

# Journal

APR 2014  
VOL 65/04



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Our experts discuss marketing strategies and platforms: (L to R) Barry Johnston (Balmoral Partners), Kit Bashford (Raine & Horne), Peter Hanscomb (Belle Property), Jenie Cranston (CBRE) and Reece Coleman (BHR Estate Agents).

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# Time for a change

I have been pondering the state and federal taxation systems for some time. It is clear they are holding back New South Wales and the Australian economy as a whole, and now is the time to have a sensible debate in regard to this issue.

State taxes disproportionately burden property transactions and dealings, and payroll tax is a disincentive to employment.

Every level of government taxes property. Local government has developer contributions and council rates, the state government has stamp duty and land tax, while the federal government has the Goods and Services Tax (GST).

There is clearly an uneven playing field when it comes to property transactions. Stamp duties on many other transactions were abolished as part of the introduction of the GST in 2000. The share market, for example, has no equivalent stamp duty as is the case with property.

## Unfair contribution

As I am sure you can all recognise, for too long the state government has profited from property consumers simply trying to put a roof over their heads. In the last financial year the Sydney housing market rescued the NSW Government's budget, allowing it to creep back into surplus.

At a national level there is no uniformity between the individual state tax systems and accordingly, when doing business over borders this adds to the compliance costs.

Because of the complexity of the state tax laws our tribunals and courts are consumed

with unnecessary litigation that is not only intrusive but benefits no one.

## What can be done?

I constantly hear talk about reducing red tape and government waste. Abolishing all state taxes will mean that industry and commerce's compliance costs, and the public servants administering and supporting the bureaucracy in this area, vanish. Those savings alone should be inspiration enough.

The loss of revenue from these discriminatory and inefficient state taxes could be replaced by expanding the capture of the GST. Some may argue that the GST was sold to us on the basis that these taxes were going to be phased out anyway, but that is another story!

This may seem audacious, though in my view it is not; it is very sensible and has precedent in other jurisdictions. The GST is broad based and does not as a consequence influence asset acquisition between classes.

Reviewing taxation and creating a better and fairer tax system is high on our agenda during 2014. We will lobby government fiercely with a view to abolishing these unnecessary taxes.



**Tim McKibbin**  
REINSW CEO

## BEHIND THE SCENES



### ↑ FAIR TRADING

REINSW CEO Tim McKibbin joined President Malcolm Gunning (left), member Don Nott and Deputy President John Cunningham (right) and met with NSW Fair Trading Minister Stuart Ayres (centre) this month. On the agenda were education in the industry, management for dispute resolutions, swimming pools, electronic signatures and partial self-regulation – an issue REINSW continues to push hard on.



### ↑ CHANNEL 9

Finance journalist Ross Greenwood (left) discussed the pause in the housing market with Malcolm Gunning for 9 News. The interview followed the release of the RP Data Rismark February Home Value Index results, which revealed that dwelling values across the combined capital cities recorded no change in February.



### ↑ RBA

Mr McKibbin also met with the Reserve Bank of Australia this month to discuss market trends and REINSW's own *Property Profile*, a quarterly analysis of the property market in NSW.



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# TOP TIPS OF THE MONTH

## The top three reasons to attend the 2014 REINSW Roadshow.

Members have 21 opportunities to come along to the Roadshow as it snakes across NSW in May and June.

Here are our top three reasons to come along to this year's event:

### 1. Hear from industry experts

REINSW will bring together key industry speakers for the first time to talk about the big changes in their sectors.

This includes:

- Real Estate Employers Federation (NSW)
- NSW Civil and Administrative Tribunal (formerly CTTT)
- NSW Fair Trading
- Office of State Revenue.

### 2. Earn CPD points

Agents who attend the four-hour Industry Update session will earn 12 CPD points.

### 3. Have your say

Take the opportunity to hear from REINSW CEO Tim McKibbin about REINSW's ongoing lobbying work and put your burning questions to him in person.

## REINSW champions professional standards

REINSW has called for greater professionalism in the real estate industry, following a spate of trust account fraud cases in the state.

Deputy President John Cunningham said that REINSW has approached the NSW Government with a raft of changes in the hope of improving standards across the industry.

"The removal of individuals who have breached not only their legal obligations but their professional obligations is high on REINSW's agenda," Mr Cunningham said.

"While we will never stamp out fraudulent conduct completely, our co-regulation model, working with Government, will vastly improve the conduct of real estate agents and deliver on consumer expectations for the profession."

### Preventative measures

Under the proposal, REINSW is hoping to work with NSW Fair Trading on preventative measures to proactively address issues before they become bigger problems.

"NSW Fair Trading with its recourse is only able to become involved in the conduct of agents when they have transgressed. REINSW wants to become involved in conduct issues before they become a problem," Mr Cunningham said.

He added that REINSW is committed to dramatically increasing entry-level education standards and to the continued development of real estate professionals,

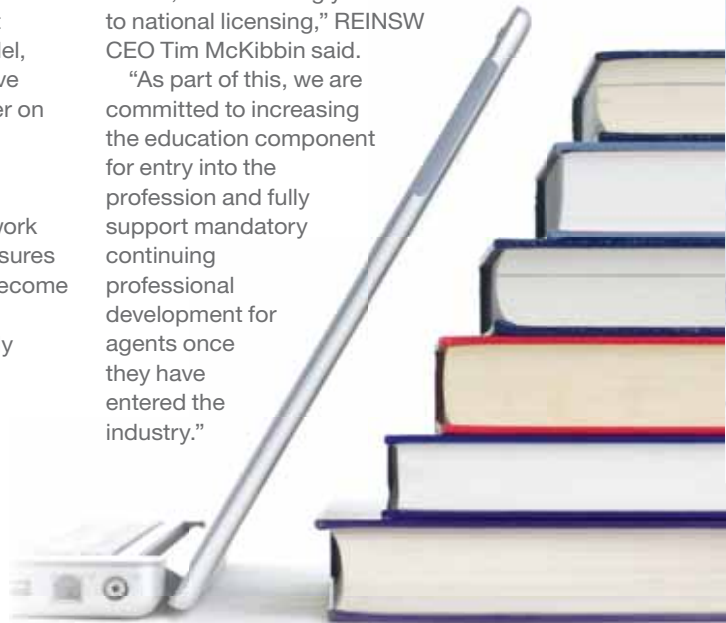
a topic that was widely debated in relation to national licensing.

### Education standards

Since the abandonment of the proposed National Occupational Licensing Scheme (NOLS) reform in December 2013, REINSW has continued its campaign for higher education standards for property professionals.

"Although we were opposed to the NOLS model, we are strongly committed to national licensing," REINSW CEO Tim McKibbin said.

"As part of this, we are committed to increasing the education component for entry into the profession and fully support mandatory continuing professional development for agents once they have entered the industry."



## Enrol tenants in free smoke alarm reminder service



Property managers are encouraged to take advantage of a new free service that alerts tenants to test the smoke alarms in their properties.

Alarmreminders.com.au offers a free service to tenants to remind them by email and/or text message to check their smoke alarms.

Property managers are reliant on tenants to alert them to any issues with the smoke alarm in the property. However, too often alarms are not regularly tested and replacement alarms are not requested.

Alarmreminders.com.au can provide property managers with a form for tenants to sign, which lets them enrol tenants in the scheme so they receive the alerts.

Property managers are also invited to contact existing tenants about enrolling them in the scheme. The company can also provide a communication template for this scenario, too.

To find out more about the free service visit [alarmreminders.com.au](http://alarmreminders.com.au)

# Pool certificate bottleneck expected

REINSW members have been urged to advise their vendors and landlords to obtain pool certificates sooner rather than later in order to avoid delays as the deadline approaches.

