

# REIQ JOURNAL

FOR MEMBERS OF THE REAL ESTATE INSTITUTE OF QUEENSLAND

## Women in Real Estate

THE RISE AND RISE OF WOMEN IN REAL ESTATE  
SUMMIT DETAILS INSIDE!  
REIQ LOBBIES FOR LANDLORD AND TENANT RIGHTS

AUGUST 2016

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# How to be a better networker

WORDS BY ROB HONEYCOMBE, REIQ CHAIRMAN

*When was the last time you had a chat with another real estate agent? And I don't mean an uncomfortable "g'day" as you pass each other outside a listing presentation. But a genuine conversation about business and what's happening in your area. Trends and challenges. Stuff that's going on in your world.*

In every corner of this vast state the REIQ runs at least three zone events every year, plus a host of other breakfasts, lunches, drinks (and more) and they're all a great chance to catch up with other agents. Property managers, salespeople, business brokers, principals, leasing officers, BDMs, administrators – they're all there and we encourage some networking time at every event.

Too often we can get caught up in thinking that salesperson down the road is a prime b@st@rd (and I'm using this example because salespeople and principals are the worst at this!) and we can't stand to be in the same room. And maybe they have bagged you to a client or gipped you on a commission. There's going to be competitors you just don't want to chat with.

I want to challenge you though, to give your fellow real estate professionals the benefit of the doubt. To open your mind to getting to know them just a little better. To sharing an idea or a 'war story' and maybe helping each other along the way.

I recently attended the inaugural breakfast event of the REIQ's new Buyers' Agents Chapter and couldn't help thinking how collaborative these guys are. There was plenty of engagement, throwing business and clients service ideas around. Brainstorming new thoughts. I'm sure many of them left feeling they'd learned a lot just from those chats with their competitors.

As your REIQ Chair I travel a lot to attend our events across Queensland, and I've got to say our regional members are generally the best at



relaxing in each other's company and talking with their competitors. Maybe the bigger cities create fiercer competition, and maybe the smaller communities bring with them a greater sense of camaraderie. But for whatever reason the conversations flow easier in the regions. There's still blues amongst these agents for sure. But when they know each other that bit better, they've caught up over a breakfast or a lunch, there's less opportunity for conflict. And, it seems, a faster resolution when it happens.

This month's Journal celebrates the huge contribution women make to Queensland's real estate profession and the upcoming September lunch is a terrific event in this year's calendar.

And it's another of each year's get-togethers when I'm really pleased to see the collaboration, the sharing and the genuine friendships between many of our profession's brightest and most successful.

I'm going to stay clear of broad stereotyping (it'd just get cut by the Editor!) but I do think women are acknowledged as better communicators. If there's a problem they often seem able to talk stuff through. You and I both know many of these women are tough competitors, who can be very driven to achieve. But I'm sorry gents – there's a lesson to be learned from our female members in working more harmoniously alongside your local competitors.

Come along to the Women in Real Estate lunch on September 9th (they even let us blokes attend) or get along to the next REIQ event in your area. And say g'day to a competitor, share a joke or maybe tell them about a problem client to avoid. I'm lucky enough in my job to meet a lot of you and there's some wonderful people in our profession. Getting to know a few more of them might make your day just a little more enjoyable.

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Female auctioneers L-R: Rebecca Herbst, Sasha Limbach, Kianna Lafferty, Tara Kelly. Read their story on page 21.

# Celebrating women in real estate

WORDS BY ANTONIA MERCORELLA, REIQ CEO

*As the first female CEO in the REIQ's 100 year history, it can sometimes feel as though the expectations of the sisterhood rest on my shoulders.*

It often feels that women are judged as a gender far more often than men. Sweeping statements are made about women leaders, such as Margaret Thatcher and Angela Merkel, being “more ruthless” or women in business, such as Christine Lagarde or Arianna Huffington as “not ruthless enough”. When a man in charge brings down a company’s share price rarely is comment made about his gender playing a role.

In a state led by only its second female premier, in a country that has only been led once by a woman, it sometimes feels that women in leadership roles are very few and far between.

However, real estate is one of the areas where women have made great strides. It’s gratifying to see that we now make up 52 per cent of sales agents – which reflects the gender balance in the general population.

However, in leadership roles we are struggling. The Property Council of Australia recently released a report that found just 28 per cent of leadership roles were held by women. Mirvac CEO and MD Susan Lloyd-Hurwitz said Mirvac had a policy that over a certain pay grade every short list must be 50% women.

“You don’t have to hire a woman, but you do have to find them,” she said.

The CEO of REA Group is Tracey Fellows, the CEO of the Queensland



branch of the UDIA is Marina Vit. And as our cover girl, Krista Sharp writes on page 30, one of Ray White International’s top performing businesses, Ray White Remeura (NZ) is owned and led by Megan Jaffe. So change at the top is coming. Slowly.

Men still dominate all the major real estate franchise groups here in Australia. And more principals are men than women. But as former REIQ Board Chair Pam Bennett declares in our feature The Rise of Women in Real Estate on page 28, it won’t be long before female principals are equal in number to

their male counterparts.

Only five per cent of auctioneers in Queensland are women and four of them tell us why they love being an auctioneer and what unique qualities they bring to the gavel in our article, Answering the call, on page 21.

