter (@PlanSydney). ♦

## A SNAPSHOT OF SYDNEY IN 2031

- The city's population will have grown by 1.4 million people.
- A total of 570,000 more homes will be needed along with 600,000 more jobs to accommodate these people.

\* 900,000 Sydneysiders — or 16 per cent of the population — will be over the age of 65.



BY RENE SUGO

# VoIP myths busted

Know the facts before deciding if this technology is right for your agency.

With the National Broadband Network (NBN) on the horizon, there has been an increase in businesses looking to take the leap towards high-quality, feature-rich IP voice solutions, commonly called VoIP (Voice over Internet Protocol).

Instead of using a traditional landline, VoIP delivers calls over an internet connection and is a more affordable alternative with lower rental, negligible call costs and lower set-up fees.

Already, 21 per cent of Australian SMEs use a VoIP service, with many more aware of VoIP and considering moving to a VoIP system in the future, according to a recent Australian Communications and Media Authority (ACMA) survey.

However, as with any relatively new technology, there are a few myths and misconceptions that should be cleared up to help you decide whether VoIP is the best solution for your agency.

## MYTH: The savings are only between two similar VoIP systems

**FACT:** Software applications such as Skype, which allow users to make internet calls, helped popularise VoIP. It's no surprise then that many people believe that the savings from VoIP are only realised when calling between two similar VoIP systems.

Indeed, many VoIP providers offer free calls between users



on their service (particularly handy if you have agencies in multiple locations), but like any other phone system, VoIP allows you to call any number — landline, mobile or overseas. And, because calls go through your internet connection, they are often charged at much lower rates than traditional calls meaning you save more.

“Once you have the facts, VoIP isn't really as scary or complicated as you might think.”

These savings, combined with the flexibility and mobility of VoIP, will be especially evident if you have real estate agents who are constantly on the road and on their mobiles.

**TIP:** Most reliable VoIP providers have free apps for smartphones and PCs/Macs that let you use your business phone system while on the road to save on calls. Look for a provider that offers a 'call-back' or 'global access' service which will let you log in to your business phone account to make cheap calls wherever you are.

## MYTH: The voice quality is bad compared to traditional landlines

**FACT:** The main factor that affects voice quality is your

internet connection. VoIP typically requires at least a broadband connection (DSL, cable or ethernet). The bandwidth you have for VoIP is the key for voice quality. If you have a good internet connection, the voice quality can actually be better than a traditional landline.

## MYTH: The system is unreliable

**FACT:** The stability and reliability of the system depends largely on that of your broadband connection. VoIP technology has improved in leaps and bounds over the years and there are now more features available to ensure that you don't miss a call, such as voicemail, voicemail to email and call forwarding. For extra



peace of mind, most reliable VoIP providers offer service guarantees ensuring virtually no downtime.

#### MYTH: VoIP is not secure

**FACT:** VoIP is actually more secure than traditional systems where your voice goes by a 'clear channel' down the copper line. Anyone with basic equipment can listen in to a conversation on this line. VoIP, however, is encoded and modulated, making it more difficult to tap into your conversation.

**TIP:** As with all internet-based services, it is important to maintain network security with secure passwords, running anti-virus and anti-spy software.

#### MYTH: Changing providers means you lose your phone number

**FACT:** Keeping a consistent phone number is vital for your agency – it's on your business cards, brochures, website, outdoor advertising and even saved in your clients' and tenants' mobile phones. So it's understandable that you might

have some reservations about changing providers, however tempting the great VoIP call rates and other benefits might be.

But here's the good news. You can actually keep your number with some VoIP providers. By porting your current number into the cloud, you can easily transfer your existing number to your new provider. Even your 1300 and 1800 numbers can be ported, and reputable providers can give you additional landline or 1300 numbers as your agency grows.