REINSW is urging members to encourage their vendors and landlords to apply for pool certificates where required, as concerns have been raised that there are not enough qualified inspectors to meet the expected demand for certificates when new legislation comes into force this month.

## Into force

From 29 April 2014 property owners with a swimming pool or spa pool (as defined by the *Swimming Pools Act 1992* (NSW)) will be required to register their pool and produce a certificate of compliance before they can sell or lease their property. These requirements are due to the introduction of the *Swimming Pools Amendment Act 2012* (NSW).

## Raising the issue

REINSW was prompted to make the announcement after the issue was raised by Swimming Pool and Spa Alliance CEO Mr Spiros Dassakis and Tru Pool Director Mr Robert Guthrie in a meeting with REINSW CEO Tim McKibbin.

In February, Mr McKibbin addressed the issue in a letter to Minister for Local Government Don Page. He asked Mr Page to review whether there is enough capacity to meet the impending demand for certificates and to consider whether transitional procedures are required as part of the introduction of the legislation. REINSW has now received feedback from the Minister.

"We've now had a response from the Minister and I didn't gain a lot of comfort from what he had to say," Mr McKibbin said.

"I still hold grave concerns as to whether or not the market, and specifically councils and other providers of these certificates, can respond," Mr McKibbin said.

"Unfortunately, I'm predicting that we are going to see issues in leasing and selling properties with pools as of 29 April 2014 onwards.

"The information that I have received from practitioners who have requested the certificates, even as of now, has led me to believe that the turnaround time is quite slow," Mr McKibbin said.

## REINSW recommendation

Mr McKibbin told the *Journal* that he expected a "bottleneck" to occur in the weeks post 29 April 2014, as vendors and landlords scramble to obtain certificates for their pools. He urged REINSW members who will be selling or leasing properties with a pool in the next 12 months to start systematically contacting vendors and landlords to encourage them to apply for pool certificates for their properties.

"If a vendor or landlord has a property that has a pool and it is likely to be leased or sold in the immediate future, then it may be wise to encourage them to go and get a certificate now before the demand peaks post 29 April 2014," Mr McKibbin said. "These certificates have a three-year life."

## What does the certificate mean?

A certificate of compliance certifies that the pool and pool barrier meet the relevant safety requirements. They must be held by owners of standalone properties, or in the case of strata or community title schemes, the Owners' Corporation or community association (as the case may be) should

arrange for the pool to be inspected and obtain the certificate of compliance or occupation certificate.

Individual lot owners may access the certificate of compliance through the Swimming Pool Register website or their strata manager may hold the certificate on behalf of the Owners' Corporation and may make it available when required.

Failure by the pool owner to register a pool attracts a fine of \$220 but, in the event an inspector refers the matter to court, a fine of up to \$2200 may be imposed. In addition, failure to comply with pool safety requirements may attract a fine of \$550, although a fine of up to \$5500 may be imposed.

For more information, visit [swimmingpoolregister.nsw.gov.au](http://swimmingpoolregister.nsw.gov.au). ♦

## WHO SHOULD APPLY FOR A CERTIFICATE?

The new laws will apply to swimming pools or spa pools that are capable of being filled to a depth of 300mm. These include:

- Private houses
- Townhouses
- Units (both strata and community schemes)
- Moveable dwellings
- Hotels, motels, serviced apartments, backpackers' accommodation
- Homestay and farm stay, bed and breakfasts and other tourist and visitor accommodation (other than camping grounds, caravan parks and eco-tourist facilities).

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# UP TO STANDARD

REINSW President Malcolm Gunning discusses education standards in the industry after REINSW made a rallying call for greater professionalism.



Agents need to invest more than just a few days of their time to become professionals, argues Malcolm Gunning.

Some recent trust account fraud cases have caused REINSW to come out and discuss industry standards this month. The topic is one that has been high on our priority list for a while.

If someone has a predisposition to dishonesty, then there's little that can be done. However, REINSW's biggest concern is ignorance.

To run a successful real estate business you need more than a few weeks' training. You need to understand your responsibilities. I wonder how many agents have read the *Property, Stock and Business Agents Act 2002* (NSW) that governs our profession? I bet not as many as you'd think!

## Partial self-regulation

REINSW is advocating that we partner with the NSW Fair Trading to share responsibility for regulating the real estate profession. Prevention is better than cure, after all.

I think there are far too many people who don't respect the industry they are in. That's why we sometimes see people taking money out of trust accounts.

If you are not competent in accounting or general office procedure, then you are going to have difficulty in running a real estate office. A real estate office today is not just about selling real estate. When you are registered as a licensed agent you are then a stakeholder in the deal and it's up to you to keep records of said deal.

What often happens is a successful salesperson says, 'I'm sick of

working for my boss, I'm going to go out and work for myself'. Often they have no experience in the back of office. That's the issue.

If you ever get hauled into court, you've got to be able to keep records and show an audit trail. A lot of the agents have no idea. You could be a licensed agent with three or four sheets in your file. That's not good enough. Does a licensing course teach you that? Not necessarily.

## Real Estate Essentials

In most other professional industries, you spend three to four years full time at university, and you come in with very strong respect and understanding of the role and its responsibilities. When you enter the real estate industry, you come in with a very basic knowledge. Getting your Real Estate Licence in a matter of weeks doesn't qualify you to be a good real estate agent. There has been little intellectual capital invested in the process.

The level of training that is mandated by the government to enter the profession is woefully inadequate. This translates into a lack of respect by many of our profession.

REINSW has created a new series of courses called the Real Estate Essentials series. The series has been designed with the needs of property professionals in mind, offering a more targeted and rich learning experience to encourage more agents to commit to ongoing development. Offered in a series of three to five day standalone courses, agents can learn about what they want at their own pace and earn CPD points along with way. I encourage you to go online and find out more by visiting [reinsw.com.au](http://reinsw.com.au) ♦

## NEW BOARD APPOINTMENT



**BARRY JOHNSTON**  
Managing Director at  
Balmoral Partners

Barry has been a specialist in the commercial property sector for more than 25

years and currently holds the position of Managing Director of boutique commercial group Balmoral Partners in Sydney. He has been appointed to the Board for his expertise in the commercial field.

### Why should agents join REINSW?

It was not until I became more involved with REINSW that I actually realised how much they do. REINSW not only gives agents support, but also a voice in our industry.

### Why is the REINSW still relevant to agents today?

Change is happening more rapidly than ever. To survive and prosper we need to align ourselves with an organisation that is prepared to provide support, education and leadership in dealing with the issues and challenges that arise. I believe that REINSW is that organisation for agents and the more I have to do with it, the more I feel that way.

### What do you hope to bring to the Board?

There are some highly talented and dedicated agents in our industry. There are some very good ideas out there and I believe that given a common purpose, we can all work together to achieve these goals. I will endeavour to help facilitate this, as collectively we can all make a difference.



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# Q. Should you be friends with your clients?

The *Journal* asks REINSW members which side they fall on.

## “YES”



**SCOTT AGETT**  
Principal at  
Belle Property  
Surry Hills

On many occasions over my career in the industry I have helped friends purchase property. Sometimes that involves locating the property for them and often it involves negotiating the deal through another agency or our own business.

Good communication is the key every time. I take it that my friends trust me, so my dialogue is clear and concise. I always talk about what their options may be for both sides of the equation, playing a ‘devil’s advocate’ role so they understand all scenarios before committing.