Where women are competing for space successfully is in property management, where we continue to dominate. However, it’s difficult to put your finger on why this is such a female-dominant area. Property management requires skills that are not especially female traits – diplomacy, strength in negotiation, discipline, attention to detail – so as the gender gap equalises throughout the broader real estate profession, I expect we will see more men choosing this as a career path and that’s a good thing.

So this edition of the Journal is designed to look at women’s contribution to real estate and to the areas where we have made real progress. Yes, we have some way to go in some areas, but let’s celebrate the successes we have today, because they will surely drive us toward even bigger achievements tomorrow.

Best wishes,

**Antonia**



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# Great PMs will meet at the Summit!

*REIQ Summit 2016 has even more for property managers with a range of topics designed to inform, educate and inspire.*

REIQ CEO Antonia Mercorella said choosing topics and break-out speakers for property managers was a rewarding part of planning Summit 2016.

"We know how much property managers love to learn," she said.

"As a group, they are always hungry for knowledge; they want to learn all about the latest business-building techniques, see what new time-management tools are available and hear about success strategies that really work, so we kept that top of mind when we planned our offerings," she said.

Speakers this year include John Knight from businessDEPOT who will share specific insights that help property managers identify exactly what elements are successful in their business and what aren't and make

the necessary changes that will help their business grow.

"I can't wait to share what we've learned through our years of research – we'll give fact-based evidence that will help everyone go out and put the things they've heard into practice and build more successful businesses," Mr Knight said.

One of the most popular property management speakers, Tara Bradbury, will present twice – once on the main stage and once in a break-out session.

"We know how much our community of property managers loves hearing Tara speak, and we know how knowledgeable and experienced she is," Ms Mercorella said. "So we've got her on stage twice, so nobody will miss out!" Ms Mercorella said.

This year's focus has broadened to include speakers who can offer leadership tips and insights for those property managers who are thinking about the next stage of their career.

"We really didn't want to pigeonhole property managers into a small box

that only focused on the traditional areas of PM office work," Ms Mercorella said.

"So we've added speakers, like Sonia McDonald from Leadership HQ, who will help those who are maybe thinking about starting their own PM business and want to know where to start and how to build a team and a business structure," Ms Mercorella said.

Break-out sessions tailored for property managers:

- John Knight from businessDEPOT: "Ready. Set. Grow."
- Tara Bradbury, BDM Academy: "Vacant Properties and Customer Service Culture"
- Kelly Maniatis, Left Field Consulting: "Planning and Priority Management"
- Marketing your brand online: "Using social media to grow your business"
- Connie McKee and Peta Stilgoe: "QCAT and Legislative Update"

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## Clint Dowdell-Smith elected PM chapter chair

*The REIQ Property Management chapter elected a new chair at its meeting last month, electing Clint Dowdell-Smith to replace outgoing chair Jess Mazzocato.*

Mr Dowdell-Smith, who is the general manager of Bees Nees City Realty, was elected unopposed and unanimously by the committee in attendance, comprising Kaitlyn Schneider, Jill Eisenhuth, Barbara Mayfield (via teleconference),

Amanda Carr (teleconference), and Donna Sands (teleconference).

"It's an honour to have been elected and I look forward to working with this great group of property managers who are clearly dedicated to their profession," he said.

"We're keen to work with the REIQ and promote the issues and causes that are dear to the hearts of all property managers throughout the state.

"We'd like to know what's going on and what matters so that we can help improve issues for those at the coal face," he said.





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# Is Facebook Live a game-changer for real estate agents?

*After years of being advised by social media experts that Facebook is not an avenue for showcasing listings, has Facebook Live video changed the game for real estate agents?*

Recently, US realtor, Leigh Brown – who will be speaking at the REIQ Summit in October – did a Facebook Live walk-through of a repossessed property that attracted more than 7300 views and 24 shares.

Admittedly, part of the attraction was the entertaining commentary, but it did showcase the power of Facebook Live for agents to expand their reach, especially on social media.

Raine and Horne Chermside agent Zac McHardy used Facebook Live last month to do a live Q&A during an open home for a property on Newman Road, Geebung.

He said the Live open home was an experiment and so he didn't promote it or market it ahead of time but it had been fruitful and so was planning to continue the experiment.

The video has been watched more than 2000 times.

"We got nine offers and one was a viewer from the Live video stream and I've also got a listing from a seller who saw the stream and liked that I thought outside the box," he said.

"There are two benefits to using Facebook Live – it showcases the property to potential buyers, and it shows other buyers that I'm creative in marketing their property," Mr McHardy said.

However, it's not all beer and skittles.

"If we get a lot of groups coming through it's hard to find time to do the Q&A on Facebook, while I'm showing people through the property," he said.

"We're thinking of doing the Facebook Live video without the Q&A component, depending on how busy we are at the next open home," he said.

Also, the quality of the video isn't high, especially when compared with the traditional high-quality video walk-through. Resolution is lower with FB Live, but also recording the Live video on handheld devices, such as tablets and phones, can result in wobbly footage, which isn't an ideal viewing experience.

"I got a listing for a luxury property from our first FB Live video, so that's a promising result," he said. "We'll keep going for now."