Once you have the facts, VoIP isn't really as scary or complicated as you might think. Find a reliable provider that gives your agency the flexibility, features and simplicity it needs and you could cut up to 60 per cent off your communications costs. ♦

*Rene Sugo is the CEO of MyNetFone, provider of hosted voice and data communications services for residential, business and enterprise users. Visit [mynetfone.com.au/](http://mynetfone.com.au/) Business or call 1300 199 374.*

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STEPHEN FRANCIS

ROSS HEDDITCH

REINSW

  
**WOMEN**  
in real estate

KICK

UP

YOUR HEELS

## Women in Real Estate Conference

real women real inspiration real success

**Wednesday, 7 November 2012**

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**Be sure to save the date!**

To register online, please visit [www.reinsw.com.au](http://www.reinsw.com.au)

### DETAILS

**Date**

Wednesday, 7 November 2012

**Venue**

The Ivy Ballroom  
Building 2  
320 George Street, Sydney

**Time**

Registration 8.30am  
Conference 9.00am to 4.00pm  
Networking drinks 4.00pm to 6.00pm

**Cost**

**EARLY BIRD SPECIAL**  
*book before 7 October 2012*  
REINSW members \$295  
Non-members \$360\*

**STANDARD PRICE**  
*after 7 October 2012*

REINSW members \$340  
Non-members \$415\*  
*(all prices include GST)*

Includes food and refreshments throughout the day and networking drinks

**CPD Points**

12 (Learning category 2)

\* Non-members include staff of member firms who do not hold personal REINSW membership.

Featuring  
former  
Queensland Premier

**Anna  
Bligh**



BY GARY ADAMSON, LJ HOOKER  
STRATA MANAGEMENT - NSW

# Communication caution

Don't let minor owner conflicts give the wrong impression about the level of harmony in the strata scheme you manage.

On a daily basis, strata managers receive a range of communications from owners and Executive Committee members by phone, fax, post and email. The majority are requests for repairs, address by-law breaches and/or authorisations, and instructions from the committee.

However, in recent times there has been an increasing trend for proprietors and Executive Committee members to include the strata manager in their email exchanges. The details of these exchanges often document the deliberations of committee members moving toward a final decision on a matter. On many occasions, the content of these is less than flattering to other members of the committee and/or other proprietors.

As the strata manager, it is your responsibility to file any communications received by fax or email from strata clients. Some of these communications can easily be misinterpreted and provide a very different picture of the harmony (or lack thereof) of a strata scheme's residents and committee members than may be the case.

The problem with receiving these communications is that they are required to remain on file for the statutory five-year period and can, and often do, have a detrimental effect when

owners are trying to sell their property. Some of the content can easily give the impression to a prospective purchaser that owners are in constant conflict and they may lose interest in buying into a strata scheme once these types of communications become evident.

“  
For the benefit of all owners and committee members, you can suggest that they only send communications about genuine queries.”

For the benefit of all owners and committee members, you can suggest that they only send communications about genuine queries, the minutes of meetings for which decisions have been made and any instructions they may have. Any personal issues or disputes and deliberations on matters which may create the wrong impression to a prospective purchaser should be excluded from any correspondence to the strata management office. ♦





BY JET XAVIER

# Off to a great start

Starting out in real estate can be daunting. Here are 10 things you can do to set yourself up for a rewarding career.

## 1. Start with the end in mind

You need clear and specific goals for your career. It is important to have something to aim and strive for. Be clear about what you want out of your career and keep that in your sights. It will keep you on track.

## 2. Do the important things consistently every day

It is easy to waste time doing things that are not dollar productive and important. From the start, build dollar productive habits. Do these things over and over again. This builds discipline and momentum for success.

## 3. Get a mentor or coach

Attend training and invest in the tools you will need to build your skill set. You need to approach your career like a skilled tradesman or artist; always learning and growing and honing your craft. Decide to become your best from the start and it will pay off in the end. Remember, the better a person you become the more successful you will be.

## 4. Develop a winner's mindset

Remember your attitude and mindset will determine how well you perform. Your mindset

determines your behaviour and outcome so make sure it is right. Bad attitude equals bad performance. Great attitude equals a long-lasting, successful career.

## 5. Maintain your health

If you want to perform at the highest level then you will need to be healthy. Having the energy to keep going day after day consistently is paramount.

## 6. Learn to deal with disappointment

Disappointment is a part of life. However, in real estate it can be a daily occurrence unless you bulletproof yourself against it. Understand there will be awesome days and challenging days. Build optimism and always focus on the upside.