### Paying it forward

At one stage in the final quarter of 2013 I was running eight campaigns simultaneously, six of which were for friends of mine. That has never occurred before and it came about purely by chance. It shows the strength of networking with a wide group of acquaintances. It was a reflection of the time I had put in over the years where I’d offered my advice without charge. I’ve heard this called ‘paying it forward’.

### Making a difference

It’s rewarding when you can enjoy a meal or coffee together and really know you made a difference for someone you care about. For me, personally, that is even more special than helping a client you met one week and acted for a week later. Others will disagree with me and say a deal is a deal; I think differently as I feel the emotional connection to a sale is stronger when you know the people involved on a personal level.

As with anything in life, good relationships take time. A true friend will offer advice without expecting anything in return. If your friends are selling out of your area, sure, help them out with your advice. Help them research who should handle their sale, what they should be paying for in commission and how best to market the property.

So get out there and network with your friends as they can be a great source of income for your business and ensure you enjoy your job long into the future.

## “NO”



**ANTHONY FALAS**  
Project Sales  
Manager at  
Crown Group

A good agent and buyer relationship goes beyond friendship. Yes, I cover many things a close friend would in my conversations with clients, such as their preferred areas to live, lifestyle interests and plans for the future. However, clients often share details they might not tell their friends, such as their income and family plans or even whether it is important for them to live close to a hospital or good school.

### Emotional involvement

Often friends can be swayed by their own emotions when giving advice, especially those who have known you for a long time, but I pride myself on providing consistent advice and information to my clients.

A client comes in to see you not because they are looking for friendship, but because they are looking to someone to attend to their property needs. My priority is to meet those needs in the first instance. If a friendship is formed out of this because we share common interests, follow the same sporting teams etc, then it is a win-win situation.

### Information overload

When talking to clients, I tell them the facts and give them information to make their own informed property decision, as I would if a friend had some questions or was in the market to buy.

While I admit I have become friends with some past purchasers and I have also had long-time friends who later purchased properties with me and became a client, my relationship with clients is in the first instance a good business relationship.

There are definite commonalities between friendships and business relationships like trust and honesty, but I think trying to establish a friendship without attending to your vendors’ needs would be negligent.

In this job a good agent must earn a client’s respect, build a strong rapport and find out a lot of information in a short period of time – this usually means we have to ask a lot of questions.



**NEXT MONTH  
WE ASK:  
Q. IS REAL  
ESTATE A  
CAREER  
FOR LIFE?**

# Cool operator

Damien Cooley set out on his own in 2003 to launch Cooley Auctions and hasn't looked back since, he tells the *Journal*.

My career in real estate originally began at Elders Randwick as a property manager in April 1999. The following year a friend of mine suggested I enter the REINSW Novice Auctioneers Competition and remarkably I won without any experience.

From there I moved to McGrath, where I was still a property manager but also an auctioneer. As a result I saw a need for good quality, young auctioneers outside of major real estate groups. After working with McGrath, I started Cooley Auctions in 2003, at the age of 23, with a vision of putting together the best auctioneering team in Australia.

## A passion not a profession

What I love most about auctioneering and my own business is having a positive impact on people's lives. I have a passion for the property industry and thrive on watching people make money out of property, whether it is the landlords, renovators or developers. Being a part of this industry gives you the chance to meet great people and go on many different journeys with them. I see so many properties go through renovation from start to finish and being a part of their financial gain is a true reward.

Dealing with personalities and expectations is something that also comes with the job

and the number of people you deal with day to day. It can sometimes be a challenge to please everyone and meet every expectation, but it's a challenge we're all up for and enjoy taking on.

“It can sometimes be a challenge to please everyone and meet every expectation, but it's a challenge we're all up for and enjoy taking on.”

## Award winning

The Cooley Auctions team and myself are dedicated to constantly bettering ourselves to provide a young, fresh and unique auctioneering company. Over the course of a decade of having my own business, I've entered many competitions and won the Auctioneering category of REINSW Awards for Excellence twice. I also hold the Australian record for the highest sale of a single dwelling home sold at auction, located at 93 Victoria Road, Bellevue Hill, selling for \$23 million. ♦



## BE THE BEST AUCTIONEER

### Be hungry for success

My advice to those who want to start their own business is to be hungry for success and know your “why”. Know why you're doing it; why you want to be an auctioneer. Most people want to be an auctioneer for the wrong reasons; they think it's a business for quick, easy money, but it's your drive, passion and innovation that will make you succeed.

### Choosing the right team

One of my biggest achievements is having such a great team of 12 auctioneers that constantly delivers professionally executed auctions, present and speak like a Cooley Auctioneer and provide the same quality every time. Last year was our biggest year on record and it is all thanks to a brilliant team.

### A winning attitude

To have a successful business, you and your team need to have a “winning” attitude but at the same time accept when you don't win and take it as a learning curve, adjusting your attitude for next time and learning from your mistakes.

### Marketing and media

Our marketing and media exposure is phenomenal and stands out from our competitors. A business needs to be innovative to separate from the rest. A business that stands out is desirable to others. We value any time we are able to get our brand into newspapers, on radio or on TV – whether it be a segment on the news or auctioneering for the fifth time on *The Block*. All of this coverage adds to the reputation of Cooley Auctions and our auctioneers.

### Focus on the simple things

Concentrate on the simple things in your business by providing an outstanding auction performance for a client; and aim to establish a goal pattern, values and maintain a good relationship.

# Your questions answered

The *Journal* puts your questions to key industry experts. This month, we talk to Office of State Revenue Principal Advisor Ian Phillips.

## Q. When does an employee become a contractor in the eyes of the law?

Payroll tax is payable on wages paid or payable to an employee, and is also payable on payments to contractors who are not employees under common law, but who are deemed to be employees for payroll tax purposes.

Factors that have been considered by the courts in determining whether a worker is an employee are explained in Revenue Ruling PTA 038. The totality of the relationship between the parties must be taken into account before deciding whether a worker is an employee or an independent contractor.

Payments to contractors for the performance of work, including contracts that provide for a result, are wages for payroll tax purposes unless one of a number of exclusions apply. The Chief Commissioner has published a number of Revenue Rulings explaining when payments to contractors are liable for payroll tax, and when particular exclusions apply.

There are anti-avoidance provisions that enable the Chief Commissioner to assess payments under contracts that were entered into for the purpose of (or have the effect of) avoiding payroll tax; for example, arrangements that might otherwise be excluded from payroll tax because the services were performed by two or more workers employed or provided by the contractor.

The OSR website has a comprehensive list of wages that will assist employers to determine which payments should be included in your payroll tax return, at [osr.nsw.gov.au/taxes/payroll/checklist](http://osr.nsw.gov.au/taxes/payroll/checklist)

## Q. What penalties could I face and what steps can I take to reduce them if I am found to be non-compliant?

Committing a tax default, which results in a failure to pay sufficient tax, will generally incur 25 per cent penalty tax for failing to take reasonable care. If the tax default resulted from intentional disregard of the law, the penalty tax rate increases to 75 per cent. These rates may be increased for obstructing an investigation or they could be reduced if you make a voluntary disclosure and provide sufficient information to allow the correct tax liability to be determined.

If you make a voluntary disclosure before you are notified that an investigation has commenced, penalty tax may be reduced to nil. If an underpayment of tax is discovered during an audit and you voluntarily provide sufficient information for the correct liability to be determined, the rates of penalty tax specified above will be reduced from 75 per cent to 60 per cent, and 25 per cent to 20 per cent, respectively.

Revenue Ruling PTA 036 Version 2 explains the rates of penalty tax and interest that apply in particular circumstances, and when remission may be granted.