## New business helps older people move house

*Agents who pitch for listings belonging to the elderly, or to their family, could call on a new business that helps older people move house as a way to help win the listing.*

Care to Move specialises in helping older people move house, taking care of every detail and making the transition as seamless and stress-free as possible.

Direct Clarissa Brandt said real estate agents who were helping

clients downsize could use Care to Move as additional support for their potential client.

"Sometimes family members aren't available to help their elderly relatives move house and it's such a big job when someone moves from a home that they've lived in for 30, 40 or 50 years," Ms Brandt said.

"We can help overcome a barrier to the decision to sell by offering our services and alleviating some of that stress, which can expedite the listing process," Ms Brandt said.

"Plus, decluttering and organising

maintenance before the house goes on the market goes a long way in gaining a higher price for the property," she said.

Ray White Wilston sales agent Michael McCullagh said Care to Move's assistance meant he was able to get a deceased estate he was selling on the market much faster than expected.

"The cleaning and maintenance, waste and charity removal as well as furniture sales were all completed within the week, which was fast, but crucial for timing," Mr McCullagh said.



# Greater equity for landlords and tenants: REIQ push

*The REIQ has lobbied for greater equity between tenant and landlord rights as part of its submission to the Government review of the Residential Tenancies and Rooming Accommodation Act 2008.*

CEO Antonia Mercorella said the REIQ presented evidence that a more equitable balance between tenants and landlords would better ensure the sustainability and ongoing affordability of the rental market.

“Our recommendations are focused on addressing deficiencies and problems in the current residential tenancies framework,” she said.

“We want reforms that will strike a fairer balance between tenants and lessors, encourage ongoing investment in property, improve the viability of property investment and importantly,

safeguard the availability of tenant housing in Queensland,” she said.

Invited by the Minister for Housing and Public Works, Mick de Brenni, to respond to the discussion paper *Working Together for Better Housing and Sustainable Communities*, the REIQ submission tackled a range of issues and identified areas of friction in the system.

“We appreciate the need for greater protection of low-income earners and vulnerable tenants, however, this should not be at the unfair expense of private lessors,” Ms Mercorella wrote in the submission.

In the discussion paper, the Government is seeking feedback on its rental sector goals: to find ways to encourage longer-term leases, minimum condition standards for rental properties and reviewing provisions around notices to leave without grounds.

On the issue of tenancy databases, the REIQ argued that these databases

are an important asset-protection and risk-minimisation tool for lessors.

Lessors have a right to be able to satisfy themselves that a tenant has (or does not have) a history of being able to meet financial commitments and/or to maintain a property as required under a tenancy agreement.

The REIQ recognises the need for strict regulation of tenancy databases to protect against unfair and unjust listings. Given the importance of accommodation to Queenslanders and their families, tenancy database listing should be carefully and fairly controlled.

The current provisions in the RTRA governing tenancy databases dramatically limit the scope and usefulness of tenancy databases.

“The REIQ does not support the recent 2016 tenancy database amendments and in our view, the consultation relating to these amendments was, with respect, poor,” Ms Mercorella said.

“Our key concern is that tenants can only be listed in extremely limited circumstances; only after the tenancy agreement has ended and if the amount owed exceeds the rental bond.

“The REIQ is seeking the removal of the requirement for the tenancy agreement to have ended and the amount owed to exceed the rental bond.”

Some of the key recommendations made by the REIQ include:

- **Consistent notice periods** - introduction of equal notice periods for landlords and tenants to end a tenancy
- **Late rent procedures** - tenants are given too long to rectify rent defaults and waiting periods for landlords/property managers to issue a default notice is too long
- **The Act is too restrictive and does not provide sufficient contractual flexibility** - parties should be able to negotiate higher bonds on account of higher risk (for example, pet bonds, higher risk tenants)
- **Photographing properties** - landlords should be allowed access to photograph the property when it is for sale/lease and tenant consent should not be required (however, tenant privacy should not be breached)
- **Water charging** - all water charges should be able to be passed on to tenants with no requirement for the property to be water efficient
- **Rent increases** - should be able to be mutually agreed at the outset of a tenancy agreement and should automatically commence in accordance with agreed terms without need for notice periods
- **Bond lodgment timeframes** - currently rental bonds must be lodged with the Residential Tenancies Authority (RTA) within 10 days of receipt whereas agents should be able to streamline this to suit trust account procedures
- **Improvement of dispute resolution procedures and timeframes** - need to be improved to allow for faster dispute

resolution particularly where the issue in dispute relates to late rent. Landlords should not be left out of pocket waiting for the RTA conciliation/QCAT hearing.

As part of this review, the REIQ is also seeking the introduction of a streamlined, uniform property safety regime for existing statutory disclosures (such as safety switches, smoke alarms, blind cords, pool safety fences) and the harmonisation of the time frames associated with each disclosure or certification requirement. This would reduce the administration burden and streamline the process currently associated with complying with these disclosure and certification requirements. We are also seeking the introduction of a landlord commissioned health and safety inspection report connected with the leasing of all residential properties in Queensland.

The Government is still considering submissions.