## 7. Control your emotions

Real estate is an emotional rollercoaster. Learn to be proactive in situations and not reactive. Do not sweat the small stuff. Keep your eye on the big picture and practise managing your emotions.

## 8. Make friends for life

Build an effective database



of people. From the day you start in real estate, anybody you know or meet is a potential client or knows somebody who could be. People are the lifeblood of your business. Get yourself a good database system, put anyone you ever meet in there and stay in touch. Do this from the start and you could potentially develop a 70 per cent referral business.

## 9. Have fun

Don't take it all too seriously. There is more to life than just real estate. Create balance in your life and enjoy the ride.

## 10. Do not give up

Too many new agents start out with stars in their eyes, lay the wrong platform for success and give up too early. Real estate is a race to the end and if you do it right, it has the potential to set you up for life. It takes up to three years to build a successful business, so sit down, buckle up and hang on for one of the best experiences of your life. ♦

*Jet is one of Australia's leading mindset coaches for real estate professionals. Visit [realestatesalesuccess.com.au](http://realestatesalesuccess.com.au)*

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

# Scammer's rental rip off

Be alert and vigilant to protect yourself from a scam.

Anyone can be the target of a scam, but by becoming aware of the threat you can protect yourself and your agency from becoming a victim.

REINSW is urging agents to be alert after a number of members have reported being the target of unscrupulous individuals.

In one instance, a property manager was contacted by a 'landlord' who requested the agency take over their self-managed tenanted property.

The property was not inspected as the landlord claimed they were overseas. A managing agency agreement was signed using scanned documents and email. It was finalised in the last week of the month.



**In most instances, insurance will not cover any money lost as the result of a scam.**

The landlord said the tenants' rent was due at the end of the month and they would pay it at that time. The tenant brought in a personal cheque the day before end of month disbursements were done. The cheque was banked to ensure the new landlord was paid on time. The landlord's funds were disbursed at end



of month and four days later the rent cheque bounced.

Since that time the agency has been unable to make contact with either the landlord or tenant. The trust account is now more than \$5000 in deficit.

In most instances, insurance will not cover any money lost as the result of a scam. The third annual *Targeting Scams Report*, released by the Australian Competition and Consumer Commission, shows business lost more

than \$85.6 million in 2011, a 35 per cent increase from the previous year.

The ACCC received more than 83,000 reports or enquiries about scams in 2011, almost double the 2010 figure.

NSW Fair Trading has also recently issued a number of warnings about scammers who claim to represent NSW Fair Trading. The scammers tell the consumer they are owed funds, but in order to receive that payment they request money be

## THE ACCC'S TIPS FOR AVOIDING SCAMS

- Make sure staff who process invoices or answer telephone calls are aware of scams as they are often the first point of contact for scammers.
- Never give out or clarify any information about your business unless you know what the information will be used for.
- Have clearly defined procedures for the verification, payment and management of accounts and invoices as an effective defence against scams.

transferred into an account for administrative purposes. The scammer then pockets this money.

If you have lost money as the result of a scam you should contact NSW Police on 13 14 44. ♦

*For details on scams or to report a scam visit [fairtrading.nsw.gov.au](http://fairtrading.nsw.gov.au) or [scamwatch.gov.au](http://scamwatch.gov.au), follow @scamwatch\_gov on Twitter or download a free Scam Buster app from the NSW Fair Trading website.*

# Overseas investment magnet

Australia is popular for investors outside the region, new research shows.

Australia was the third most active investment market in Asia Pacific in the year to 30 June 2012 and was the most popular port of call for investors from outside the region, figures released by CBRE show.

CBRE's Head of Asia Pacific Research Dr Nick Axford said Japan had been the most active investment market in the region during this period, with US\$13.6 billion in turnover, but remained a difficult market for foreign investors to target.

China was the second most active market with transactions of standing investments (excluding a large volume of land sales) totalling US\$11.8 billion.

China was also the largest market in the region for cross-border acquisitions, although a third of this was due to purchases by Hong Kong-based investors.

Australia saw a turnover of US\$10.8 billion, making it

the third most active market in the region.

"What's notable is that if you exclude flows of capital between Hong Kong and China, Australia has been the most popular cross-border market in Asia Pacific over the last 12 months," Dr Axford said.