For more information, contact the OSR payroll tax inquiry line on 1300 139 815. ♦

## REINSW RESOURCES

REINSW members benefit from a series of resources that help them in their business and give them a voice in the industry. Here's just a selection.



### HELPLINE

Contact the REINSW Helpline for unlimited professional guidance and advice when you need it on (02) 9264 2343 (option 4) or email [helpline@reinsw.com.au](mailto:helpline@reinsw.com.au)



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# Commercial lending

In the first of a two-part series on lending, the *Journal* asks the industry to assess the commercial lending market and its direct impact on real estate.



## COMMERCIAL BROKER

**JASON MEARES**  
CEO of Centenary  
Advisory Group

### Q. What is the current state of the commercial lending market in NSW?

**A.** After the GFC, the banks have had a very thin layer of capital for property transactions.

It took the banks about five years to clean up their balance sheets and we saw the banks chase the usual 'mum and dad' consumer finance area. It was difficult to raise commercial property related debt with the banks. They were only lending to very solid transactions. There was a reasonable pit of money for transactions under \$5m.

However, the banks have recently appeared to open their doors a bit wider and there is a stronger appetite for commercial mortgages.

### Q. What are the driving factors in the lending market?

**A.** You don't have to be a rocket

scientist to see Sydney's recent property boom is being driven by investors wanting to acquire property in Sydney, which is seeing property prices increase – the old supply and demand rule – and seen developers obtain high pre-sale levels in the residential market.

For a bank construction loan, pre-sales are fundamental. After the GFC we saw many developments stall with investor sentiment very low. Once investors had confidence in the market again we have seen incredible results. One of our recent clients had made a \$1,200,000 budget for marketing and sold out after spending just \$30,000.

### Q. Will the market correct itself?

**A.** I think some postcodes have gone too high in their asking prices. With all markets there's a correction at a point in time. As long as they can develop the asset and sell it in this cycle, [developers] will do OK. Liquidity is the key to economic activity in all markets.

## COMMERCIAL AGENCY

**MATT WHITBY**  
National Director –  
Head of Research &  
Consulting at Knight Frank

### Q. What is the current state of the commercial lending market in NSW?

**A.** With interest rates at historically low levels and relative strength in underlying property values, banks have an increased willingness to lend and recycle debt capital and are being increasingly competitive. Foreign banks are also coming back, which is assisting with pricing and terms available to borrowers.

### Q. What impact does this have on developers?

**A.** After several years of funding challenges for developers, during and post the GFC, activity within the development sector is trending upwards, as site values increase. However, banks remain discerning in their choice of lending for non-

income producing development sites. Those with DAs in place, hence mitigating planning risk, are the most highly sought after as banks are continuing to enforce relatively strict lending criteria such as 50%+ pre-sale levels and 100%+ debt cover ratios prior to lending.

### Q. What impact is the lending market having on agents?

**A.** Commercial transaction activity hit record highs in 2013, predominately driven by the low cost of capital environment. The improvement in the availability and cost of debt was a material factor in driving this level of activity as has the inflow of domestic and global equity capital.

Notwithstanding the weak underlying occupier activity, office transactions were double the levels of 2012, while in the retail sector the 2013 levels was 40 per cent higher than 2012, highlighting that investor appetite for hard assets like commercial property was insatiable over the past year. ♦



**NEXT MONTH:  
WATCH OUT FOR OUR REVIEW OF THE RESIDENTIAL  
LENDING MARKET IN THE MAY EDITION OF THE JOURNAL.**

# Social business

The *Journal* explores the prospecting power of LinkedIn.

LinkedIn is the world's largest online professional network with 277 million members, of whom more than 5 million are in Australia. Take-up of the networking platform has grown five-fold in Australia since the company opened an office here in 2010. So how can it be used in real estate?

## Prospecting tool

Peter Vines, Associate Director – Metropolitan Investments & Development Sites at CBRE, has been using LinkedIn for two years but only actively started using the platform as a prospecting tool in the past six months. In that time he has gained 1363 connections, which he communicates with on a regular basis.

"I try to put useful content up on LinkedIn. Properties that we have just listed, properties that we have just sold and CBRE market research," Mr Vines said, adding that LinkedIn offers a "non-threatening way of connecting with the business community".

"There's a lot of people on LinkedIn with whom I do not have strong links with, but by putting up information, I'm constantly at the forefront of their mind so when they come to sell, I'm who they think of."

## Friends and referrals

The beauty of the platform is that it opens networks beyond your initial pool of connections. Mr Vines, for example, has received enquiries from his direct connections and connections of his network that have proved fruitful.

"I get enquiries quite often because of what people see I've put up on LinkedIn," he said. "We've definitely had purchasers come to our auctions having been referred via LinkedIn."

"As soon as I get back from a meeting I will add that person to my LinkedIn network. It's like a professional Facebook."

## Consistency is key

Mr Vines is strict about what he posts on LinkedIn and shies away from spamming his contacts. He does not post content every day.

"People choose what they want to look at and it's a very non-invasive way of staying in touch. It's like everything," he told the *Journal*. "If you do it once or twice, you do not get results. If you do it again and again then follow up, you'll get results." ♦

## LINKEDIN TOP TIPS

Head of Communications at LinkedIn ANZ and Southeast Asia Tara Commerford gives her advice on how to build your LinkedIn network.

### Creating your profile

"A strong LinkedIn profile can provide a channel for potential clients and industry partners to contact you. A more complete profile also helps you rank more highly in a Google search."

### Endorsements

"Another step you can take to increase your profile's credibility is to proactively reach out to past colleagues, managers and clients for recommendations to display on your profile."

### Build your brand

"Join Groups you have an interest in and that are relevant to your career."

Remember to try not to be overly promotional here – instead share interesting news and relevant industry commentary."

### Quality not quantity

"If the person [who you are reaching out to] has not met you before, take the time to explain who you are and why you would like to connect with them. Check to see if you have any mutual connections whom you could ask to make a warm introduction."

### Upgrades

"With a LinkedIn Premium Account you can see who has viewed your LinkedIn profile, contact anyone via InMail and have access to expanded profiles."

"A great tool for real estate professionals is the LinkedIn Sales Navigator, which allows you to generate leads through warm introductions via first, second and third degree connections."



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**Barry Johnston**  
**MANAGING DIRECTOR OF**  
**BALMORAL PARTNERS**

Barry Johnston has worked in the property industry for over 25 years at international agencies and fund management companies. He now heads up his own commercial agency on the North Shore.

**Kit Bashford**  
**NATIONAL MARKETING**  
**AND COMMUNICATIONS**  
**MANAGER AT**  
**RAINE & HORNE**

Kit Bashford has worked with Raine & Horne for nearly four years and oversaw the company's recent ampersand branding campaign.

**Peter Hanscomb**  
**CEO OF BELLE PROPERTY**

Peter Hanscomb's career started at Ray White when they opened their first office in Australia. He has also previously brought RE/MAX to Australia and helped set up McGrath's franchise model.

**Jenine Cranston**  
**SENIOR DIRECTOR**  
**OFFICE SERVICES AT CBRE**

Jenine Cranston has worked in the Sydney property market for over 20 years. In addition to her diverse experience in valuations and commercial leasing transactions, she has a Masters in Marketing.

**Reece Coleman**  
**DIRECTOR OF**  
**BHR ESTATE AGENTS**

Prior to moving to BHR Estate Agents, Reece Coleman was Director of Sales and Market Development at Fairfax Digital and has worked for Domain, Australian Property Monitors and My Desktop.

# Modern MARKETING

Is there still a place for print? Do the portals hold all the power? The *Journal* talked to the experts to find out their thoughts on these marketing questions and many more.