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# REIQ finalises sale of Coorparoo site, seeks new premises

*The REIQ has finalised the sale of its Coorparoo headquarters to private investment and development group StoreInvest, following a lengthy search and negotiation process which was begun almost 12 months ago.*

REIQ CEO Antonia Mercorella said the sale of the site was part of the organisation's modernisation strategy and a reflection of its changing business needs.

"Due to efficiencies and streamlining our business practices we no longer need as much space as we once did and this decision was part of an overall good governance strategy on behalf of the Board," she said.

"We are now looking for more modern facilities that will better suit our needs and will help us continue to attract the best and brightest to our business.

"We are the REIQ. Like millions of Australians we believe in owning our own home and we are looking forward to buying something that will be well-appointed and will offer all the mod cons!" she said.

Coorparoo has become a popular

suburb with developers and being just 5km from the CBD the opportunity to take advantage of market conditions was part of the REIQ's decision to sell.

The purchaser now has an ideal opportunity to invest in the revitalisation of the property to meet this rapidly growing inner city market.

"Exciting new precincts such as Frasers' Coorparoo Square and the proposed Boulevard Buranda - the major retail and residential project in Woolloongabba - made it a great time to go to market," Ms Mercorella said.

The 6800sq m site was acquired in 1986, with the REIQ moving from Fortitude Valley to the larger Coorparoo site to accommodate expanding training and staff needs.

The REIQ is the peak body for real estate practitioners in Queensland and is one of the state's largest providers of real estate training courses, teaching more than 2000 students a year in a range of real estate-related qualifications.

The REIQ has recently undergone significant change, appointing its first female CEO in its almost 100 year history and many new senior

management appointments.

Our desire to move to a new building is driven by a strategy to revitalise the REIQ brand; to provide our staff with the best facilities that will help us serve our members' needs to the highest possible standard.

The sale was facilitated by REIQ commercial members, Savills.



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# CPD top earners and learners



**Name:** Geoff Bryant  
**Agency:** Weipa Real Estate

## Why is CPD important to you?

REIQ CPD keeps me up to date with the latest trends in real estate, such as legislation, finance and legal changes.

As an example, the CPD I attended in Cairns, the speaker on finance was excellent, his speech was based around money transferred from overseas and how one year of rent could now be used as a basis of a deposit on borrowing for a first-home buyer.

The second speaker was from OFT and she brought us to speed on just how many agents do not have their yearly audit done on their trust account - 400 to be exact! The third speakers were from Preston Law on Strata Law and presented an excellent explanation of the current laws and legislation.

## What do you value most about CPD?

I love networking with other agents in Cairns, mainly I believe because our office is in Weipa we are not a threat to their income.

## Do you prefer fact-to-face CPD sessions, online webinars or a combination?

I would prefer face to face sessions however if I have to do remote CPD I

prefer the tick and flick method with many variety of questions with maybe four likely answers to each question. This type of method for a remote area such as Weipa is great for our staff meetings to keep them up to date with all current trends and also gives them a chance to debate certain answers. Cost of travel is a problem with keeping our valued employees informed of the latest trends in real estate, in particular property management.

## CPD and zone breakfasts/lunch dates for August 2016

Date	Zone	Breakfast/Lunch	CPD	Venue
3 August	Southern	7.30 - 9.00am	9.15 - 11.00am	Logan Diggers
4 August	Caboolture/Redcliffe	7.30 - 9.00am	9.15 - 11.00am	North Lakes Golf Club
10 August	Atherton	12.00 - 1.30pm	1.45 - 3.30pm	Atherton International Hotel
17 August	Eastern	7.30 - 9.00am	9.15 - 11.00am	Redlands RSL
18 August	Rockhampton	7.30 - 9.00am	9.15 - 11.00am	Rockhampton Leagues Club
24 August	Sunshine Coast	12.00 - 1.30pm	1.45 - 3.30pm	Noosa Springs
25 August	Coorparoo		9.30 - 11.00am	REIQ House



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# Keep track of the forms you send

WORDS BY ANITA O'CONNOR, THE FORMS GURU

*"Why haven't they responded?"*

*"Have they read it?"*

*"Perhaps they didn't receive it. I sent it... didn't I?"*

Keeping on top of all the forms you've emailed to vendors, purchasers, landlords and other important stakeholders can be time consuming and frustrating. But it should be simple and uncomplicated (and possibly even enjoyable). With Realworks, your forms and agreements software, it's definitely simple and uncomplicated.

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After you have shared a form, you will see an envelope icon on the forms list which shows the number of times you have shared a form.

You can check if the recipient has downloaded the form by clicking on the Share button (for that form).



If you see the Eye icon, you know they have downloaded the form you have sent them.

Woohoo! No more *"I didn't receive the form"*.

Realworks keeps you on top of all your forms (because it's better being on top). For more information, see our help guide here: <http://help.realworks.com.au/#sharing-forms>

Enjoy!

**Anita O'Connor**  
**The Forms Guru**



*With Realworks, your forms and agreements software, it's definitely simple and uncomplicated.*

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# No longer a man's call

*Only 70 out of Queensland's 1375 auctioneers are women – around five per cent – which means that auctioneering is predominantly a man's world.*

However, this hasn't stopped women answering the call and this group have some tips for others who may be thinking of joining their ranks.