"Despite the perceived currency risk and high cost of finance, Australia is seen as attractive. This is largely

because it is a mature, transparent, liquid real estate market with relatively healthy economic prospects and high property yields compared with the rest of the world."

However, after a steady but sustained improvement in investment confidence and activity globally, Dr Axford said there had been a tailing off during 2012, which coincided with a general weakening in tenant demand and a moderation in office rents. ♦

## Exclusive REINSW Member Benefits

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

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- ✓ Samsung Galaxy S II **\$99**
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OCTOBER 2012

MON	TUE	WED	THU	FRI	SAT	SUN
1 LABOUR DAY PUBLIC HOLIDAY	2	3	4 INNER WEST Novice Auctioneers Competition SYDNEY CPD Commercial (9.30am-4.30pm)	5 SYDNEY CPD WHS for Property Managers – In Practice (9.30am-1.30pm)	6	7
8	9	10	11	12	13 	14
SYDNEY Certificate of Registration Course (full time) - 4 days (9.00am-5.00pm)			CANBERRA CPD Property management fundamentals (9.00am-4.00pm)	SYDNEY Residential Sales Forum (3.00pm-5.00pm)	SYDNEY CPD The A-B-C of Compliance (9.30am-1.30pm)	INVERELL CPD Country (9.00am-3.30pm)
WEBINAR Compliance essentials (2.30pm-3.30pm)	NEPEAN, HAWKESBURY, BLUE MOUNTAINS Novice Auctioneers Competition	SYDNEY Young Agents Q&A with Charles Tarbey (6.00pm-8.00pm)				
15	16	17	18	19	20	21
SYDNEY Certificate of Registration Course (part time) - commences (9.00am-5.00pm)		BATEMANS BAY CPD WHS & risk management for holiday letting agents (10.30am-2.30pm)	SYDNEY CPD Prepare for selling like never before (9.30am-1.30pm)			
SYDNEY CPD Commercial Toolbox (9.30am-4.30pm)	TAMWORTH CPD The D-E-F of Compliance (9.00am-1.00pm)	SYDNEY CPD The D-E-F of Compliance (9.30am-1.30pm)	SUTHERLAND CPD An agent's guide to tax and property investment (9.30am-1.30pm)			
		NORTH WEST Novice Auctioneers Competition				
22	23	24	25 WEBINAR Create a stand out marketing campaign (10.00am-11.00am)	26	27	28
	DUBBO CPD The A-B-C of Compliance (9.00am-1.00pm)	SYDNEY Real Estate Licensing Course (commences) - 3 days per week for 8 weeks (9.30am-4.30pm)				
	RIVERINA Novice Auctioneers Competition	SYDNEY Certificate of Registration Course (part time) - concludes (9.00am-5.00pm)	SYDNEY CPD An agent's guide to tax and property investment (9.30am-1.30pm)			
		ORANGE CPD The A-B-C of Compliance (9.00am-1.00pm)	BATHURST CPD The A-B-C of Compliance (9.00am-1.00pm)			
			SYDNEY CPD Manage your property management workplace (9.30am-1.30pm)			
29	30	31	NOV 1	2		
SYDNEY Certificate of Registration Course (full time) - 4 days (9.00am-5.00pm)						
SYDNEY CPD Creating impact and influence (9.30am-1.30pm)	THE ENTRANCE CPD Prepare for selling like never before (9.00am-1.00pm)	SYDNEY Real Estate Licensing Course (continues) - 3 days per week for 8 weeks (9.30am-4.30pm)				
		PORT MACQUARIE CPD WHS & risk management for holiday letting agents (10.30am-2.30pm)				