**L**ooking back through copies of the *Journal* from the thirties, a *Sydney Morning Herald* advertisement pops up in the magazine every month.

It was a different era back then, when channels were few and marketing was limited to feature windows and newspaper advertisements. Since then, a raft of new marketing channels have come online.

Mobility of communications is rapidly changing the way people consume information. According to the ACMA Communications Report 2013, a total of 7.5 million Australians used the internet via their mobile phone during June 2013, an increase of 33 per cent compared to June 2012. This also marked a telling 510 per cent increase since June 2008.

However, agents are still loathe to part with print advertising. The question is, does it still have the same impact as it did back in the thirties? Is the marketing mix still a true blend of platforms or is one becoming more dominant?

When you consider the example of the portals, the evidence would suggest that 'yes', there are a few dominant players.

Real Estate Australia (REA) is a case in point. The company announced earlier this year that it reported a 30 per cent increase in revenue for the half-year ended 31 December 2013. Whether this dominance will be dented by any one of the new contenders entering the market is yet to be seen.

Over the course of this article, the *Journal* is going to explore how agents are using the different marketing platforms available to them and how the marketing mix will continue to change in the future.

This article is the first of a two-part special. Watch out for next month's instalment where we talk to the platform providers (newspapers and portals) to find out where they see things going in the future and how they plan to rise to the challenge.

## PRINT VS DIGITAL

**Q. Is there still a place for print marketing?**

**Reece Coleman (RC):** Our biggest spend is still print. I hear a lot of businesses saying that they're pulling away from print and going digital. We totally disagree and we're actually doing the opposite. We're going back to print.

Print still brings us an emotional buyer. And when we do our case studies on our properties we can see a direct correlation between print and digital campaigns.

I think it's a naive person who actually thinks that we can get away without print. The great thing for clients now is that print is actually reduced in price in the last 2-3 years. It has become sensible. Our local papers reduced print rates by 15 per cent.

**Kit Bashford (KB):** The marketing mix is constantly evolving and we need to be continually flexible with our approach. In our current campaign (see page 21) we have created assets for both traditional marketing methods including print media, mail pieces, radio and television, as well as digital including pre-roll, banner ads, viral seeding and Google AdWords. At the moment, both print and digital mediums are vitally important and we see equal value in both.

**Q. How do you sell print to your vendors?**

**RC:** If I go out and sell digital and the local paper [to a vendor], they're going to say 'no, I'll just go digital'. So now, depending on the profile of the property, I'll talk national, metro, local, café, outdoor, mailbox.

**Peter Hanscomb (PH):** The concept of going all digital is a recipe for an agency long-term going broke. It's absolutely ridiculous to create a vanilla brand in the market place and by purely being on the internet, your brand loses a lot of the richness and the value set of the brand.

Last year our digital spend went up by 41 per cent and our print spent went up by 46 per cent. It gives you a pretty accurate picture of how we see both. I think it's only really the portals that are trying to convince people that digital is the only way.

**Jenine Cranston (JC):** There has definitely been a shift to digital, but it has not entirely been at the expense of printed matter. I think we are still dealing on the whole with quite a traditional audience [in commercial] who like to be able to take away

something from an inspection or who, when they receive a brochure, it has greater cut through than perhaps an email version of a brochure. Indeed, if they take a brochure back and they put it on the CEO's desk he will see it, but he might not see an email. The headline would be, while digital has increased, it's a genuine mix of digital and printed and I don't see that changing.

**Q. Is newspaper advertising still important?**

**RC:** Take a digital buyer. If the digital buyer goes home, flicks through the newspaper, and they see the property in print. It reaffirms that they are making the right decision.

**PH:** We had nearly 80,000 people go onto our direct website because they've seen something physical. They've seen a sign or they've looked at an ad and they want more information so they go online.

**RC:** "Online, offline and inline" is what we talk about. We use that mantra throughout business.

**PH:** Australian Tourism quotes that two out of three internet inquiries are caused by something offline. It's only the real estate business where we're getting conned into the belief that it's all about the search engines and what people do. Digital is a valuable part of the process, but it's certainly no replacement for print.

**RC:** I think people get caught up on where the final buyer comes from. We sold a house last year where the eventual buyer was literally from across the road, so some could say they bought it off the signboard. In that case, we had six registered bidders that night. One of them came off the internet, two came from the local paper, three of them had come off databases. All those elements worked together and delivered that property to the market and, as it turned out, it was the highest auction in Australia.

**Barry Johnston (BJ):** We only specialise in commercial and industrial, and we don't do any residential, so our view is probably slightly different in that we don't do a lot of print. If we have an investment property we will, or if it's an auction campaign we will, but otherwise it's just a waste of money.

I was talking to another agency the other day that sells a lot of investments. They now only do two placements in the *Sydney Morning Herald* on a four-week auction campaign. Five years ago, it would have been every week, without a doubt.

There's no doubt in our industry, on the commercial and industrial side, the classified section is becoming less [important] so then we've got to be more creative. We do brochures, but to a lesser extent than we used to. PR is probably more important.

**BRAND**

**Q. How did you decide on your brand principles and who is the final arbiter of the brand?**

**PH:** For us, it's a little simpler because we're probably the only property brand that was a brand before it was a property brand because of *Belle* magazine. The first thing we wrote when we bought the business was our value set, which we put on the back of every single property magazine ever printed and it'll still be there in the future because it's the thing that doesn't change with growth.

What happens with real estate groups is the value set is too tied to the personality of the leader, not the values the leader chose to start the business with. That's why we see so many businesses get corrupted, because it becomes too much about ego and individuals and not about the original value sets that predicated the business.

**BJ:** That's interesting. If you look back at the old brands, they often have their values tied to the personality of the founder. It seems that as the company culture evolves, the brand changes to reflect that.

**PH:** If you look at the most successful companies of the world, how many are called after the owner? There's no Mr Google.

A brand has a feeling to it. A marketing identity has a look to it. And lots and lots of businesses in this industry are changing their look to get noticed because they don't resonate with their feeling of long-term residual trust. It's a real problem for a lot of businesses in this industry. They keep trying to throw a little magic dust over their shoulder and say 'We're new, we're great, we're wonderful, we're different now'.

**Q. How do you control your brand output?**

**PH:** I've got four graphic designers inhouse. Everything we do is about controlling brand output and every time we open a new office now, there's a very defined role in terms of brand control. There's a greater need to have brand control now than there has ever been. I think the need to keep that is only going to become more important.

**JC:** I think the commercial audience is more informed and their expectations of information are far greater. While it needs to have some sizzle in the commercial world, it also needs to have a lot of facts because the due diligence process is as long as we've ever seen it. While it's difficult to distinguish between the emotional and non-emotional, it's fair to say that campaigns now are more about information and the sizzle is implicit along the way (see page 23 to read more about one of CBRE's recent campaigns).



We had nearly 80,000 people go onto our direct website because they've seen something physical.

– Peter Hanscomb



I think the commercial audience are more informed and their expectations of information are far greater.

– Jenine Cranston



'Online, offline and inline' is what we talk about.

– Reece Coleman

## CASE STUDY

### RAINE & HORNE CAMPAIGN

**CALL TO ACTION:** Get all your ducks in a row to win \$50,000

**WHEN:** Feb-May 2014

**GOAL:** To increase the number of listings and appraisals

Raine & Horne National Marketing and Communications Manager Kit Bashford talks the *Journal* through the company's new marketing campaign.

#### CAMPAIGN DETAILS

"Although 'Ducks in a Row' is primarily a listing campaign, it has been designed to target both appraisals and listings," Ms Bashford said. "To do this, we've created a URL ([youandrh.com.au](http://youandrh.com.au)) that appears on all promotional material and advertising associated with the campaign.