Rebecca Herbst (Bees Nees Realty) has been a qualified auctioneer for about eight years and says that women do have some natural advantages over men when auctioneering.

"I really feel that we can draw on the emotions of the buyers and drive the price up through desire and competition as women are naturally more emotive and empathetic than men," she says.

"And because we are also not seen to be as threatening as a man, when it comes to negotiating during the course of the auction we can use this to our advantage to make everyone feel they are getting the outcome they want," she said.

Auctioneer-in-training Tara Kelly was drawn to auctioneering because of the theatre of it.

"Someone once said auctioneers are the actors of the real estate industry," she says. "We need to entertain and to put on a show for the buyers and set the tone for the auction.

"Charisma and personality are required to command the attention of the crowd and women are quite capable in this area!"

The theatrics of auction calling are also well-suited to fledgling auctioneer Sasha Limbach, who, in her native UK was a singer and actress.

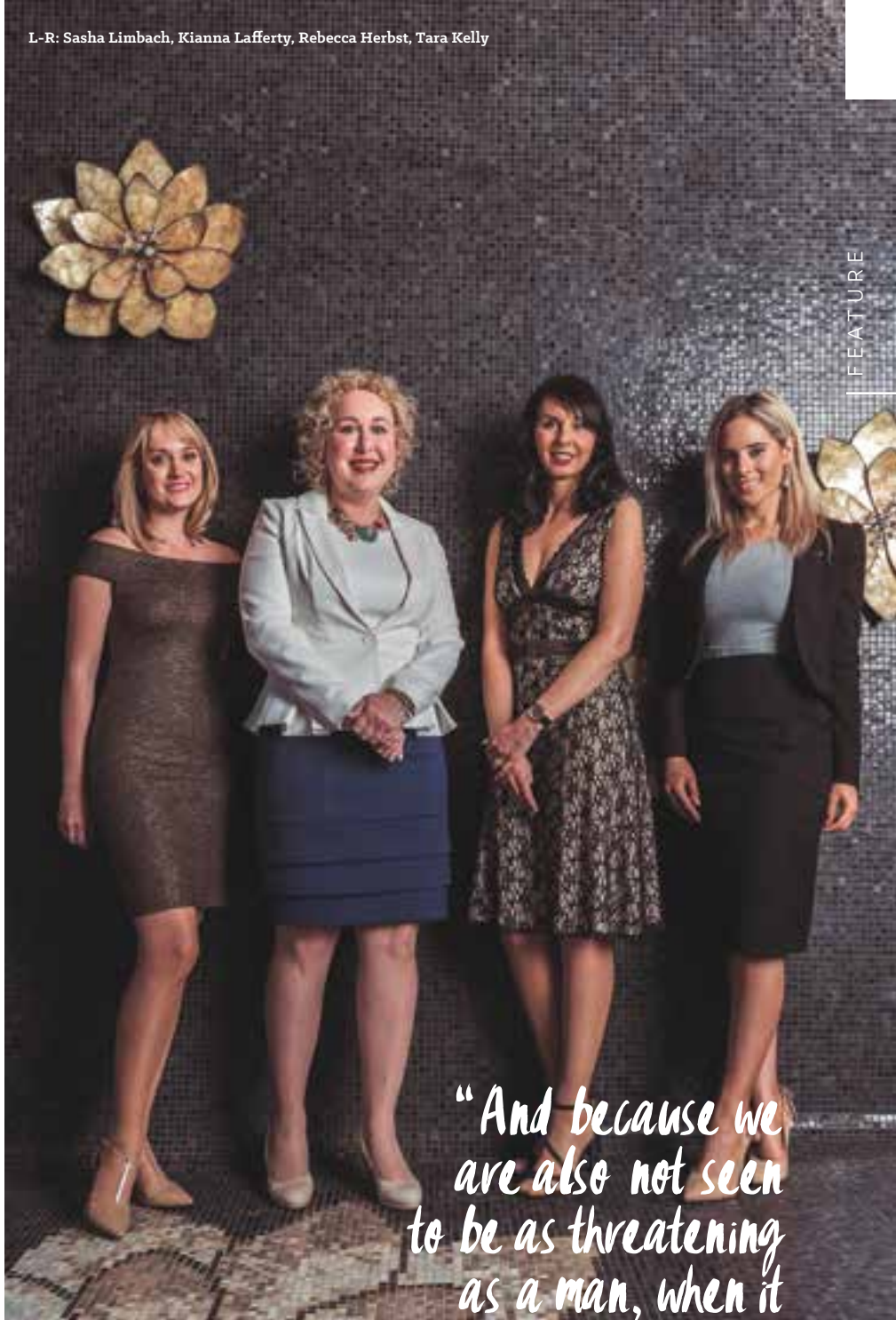
"I moved to Gladstone from the UK and after watching a few in-house auctions I believed I would be good auctioneer.

"I thought it would be the perfect combination of performance and real estate!" she says.

"It's great that more women are embarking on becoming auctioneers, and I feel that, as a woman, I am more observant and realise that people don't always communicate with words, but with body language.

"Anyone thinking of auctioneering should give it a go!" Sasha adds.