# NOVEMBER 2012

MON	TUE	WED	THU	FRI	SAT	SUN
			1	2	3	4
<ul style="list-style-type: none"> <li><span style="color: red;">■</span> CPD workshops – go to <a href="http://www.reinsw.com.au">www.reinsw.com.au</a> for course descriptions and prices</li> <li><span style="color: blue;">■</span> Certificate of Registration Course (Real Estate) (full and part time as indicated)</li> <li><span style="color: green;">■</span> Licensing Course</li> <li><span style="color: orange;">■</span> Forums and Divisional meetings</li> <li><span style="color: purple;">■</span> Novice Auctioneers Competitions</li> <li><span style="color: brown;">■</span> Webinar</li> </ul>				<b>SYDNEY CPD</b> Prepare for selling like never before (9.30am-1.30pm)	<b>SYDNEY</b> Certificate of Registration Course (part time) commences (9.00am-5.00pm)	
5	6	7	8	9	10	11
	MELBOURNE CUP	<b>SYDNEY</b> Real Estate Licensing Course (3 days per week for 8 weeks) continues (9.30am-4.30pm)			<b>SYDNEY</b> Certificate of Registration Course (part time) continues (9.00am-5.00pm)	
			<b>SYDNEY CPD</b> An agent's guide to tax and property investment (9.30am-1.30pm)	<b>PARRAMATTA CPD</b> Creating impact and influence (9.00am-1.00pm)		
12	13	14	15	16	17	18
<b>SYDNEY</b> Certificate of Registration Course (full time) – 4 days (9.00am-5.00pm)				<b>WEBINAR</b> The professional receptionist (2.30pm-3.30pm)	<b>SYDNEY</b> Certificate of Registration Course (part time) continues (9.00am-5.00pm)	
<b>PARRAMATTA</b> Property Management Forum (3.00pm-5.00pm)	<b>COFFS HARBOUR CPD</b> The A-B-C of Compliance (9.00am-1.00pm)	<b>SYDNEY</b> Real Estate Licensing Course (3 days per week for 8 weeks) continues (9.30am-4.30pm)				
<b>SYDNEY CPD</b> The D-E-F of Compliance (9.30am-1.30pm)		<b>ARMIDALE CPD</b> The A-B-C of Compliance (9.00am-1.00pm)	<b>PORT MACQUARIE CPD</b> The A-B-C of Compliance (9.00am-1.00pm)			
19	20	21	22	23	24	25
	<b>BOWRAL CPD</b> The D-E-F of Compliance (9.00am-1.00pm)	<b>SYDNEY</b> Real Estate Licensing Course (3 days per week for 8 weeks) continues (9.30am-4.30pm)			<b>SYDNEY</b> Certificate of Registration Course (part time) concludes (9.00am-5.00pm)	
		<b>SYDNEY CPD</b> Buyers Agents (1.00pm-5.00pm)	<b>SYDNEY CPD</b> The A-B-C of Compliance (9.30am-1.30pm)	<b>CANBERRA CPD</b> Effective Tribunal preparation (9.00am-1.00pm)		
		<b>TAMWORTH CPD</b> Maximise your new management success rate (9.00am-1.00pm)	<b>WOLLONGONG CPD</b> The D-E-F of Compliance (9.00am-1.00pm)	<b>SYDNEY CPD</b> WHS for Strata Managers – Legislation overview (9.30am-1.30pm)		
		<b>NOWRA CPD</b> The D-E-F of Compliance (9.00am-1.00pm)				
26	27	28	29	30	<b>WANT TO KNOW MORE?</b> You can find out more about all of our courses by visiting <a href="http://www.reinsw.com.au">www.reinsw.com.au</a> Click on Course Schedule in the Training menu.	
<b>CANBERRA</b> REIACT Certificate of Registration Course - 5 days (9.00am-5.00pm)						
<b>SYDNEY</b> Certificate of Registration Course (full time) – 4 days (9.00am-5.00pm)				<b>STATE FINAL</b> Novice Auctioneers Competition		
<b>WEBINAR</b> Compliance essentials (10.00am-11.00am)	<b>SYDNEY CPD</b> Maximise your new management success rate (9.30am-1.30pm)	<b>SYDNEY</b> Real Estate Licensing Course (3 days per week for 8 weeks) continues (9.30am-4.30pm)				
		<b>SYDNEY</b> Breakfast Club (7.30am-9.30am)				

## MEMBER PROFILE: DAVID EASTON



Starting his own agency was easier for David Easton knowing he had the support of REINSW membership.

Starting out in real estate when he finished school, David had already notched up five years' experience in the industry before he decided to open his own agency.

David said he had experienced REINSW support and services through his previous employment, so becoming a member was a top priority for David.

"Joining REINSW was one of the first things I did when I started my agency," he said.