"If an individual only lists their property with a Raine & Horne agent over the competition period, then they are eligible to enter and must complete their entry via our dedicated competition site – [rhducksinarow.com.au](http://rhducksinarow.com.au). It is not a condition of entry that the listed property is sold within the competition period."

#### PROMOTION

"R&H has advertised this promotion across a number of platforms, including digital, local area marketing, print advertising and even a small TV run on channels 7 and 9 in metro NSW and Queensland (promotions and advertising vary from state to state)."

#### WHAT WERE THE MAIN CHALLENGES?

"It is always a challenge to communicate our campaign messages (what's happening when and how the offices can be involved) to our network of offices and all personnel within those offices," Ms Bashford said. "The people we are trying to connect with are extraordinarily busy and getting information across is essential.

"To try and overcome this we circulate information in hard copy, electronic communication and via our monthly newsletter. We've also had our corporate team and our network of business development managers personally supporting and introducing the campaign to our offices at regional meetings."

#### RESULTS

According to Ms Bashford, the campaign has been received very positively by the market.

"There's been great enthusiasm from our offices in terms of taking up print and digital advertising created for the campaign, and we have been inundated with requests from staff looking to leverage off the campaign in their local areas," she said. "We've also had great take-up from the public in the early stages of the campaign, with offices regularly feeding new vendor listings into our business operating system, rhcompass."

#### WHAT NEXT?

"We are constantly analysing data from our marketing campaigns," Ms Bashford said. "We know from previous campaigns that advertising on certain websites generates more leads than others, so we use this intelligence for altering existing placements as well as future expenditure. For our current campaign we are delving further into viral video seeding, as well as the use of pre-roll video, rather than just standard banner advertising."



Thinking of selling your home?  
List with us to win \$50,000\*

If you're thinking about selling your home... then it's time to get all your ducks in a row, and there's no one better to help than your local Raine & Horne office. Plus now there's the chance to win \$50,000\* – and we're sure that'll help with a few bills. Simply list your home for sale with us before the 31st May 2014 to go into the draw for your chance to win!

So, it's off to Raine & Horne to list your home where you'll get all the assistance you need for a great result and you can be sure that with Raine & Horne working for you, all your ducks will be in a row.



\*Terms & Conditions apply. For full details visit [www.rhducksinarow.com.au](http://www.rhducksinarow.com.au). Entries close at 5pm EST 31st May 2014.

R&H Permit No. 11951/14/0001 VIC Permit No. 14/2017 ACT Permit No. 19/14/0026 and SA Permit No. 19/14/0

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list  
your home  
with us  
today...

Raine&Horne.

Start Here



To get all your ducks  
in a row...

Raine&Horne. Start Here

## RAINE & HORNE MARKETING

The ampersand is one of the core elements of the Raine & Horne brand. In 2013 the company brought its iconic ampersand to life in a series of advertisements using high-end animation. In 2014, the ampersand also became a central component of the new 'Get your ducks in a row' campaign (see examples above).

## PORTALS/GOOGLE

**Q. Do you think the portals hold too much power?**

**PH:** There needs to be another major portal that's more industry focused and industry run, that keeps prices down. Do I think they cost too much money for the value they give? I would say 'yes'.

**RC:** I don't think the portals have got any more power than the media companies have. If we get down to it, we're still a country with a duopoly in media in mainstream media. What I'm really frustrated with is a myriad of new portals that keep coming onto the market constantly. Every day there's a new portal.

**PH:** If you look at the US, the US used to be dominated by a website called cyberhomes.com. Then realty.com was born and 85 per cent of the listings disappeared off cyberhomes.com and went to realty.com. It's not like there isn't a place for REA. It's not that there isn't a place for Domain, just like the different newspapers.

You know there's nothing stopping REA or the portals from increasing their rates by whatever percentages they want. If they wanted to double them tomorrow, they could probably do it.

**PH:** The only thing that would really change it would be if all the searching was mapping based and that's why I think Google is a contender in the future, because Google holds all of that information [and allows you] the simple ability to walk around with your iPhone and find homes for sale. I sold my own house last November. Sixty per cent of the searches on my property were mobile.

**RC:** And that's why I think Google stands a good chance down the track because you can have your smartphone out, type 'real estate' and the listings will come up, match and then go straight back to the agent's website.

**PH:** Well look, there are other companies at the moment running around looking at putting different

portals together that have different functionalities for the agents and for the consumers. The reality is that consumers have to see the relevance of the website they're looking at.

We're increasing our own website so volume is going up, but it's a never-ending task. Getting the volumes, getting the people in.

The portals still have a very strong place in the future, but I believe we need a third major player to keep the balance and it should be an industry-based organisation. It's a bit like realestate.co.nz. You look at what they've done in New Zealand in terms of stopping this whole media fee process and they've done it very well.

**BJ:** We need a third party [in the commercial space] as well. It's probably more doable in our area because we've got the ability to get more of the principals together and get them on board.

I think we're getting much closer to the tipping point. Not only on fees but also because now there's a special department in one of the big portals targeting our clients directly.

They say these are professional clients and most of those have a Real Estate Licence, but now there's an advertising group without the intervention of an agent. This only starting to happen in the past 12-18 months and I can see that really starting to drive a wedge between the agency community and their clients.

**PH:** The biggest danger to them is map-based searching. And if it becomes map-based searching then whether you paid \$3000 or \$100 doesn't make a difference.

**BJ:** We've set up a couple of our own microsites that focus on specific areas. We'd often be dealing with the PA and the CEO. The PA is just going to go straight to Google [and type in] 'Office Space, North Ryde'.

**RC:** That's the biggest threat for the portals in my opinion, Google. ♦



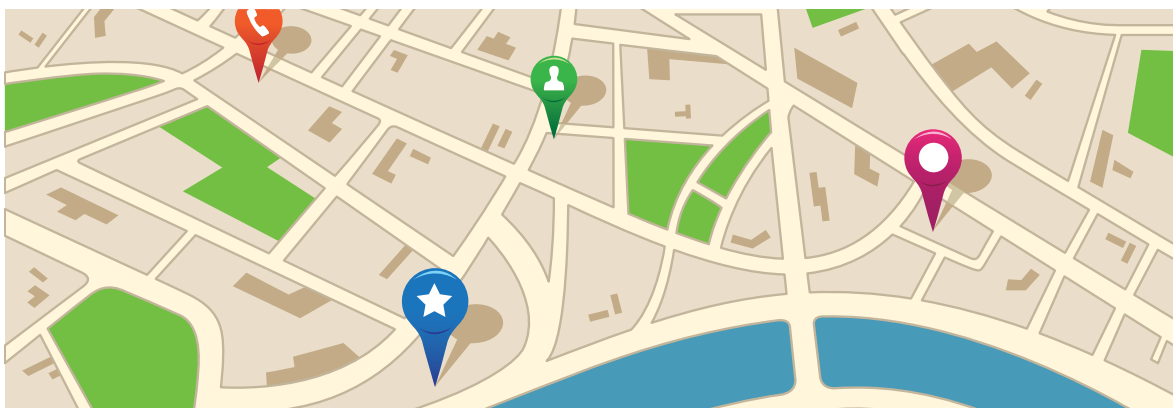
We do brochures, but to a lesser extent than we used to. PR is probably more important.

– Barry Johnston



At the moment, both print and digital mediums are vitally important and we see equal value in both.