*"And because we are also not seen to be as threatening as a man, when it comes to negotiating during the course of the auction we can use this to our advantage to make everyone feel they are getting the outcome they want,"*



# Out and about with the REIQ

*The REIQ events team has hosted an exciting calendar of breakfasts, luncheons, auctioneering competitions and, of course, networking drinks over the past quarter.*

**Auctioneers State of Origin:** Our REIQ Auctioneers travelled to Sydney last month to battle the REINSW team in the second annual Auctioneer State of Origin competition. This year's team, Justin Nickerson, Jason Andrew, Matt Condon, Phill Broom, and Peter Burgin fought hard and fought valiantly, but in the end the home ground advantage was too strong and the Blues lifted the shield. The victory was on the slimmest of margins and the Maroons are eagerly anticipating next year's re-match.



QLD State of Origin Team (L-R): Justin Nickerson, Phill Broom, Matt Condon, Jason Andrew, Peter Burgin



NSW State of Origin Winning Team (L-R): Ed Riley, Josh Larsen, Scott Kennedy-Green, Jesse Davidson, Gavin Croft



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**Real Estate Luncheon:** The annual Aon/REIQ Real Estate Luncheon, featuring keynote speaker and finance journalist Peter Switzer, was a particularly enjoyable event this year, with perfect weather complementing the great food and entertaining show put on by the REIQ team.



Gabrielle Trickey and David Farrell



REIQ Zone Chair David Snow, Anthony Obee, Carissa Obee



Damien Ross and REIQ Board Chairman, Rob Honeycombe



Justin Nickerson wins REIQ Auctioneer of the Year 2017, sealing back to back wins.



Brad Hay (REIQ), John McSpedden (REIQ), CoreLogic's Robert Castorina

**Direct Connect Luncheon:** It was a thrill for everyone attending the annual Direct Connect REIQ luncheon this year to meet basketball legend Leroy Loggins. Leroy entertained the room with his gripping tale of triumph over extreme poverty and adversity at the Customs House event.



Duncan Bryce, Antonia Mercorella, Leroy Loggins, Shaun Mahony

**New Fellow:** The REIQ was thrilled to announce among our newest intake of Fellows this month was REIQ trainer and Property Management Support Service operator Connie McKee. Connie has been a leading light of our profession for many years and it's wonderful to see her admitted as a Fellow of the REIQ. Congratulations Connie!



Connie McKee with REIQ CEO Antonia Mercorella

Don't miss out on an upcoming REIQ event – make sure you check your fortnightly REIQ Update to find out what events are coming up in your area. This is the best way to make sure you get your early bird discounts! Log in to the new REIQ.com to check your mail preferences are set correctly and you are on the list for all our news and updates.

# Your training plan for August!

*August has a wealth of property management specialised courses on offer, and some great sessions for agency principals, salespeople and office managers.*

## **Property Management Legislation and Documentation Refresher**

This workshop is designed to give participants a solid understanding of the provisions of the Property Occupations Act and associated legislation impacting on everyday property management practices, completing the Form 6 and protecting the agency commission and asset, completing RTA forms and complying with notice periods, and how to research and understand relevant provisions of the RTRA Act and Regulations (a full copy of the legislation provided to all participants). The session will also focus on risk avoidance, including case study examples.

*Dates: Sunshine Coast 15 August, Gold Coast 19 August, Brisbane 24 August*

## **Property Management Webinar**

These 1 hour webinars are designed for experienced property managers, and will feature sessions which focus in depth on hot issues in the world of property management.

The next webinar is: Coordinating a Changeover of Managing Agency Professionally and Efficiently

*Dates: 23 August from 11am to 12pm*

## **Team Goal Setting, KPIs, KPTs and Measurement Tools for Success**

- understand how to set realistic office goals and achieve them, after having set individual goals
- the difference between KPIs and KPTs and how this will affect your bottom line
- the no.1 reason most people don't achieve their goals and how you can avoid failure
- why having a plan for success is so important
- the 4 biggest mistakes in setting achievable goals
- why working backwards to achieve

your goals is paramount

- find out how you can assist your team to achieve their goals by using our easy tools for success
- and a whole lot more... including templates to take with you

*Dates: Brisbane 23 August*

## **Property Management IQ**

Have you ever had a situation and didn't know what to do next? This session will show you the best course of action when dealing with conflict and problem solving. The session will also focus on:

- How to become more productive and find that all-important work life balance (yes, you can be a property manager and have a life too!)
- Strategies to rent properties faster using proven system: Shrink your vacancy rates
- Technology – what's new and what works?
- How to best grow the business and retain properties
- This session will show you how to become proactive instead of reactive.

*Dates: Brisbane 5 September, Sunshine Coast 7 September*

## **Property Management Thought Leaders**

This session will be focused on how to grow as a leader in your department, and for principals leading their agencies. We'll look at:

- What profit can be made in the rent roll (and ask what are you missing out on)
- Technology: What you don't know is what is going to hurt your business
- Business structures: See what has happened with the taxi industry
- Where are you positioned in the market: Are you winning?

This session is perfect for principals, senior staff and department managers.

*Dates: Brisbane 6 September, Sunshine Coast 8 September*

## **Property Management: The Facts of Life**

In this course we tell it like it is – do you really want to know what to expect when working as a property manager? This half day session will focus on the high points and potential pitfalls of property management, and set you on the right track for success.