"At my previous agency, we called the Member Helpline a lot and I found it was

so useful, the people you spoke to knew everything about what you were asking."

David's agency, Jacaranda Rentals, specialises in property management — an area of the industry he finds rewarding.

"I really think agencies that specialise in property management and focus on great service are going to be a big growth area in real estate."

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

## NEW MEMBERS

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Gai Williams, Managing Director

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- TRA assists in the legal protection of the property managers and principals against litigation from Owners and tenants.
- TRA supplies Certificates of proof in the event of insurance or legal claims.
- TRA has a debt collection service for all areas within real estate.
- TRA provides a legally safe environment for clients.
- TRA is used by all industries i.e. Banks, Utility, Insurance, Finance Companies, Institutions and large accounting firms etc.
- TRA can audit trail all searches in the event of misuse and trace back to the computer used, therefore protecting both principals and property managers.
- TRA has a 60 page document on every aspect of our business showing compliance to the new privacy principles, completed by our barrister and solicitors.
- TRA abides by "Property, Stock and Business Agents Amendments (Tenant Databases) Regulation 2004".

# R&W Balmain wins iPad

Choosing a new way to pay has proved to be a windfall for one member.

REINSW has been encouraging its members to pay their membership fees monthly as a great way of smoothing cash flow.

To add a bit of fun to this, we ran a prize draw where every member agency that chose to pay monthly had the chance to win an iPad.

The lucky member who won the prize draw was Mike Fraser from R&W Balmain. Mike and his office have been REINSW

members for 27 years, so it was great to see such a loyal member win the iPad.

Mike is well known within the R&W network as a hard-working agent who is keen to stay up to date with all the latest ideas and technology, so the iPad should help him to do just that.

RIGHT: Mike (centre) is pictured celebrating outside his R&W Balmain office with (from left) REINSW CEO Tim McKibbin and R&W Executive Director Andrew Cocks.



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#### Residential vacancy rate — compiled by Insightrix on behalf of REINSW

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

#### 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
22/07	310	\$129.07	62%	55	129	8	107
15/07	272	\$102.30	63%	43	117	12	87
08/07	335	\$111.83	59%	55	136	7	119
01/07	435	\$147.70	59%	51	189	15	160
24/06	447	\$183.40	60%	75	175	18	148
17/06	485	\$200.41	62%	94	193	16	143
10/06	298	\$110.64	62%	53	118	14	94
02/06	465	\$176.77	59%	81	178	16	162
27/05	502	\$191.98	60%	97	191	12	166
20/05	485	\$209.75	62%	84	209	10	140
13/05	432	\$192.74	64%	81	180	15	132
06/05	437	\$180.58	62%	60	200	12	149

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# Agents' show of support

Members from LJ Hooker Castle Hill get creative in aid of breast cancer research and treatment.

It's not every day that real estate agents get to let their inner artists run wild, so when staff at LJ Hooker Castle Hill were invited to get crafty for charity they jumped at the exciting — albeit unusual — opportunity.

The agency was among a number of local businesses that each decorated a bra for the Cancer Council's annual Pink Ribbon Day fundraiser, raising money for breast cancer research.

The Bubbles 4 Breast Cancer fundraiser was held in 2011 at the Castle Hill RSL and received support from local businesses and community groups, with many donating money and decorated bras for display.

“It's just so important that these kinds of events are promoted and helped by local businesses.”

Last year the agents put their own spin on the design, taking inspiration from something very close to their hearts – real estate. In 2012, everyone is



The bra LJ Hooker Castle Hill agents decorated for last year's fundraising event.

keen to let their creative juices flow again as they gear up for the event, held next month at the Castle Hill RSL.

Licensee-in-charge Greg Petrin said it was great to see staff working together to support such a great event.

“It's important for us to support our local community, not only because we are a part of the community but also because many charities like the Cancer Council are dependent on business participation to carry out their good work,” he said.

“My mother suffered from breast cancer, so it's a cause that I am very happy to support. It's just so important that these kinds of events

are promoted and helped by local businesses.”

Cancer Council Australia's Pink Ribbon Day aims to increase awareness about breast cancer, as well as raise funds for research, early detection and patient support programs.

Pink Ribbon Day will be held on Monday, 22 October 2012. ♦

**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'.  
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