– Kit Bashford



## CASE STUDY

### CBRE 'WORKSPACE' CAMPAIGN

#### JENINE CRANSTON

Senior Director Office Services at  
CBRE

**CALL TO ACTION:** To give 10 leasing clients an edge in a competitive market through a targeted marketing campaign.

**WHEN:** Q3 2013

**GOAL:** To generate leasing enquiries, inspections and deal activity.

Competition is fierce in the commercial leasing market. Companies looking to lease 1,000 square metres have close to 300 options available to them over the next 12 months. CBRE Senior Director Office Services Jenine Cranston discusses how CBRE worked with a select number of clients on a marketing campaign to overcome the challenges of a highly competitive market.

#### CAMPAIGN DETAILS

"We put together a portfolio campaign strategy with the assistance of our marketing team, took it to each of our clients and filled the spaces with ease.

"The campaign offered customers exposure for their assets via a number of marketing channels. We chose channels that had broad relevance and effective cut through. The only thing they were able to opt in to was photography, which we got at a good price for them.

"If we were to offer those components to a client, even if they had multiple properties, it would cost them multiples of what they spent in this situation.

"By using the expertise of our marketing team and CBRE's scale – our purchasing power – we were able to pass on the purchase benefits to our clients as well as the co-ordination of a comprehensive, month-long campaign."

#### PROMOTION

"It's about engaging with your clients and talking them through the campaign and its their relevance to the asset's marketing strategy and target audience," Ms Cranston said.

"The selling kit contained the specific elements that were going to be included and some detail about them. In addition to that we had the key dates that they were going to have to meet and a booking form.

"One example of a component of the campaign were the coffee cups we used. There were around 20,000 placed in cafés around the city with the campaign branding on them. They lasted for only a short period of time but were complemented by other ongoing elements that ensured we were in-market at all times. The cups were strategically placed in cafés close to our clients' assets."

#### WHAT WERE THE MAIN CHALLENGES?

"Key to the success of the campaign was the thorough planning that was undertaken in its formulation. I think that ironed out a lot of unforeseen eventualities.

"The leasing and marketing team worked together to decide on the right blend of digital and conventional mediums within the predefined budget. In the end we got a campaign that gave our clients best bang for their buck and provided a balance of digital and traditional channels."



Due to the success of its workspace campaign, CBRE is scheduled to run it again in May 2014.

#### RESULTS

"Based on the success of the first campaign, we've broadened the next initiative to include properties in the metropolitan Sydney markets. We've expanded it in terms of the number of participating properties and we've modified it, doubling the number of *Financial Review* inserts. It will run from early May for four to six weeks and longer for the digital components.

"Several clients who were participants in the first campaign re-purchased our upcoming campaign without hesitation. A number also provided testimonials in support.

"The first campaign resulted in a very positive response and high volume of enquiry. We have closed numerous leases as a result and are confident of an equally positive outcome for the May campaign."

# Eye on the prize

Winning an award is more than just an ego-boost; it can be a key recruitment and staff motivational tool, writes Morton & Morton Managing Director Ewan Morton.

Last year Morton & Morton won the REINSW Award for Excellence in the Real Estate Agency – Large category, which was our fourth time taking out that title. We also won the Online Presence Award for the sixth time. In the week following I was asked ‘Does anyone really care?’.

What is the real value, if any, of winning an industry award? Is it worth the time and effort required to prepare a submission?

That’s easy. Yes. Consider the highest profile of industry accolades – the Academy Awards. It’s very obvious the value of an Oscar can be enormous and while I recognise an REINSW Award for Excellence is a long way from an Oscar, the premise is the same. Both are industry awards bestowing peer recognition.

In my view, peer recognition is important because it represents judgement by your harshest critics. Those within the industry understand what works, what doesn’t, what is exceptional and what is overrated. And therein lies the true value of an award.

## Best of the best

At Morton & Morton we believe being the best will attract the best. Our industry is one where business success is tied to the integrity and quality of staff. Our ambition is to be an employer of choice for those people looking to join the profession, as well as those already in the profession seeking greater opportunities and support to achieve their goals.

Our participation in the awards process has raised the profile of our business within the industry and attracted the attention of new talent. It also provides a platform on which to build the reputation of our business as innovative and forward thinking.

“

**In my view, peer recognition is important because it represents judgement by your harshest critics.**”

## Financial return

True, there is no immediate financial windfall from winning an award, but having the right people on our team will undoubtedly deliver dollar results to the business in the long term. Just like winning an Oscar won’t make you a fortune overnight, it will ensure you’re offered the plum roles in upcoming movies.

Seeking industry recognition through entering awards has been a powerful motivator within our business. Our team aims to be the best year-on-year and the

industry awards represent an opportunity to be independently evaluated and judged on that performance.

We have been entering awards for the past decade. Preparing our award submissions each year does require a significant investment of time, and I won’t lie, it isn’t anyone’s favourite job, but it is a very high priority for our business to enter all the relevant business categories.

## Competition as motivation

Our policy is to allow staff to decide themselves if they want to enter the individual categories, but we encourage participation and offer as much support as possible to those who do choose to enter.

One year, two of our sales agents decided to enter the same category, but in the end only one completed the required submission and subsequently went on to win. As you can probably imagine, the following year both agents ensured they allocated the time and resources to complete their submissions and that healthy rivalry was a great motivator for both individuals and the team.

Of course entering doesn’t automatically mean winning, but for our business the journey itself delivers results of real value to our bottom line. And remember, making a submission also means you have an excuse to get dressed up and join the awards night party for a wonderful celebration with your team and the industry. I say go for it! ♦



## SIX POINTS TO SUBMISSION SUCCESS

### 1. Appoint a central co-ordinator

You need one person to be responsible for keeping everyone on track to meet the deadline and for pulling together any supporting documentation required with the final submissions.

### 2. Stay focussed

Clear guidelines are provided so stick to them when preparing answers.

### 3. Don't rush

The value in making a submission is in the opportunity to reflect on business practices.

### 4. Work as a team

Involve your whole team in discussions. You will be amazed to discover what some consider the greatest success and/or greatest weakness of the business.

### 5. Be honest

You might not be able to tick every box for every question. Don't be afraid to explain why and outline the steps being taken to see that it will happen.

### 6. Review

Sit down with the team after submissions have closed to discuss any areas of weakness identified as a result of preparing the submission. The journey can be as rewarding as the destination.

## REINSW AWARDS FOR EXCELLENCE

**Entries for 2014 open soon!**

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**Entries open** 1 May 2014

**Entries close** 12 June 2014

**Finalists announced** August 2014

**Winners announced** 2 October 2014  
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# TOOLKIT



## SURVEYS

Creating your own survey can be a laborious task. SurveyMonkey's Marketing Programs Manager Sheila Grady gives her advice on how to structure and analyse your own survey to get the best results.

### OPEN-ENDED QUESTIONS

"Open-ended questions are those that allow respondents to answer in their own words. Sometimes respondents may find it difficult to express their feelings. This can result with respondents answering 'I don't know' or skipping it. In addition, analysing open-ended comments can be time consuming and difficult."

### CLOSED-ENDED QUESTIONS

"Closed-ended questions are those with pre-designed answers with a small or large set of potential choices. Ranking questions are best used when all the choices listed should be ranked according to a level of specification (e.g. level of importance)."

### SURVEYMONKEY TOOLS

"The Survey Programming & Design Service is available to anyone in a GOLD or PLATINUM plan for an extra fee.

"We recruit from the SurveyMonkey Audience, a diverse population of 30+ million people who complete SurveyMonkey surveys every month."



Analysing your data is one of the most important parts of your surveying process.