Delivered by highly experienced property managers and agency owners, the practical content and insights shared during this session will ensure you can make your career in property management a long term and rewarding one.

*Dates: Brisbane 9 September*

## **Management Rights Induction**

This first of its kind, all-inclusive program is designed for people entering management rights as operators for the first time and those considering entering the profession in the future. The day will cover:

- Legal Perspectives
- Property Occupations Act and Agents Financial Administration Act
- BCCM Act
- Other Acts explained
- Office of Fair Trading compliance and investigations
- Resident manager as a letting agent
- The resident manager as a caretaker/facilities manager
- Role of the committee & body corporate manager
- How to avoid disputes with the body corporate
- How to get the most out of your professional association

*Dates: Gold Coast 26 August*

**Registration and Licensing Courses****August - September 2016****BRISBANE**

2 - 5 Aug	9.00am - 4.30pm
15 - 18 Aug	9.00am - 4.30pm
30 Aug - 2 Sep	9.00am - 4.30pm
6 - 9 Sep	9.00am - 4.30pm
19 - 22 Sep	9.00am - 4.30pm
27 - 30 Sep	9.00am - 4.30pm
29 Aug	Registration evening classes commence 8 evenings (6 - 9pm Mon and Tues)

**GOLD COAST**

15 - 18 Aug	9.00am - 4.30pm
30 Aug - 2 Sep	9.00am - 4.30pm
12-15 Sep	9.00am - 4.30pm
27-30 Sep	9.00am - 4.30pm
1 Aug	Registration evening classes commence 8 evenings (6 - 9pm Mon and Tues)

**SUNSHINE COAST**

23 - 26 Aug	9.00am - 4.30pm
20 - 23 Sep	9.00am - 4.30pm

**HERVEY BAY**

27 - 30 Sep	9.00am - 4.30pm
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**TOOWOOMBA**

23 - 26 Aug	9.00am - 4.30pm
20 - 23 Sep	9.00am - 4.30pm

**TOWNSVILLE**

13 - 16 Sep	9.00am - 4.30pm
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**CAIRNS**

30 Aug - 2 Sep	9.00am - 4.30pm
20 - 23 Sep	9.00am - 4.30pm

**MACKAY**

5 - 8 Sep	9.00am - 4.30pm
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**ROCKHAMPTON**

12 - 15 Sep	9.00am - 4.30pm
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**Resident Letting Agents Licence****GOLD COAST**

8 - 12 Aug	9.00am - 4.30pm
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**Career Networking Lunches****BRISBANE**

17 Aug	12.30 - 1.30pm
21 Sep	12.30 - 1.30pm

**GOLD COAST**

1 Sep	12.30 - 1.30pm
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**SUNSHINE COAST**

25 Aug	12.30 - 1.30pm
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**Specialised Courses****August - September 2016****PROPERTY MANAGEMENT**

Property management documentation and legislation refresher	BRISBANE: 24 Aug (1.00pm - 4.30pm) GOLD COAST: 19 Aug (9.00am - 12.30pm) SUNSHINE COAST: 15 Aug (1.00pm - 4.30pm)
Management rights induction	GOLD COAST: 25 Aug (9.00am - 4.00pm)
Feature Day - I Love PM	BRISBANE: 5 Aug (9.00am - 5.00pm)
Property management webinars: Webinar #2	Coordinating a changeover of managing agent professionally and efficiently: 23 Aug (11.00am - 12.00pm)
Property management webinars: Webinar #3	When things aren't straightforward: Early end of a fixed, change of shared tenancies, non-standard tenant requests for property use.: 20 Sep (11.00am - 12.00pm)
Property management IQ	BRISBANE: 5 Sep (9.00am - 4.00pm) SUNSHINE COAST: 7 Sep (9.00am - 4.00pm)
Difficult Ds	BRISBANE: 23 Sep (9.00am - 12.30pm) ROCKHAMPTON: 22 Sep (9.00am - 12.30pm) HERVEY BAY: 26 Sep (9.00am - 12.30pm)
Conflict prevention and resolution for property managers	BRISBANE: 23 Sep (1.00pm - 4.30pm) ROCKHAMPTON: 22 Sep (1.00pm - 4.30pm) HERVEY BAY: 26 Sep (1.00pm - 4.30pm)
Property management thought leader growth	BRISBANE: 6 Sep (9.00am - 12.30pm) SUNSHINE COAST: 8 Sep (9.00am - 12.30pm)
Property management: the facts of life	BRISBANE: 9 Sep (9.00am - 12.30pm)

**SALES AND AUCTION**

Professional influence	BRISBANE: 26 Sep (1.00pm - 4.30pm)
Sales and auction documentation and legislation refresher	BRISBANE: 14 Sep (1.00pm - 4.30pm) TOOWOOMBA: 19 Sep (1.00pm - 4.30pm) ROCKHAMPTON: 21 Sep (1.00pm - 4.30pm)
How to write attention grabbing, highly effective ad copy that sells	GOLD COAST: 20 Sep (9.00am - 12.30pm)
Scripts and dialogues for building a robust prospecting pipeline	GOLD COAST: 20 Sep (1.00pm - 4.30pm)