## COMMON SURVEY MISTAKES

- Creating questions that are too long. Longer questions may quickly become confusing, thus resulting in a misread of what you are asking.
- Creating leading questions. These kinds of questions may bias a respondent towards a certain answer.
- Using built-in assumptions. These kinds of questions assume the respondent is familiar with the language, concepts or specifications asked within the questions. If you think something may be unfamiliar, just define it within the survey.
- Including language that makes the question difficult to understand.
- Questions that are too general, complex or undefined may create confusion.
- Forgetting to have your peers review the survey. Always send out your survey to a few colleagues or friends to review before sending to your intended audience.



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Gill Wilkins, Managing Director

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- 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"

# Training calendar

## MAY 2014

**3 – 31 May • SYDNEY**  
**Certificate of Registration Course ●**  
 (9.00am–5.00pm) (part time)

**5 – 7 May • SYDNEY**  
**List and Market Property Essentials ●**  
 (9.30am–4.30pm)

**5 – 9 May • SYDNEY**  
**Certificate of Registration Course ●**  
 (9.00am–5.00pm)

**8 May • SYDNEY**  
**Prepare for Selling Like Never Before ●**  
 (9.30am–1.30pm)

**9 May • SYDNEY**  
**Getting it Right: Forms and New Legislation ●**  
 (9.30am–1.30pm)

**12 – 16 May • SYDNEY**  
**Certificate of Registration Course ●**  
 (9.00am–5.00pm)

**12 May • SYDNEY**  
**Maximise Your New Management Success Rate ●**  
 (9.30am–1.30pm)

**13 – 15 May • SYDNEY**  
**People Management Essentials ●**  
 (9.30am–4.30pm)

**16 May • SYDNEY**  
**Building a Dynamic Commercial Database ●**  
 (9.30am–1.30pm)

**19 – 23 May • SYDNEY**  
**Certificate of Registration Course ●**  
 (9.00am–5.00pm)

**19 – 23 May • SYDNEY**  
**Property Management Essentials ●**  
 (9.30am–4.30pm)

**26 – 29 May • SYDNEY**  
**Property Sales Essentials ●**  
 (9.30am–4.30pm)

**26 – 30 May • SYDNEY**  
**Certificate of Registration Course ●**  
 (9.00am–5.00pm)

**30 May • SYDNEY**  
**An Agent's Guide to Tax and Property Investment ●**  
 (9.30am–1.30pm)

### WANT TO KNOW MORE?

You can find out more about all of our courses and register online by visiting [www.reinsw.com.au](http://www.reinsw.com.au)

Click on Course Schedule in the Training menu.

#### COURSE KEY

- Certificate of Registration Course
- Toolbox Series
- Real Estate Essentials Series

# WORK WITH REINSW AS A TRAINING ASSESSOR – INTERESTED?

REINSW is the peak industry body for real estate in NSW and is a Registered Training Organisation (RTO). As an RTO we offer learning and development for individuals looking to enter the real estate industry, and development opportunities for those who are already established within the industry and wish to further their professional growth.

**Due to an increase in business demand, REINSW is urgently seeking part- or full-time contract Training Assessors** to assist with marking of student assessments for the Certificate of Registration and Licensing Essentials courses. This will be done onsite at REI House in Sydney.

#### WHAT DO YOU NEED TO BE SUCCESSFUL IN THIS ROLE?

- Provide a current resume
- Be able to demonstrate recent/current practical industry experience (2-3 years)
- Hold a current NSW Certificate of Registration
- Hold a TAE40110 Certificate IV Training and Assessment qualification
- Have an understanding of VET and Units of Competency
- Hold a CPP40307 Certificate IV in Property Services (Real Estate) or hold a Statement of Attainment for units you intend to assess.

#### INTERESTED? WHAT DO YOU NEED TO DO NEXT?

- Send the documents listed above with a covering letter to [training@reinsw.com.au](mailto:training@reinsw.com.au)
- REINSW will review your information and contact you shortly after. Please note only shortlisted candidates will be contacted.

*REINSW Education & Training*  
 30-32 Wentworth Avenue, Sydney

# BE REMEMBERED BEYOND THE SALE



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### CONDITIONS

The promotion commences 9am 28 March 2014 and closes 11.59pm 25 April 2014. Entry is open to REINSW members only. One entry permitted per person. The draw date is 26 April at 2pm.



# Giving back

Dyson Austen & Co Director Simon Feilich is nearing his target of \$50,000 to buy a much-needed piece of equipment for Randwick Children's Hospital.

Friday, 10 May 2013 started out like any other for Simon Feilich, Director of valuation firm Dyson Austen & Co. However, things took a turn for the worst when his three-year-old daughter Mia was admitted to the Intensive Care Unit at Randwick Children's Hospital with an undiagnosed virus, thought to be pneumonia.

Mia was diagnosed with a condition called myocarditis. She had contracted the Enterovirus, which had attacked her heart. After being admitted to hospital, she was placed in an induced coma and her condition was listed as critically unstable.

Thanks to the hard work of the doctors at the hospital Mia made a full recovery, but the experience left Simon and his family with the desire to help other families in their situation.

## Fundraising goal

"Mia was four years old on 28 October 2013," Simon said. "We would like to give back to the dedicated, wonderful team in the ICU by raising funds to purchase a SonoSite Machine. This machine assists in finding the location of veins in children for the insertion of catheters."

Simon set himself the challenge of raising \$50,000 to buy the machine for Randwick Children's Hospital and is nearing his target, with \$44,000 raised to date.

"There happened to be a brochure in the hospital illustrating equipment and we spoke to the doctor about it," he told the *Journal*.

"When Mia was in the hospital it took 45 minutes to put in a catheter whereas this machine allows you to get in there almost straightaway."

## Community involvement

Dyson Austen & Co has partnered with local schools on a number of fundraising activities. Reddam House and Moriah College, where Mia is a student, both held gold coin days that have contributed to the funds raised. Simon's son has also become involved in the fundraising.

The real estate fraternity were really supportive and got behind this initiative. In addition, local sporting and charitable groups have also contributed towards the target. This is unsurprising when you consider that Dyson Austen & Co has been a longstanding charity fundraiser itself, having worked with many charities over the past 20 years.

"We will never be able to fully express our gratitude to the amazing team of doctors, nurses and cardiologists who never left her side, who worked around the clock to bring our little girl back to us, especially Dr Kevin Swill who kept us informed with a smile, hour by hour, every single day," Simon said.

As soon as the target is raised, the hospital will be ordering the machine. To help the team reach their target of \$50,000 contact [simon@dysonausten.com.au](mailto:simon@dysonausten.com.au). ♦

## YOUR STORY

We want to hear your stories!

If you, or a member you know, supports a charity, you can share the story in the 'Last Word'. Email the editor at [jill@mahlabmedia.com.au](mailto:jill@mahlabmedia.com.au)



## IN THIS YEAR: DECEMBER 1946

We delve into the *Journal* archives to find out what were the hot topics of the day. This month in the post-war world, typewriters were proving hard to come by ...

"Only about 7000 typewriters would be imported next year to meet an estimated shortage of 100,000, Mr. W. Urquhart, manager of Sydney Pincombe, Ltd., Typewriter importers, said recently.

"He said the shortage would take nearly seven years to overcome.

"Mr Urquhart said that during the war, the Government had claimed more than 60,000 new and second-hand machines for various departments.

"Some of these were now gradually being released for civilian use.

"Mr. Urquhart said that permission had been given to import the Swedish Halda machine, which would be on the Australian market next year in sufficient quantities to ease the position slightly."

*Editor's note: Typewriters weren't the only thing in short supply in the forties; a linseed oil shortage was threatening paint supplies.*



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