**AGENCY MANAGEMENT AND ADMINISTRATION**

Understanding agency growth	BRISBANE: 26 Sep (9.00am - 12.30pm) SUNSHINE COAST: 30 Sep (9.00am - 12.30pm)
It is time	BRISBANE: 3 Aug (9.00am - 12.30pm)
Team goal setting, KPIs, KPTs and measurement tools for success	BRISBANE: 23 Aug (9.00am - 12.30pm) GOLD COAST: 2 Aug (9.00am - 12.30pm)

**COMMERCIAL AND BUSINESS BROKING**

Commercial webinar series #4	Working with a body corporate: 12 Sep (11.00am - 12.00pm)
Assessing and listing businesses	BRISBANE: 21 Sep (9.00am - 4.00pm)
Commercial sales series - Part 1	BRISBANE: 28 & 29 Sep (9.00am - 4.30pm)
Commercial sales series - Part 2	BRISBANE: 26 & 27 Oct (9.00am - 4.30pm)

# Frequently asked questions

Each month we reply to many enquiries from REIQ members, and publish some of the top Frequently Asked Questions in the monthly Property Management Support Service Newsletter. These are some of the last month's questions. Remember if you need assistance with any property management matter you can call the PM Support Service team on 3249 7347 or email [pmsupport@reiq.com.au](mailto:pmsupport@reiq.com.au).

## **What happens when you arrive at a property and the tenant refuses access?**

As a property manager one of our key services is to conduct routine inspections on behalf of our client (lessor).

Conducting a routine inspection as we know isn't as simple as tapping on the front door and walking in. There is a substantial amount of planning of the inspection as well as legislations stipulating the provisions of entry. Under the RTRA Act section 195 this sets out the day and time guide lines we are able to inspect, whilst section 192 sets out the grounds that a lessor or lessor's agent may inspect. As long as the lessor and lessor's agent is providing the prescribed Form 9 Entry Notice or seeking mutual written consent from the tenant and has met the requirements under these sections of the RTRA Act than the lessor/lessor's agent may gain access to the property for the purpose of a routine inspection.

So what happens when you arrive at a property and the tenant refuses access or you are unable to gain access because the locks are changed?

The tenant is obligated to allow access to the property where all entry provisions have been met.

Failure to allow access could result in the agent taking further action against the tenant. The 3 possible outcomes could be:

### **Option 1:**

Try to negotiate access with the tenant, finding out why they are refusing access. If the tenant will not respond or allow entry the lessor/ lessors agent may wish to proceed to the RTA for dispute resolution by lodging a Form 16.

### **Option 2:**

Under Section 201 of the RTRA the lessor

/agent may apply to QCAT to have an order made for access to be granted:

*201 Entry by lessor or lessor's agent under order of tribunal*

- 1) *This section applies if, on an application made to a tribunal by the lessor or tenant, the tribunal is satisfied—*
  - a) *the tenant has not allowed the lessor or lessor's agent to enter the premises under the rules of entry; or*
  - b) *the lessor or lessor's agent has entered the premises in contravention of the rules of entry.*
- 2) *The tribunal may change the rules of entry in the way it considers appropriate.*
- 3) *If the tribunal changes the rules on the ground mentioned in subsection (1) (a), the lessor or agent may enter the premises under the rules of entry or the rules of entry as changed.*
- 4) *If the tribunal makes an order on the ground mentioned in subsection (1)(b), the lessor or agent may enter the premises only under the rules as changed*

### **Option 3:**

Or the lessor/agent may issue the tenant with a Notice to Remedy Breach Form 11 for a significant breach if there is reason to believe that the premises is being used for illegal purposes, followed on by a Form 12 Notice to Leave and should the tenant not vacate proceed with an Urgent Application to QCAT for section 293 failure to leave.

Always seek your lessor's instructions before applying to QCAT, self-resolution is always the best resolution. Generally when a tenant is refusing access and not communicating with the agent there are deeper issues. If entry is refused by the tenant never engage in physical contact or put yourself at risk, leave the property and format a plan and solution.

## **What happens if a property owner wants a Power of Attorney to sign the Form 6 on their behalf?**

Firstly an agent would have to be satisfied that the person is a registered power of attorney for the owner.

You can read up on the correct process they need to have gone through here [www.business.qld.gov.au/industry/titles-property-construction/titles-property-transactions/powerattorney](http://www.business.qld.gov.au/industry/titles-property-construction/titles-property-transactions/powerattorney). An agent would want a copy of the relevant power of attorney deed.

When completing the client section of the Form 6, the agent would write the name of the person who is the power of attorney, and then "acting as power of attorney for" and then the property owner's name, and then "under the instrument of ....(number of the power of attorney deed)". So for example "John Smith acting as power of attorney for Mary Smith under the instrument of (power of attorney title deed number)."

Then the power of attorney signs the document as per normal, and under their signature you would write that they are signing in the capacity of power of attorney for (property owner's name).

Of course the property owner's name in all of this must be as per the title search, which we always recommend you check.

# Sale prices that do not reflect market price

*When an agent is required to price a property for sale, they must base the anticipated price range for a property upon the following assumptions:*

- The price can be achieved by offering the property to an open, competitive market
- A reasonable time is allowed to find a buyer or tenant
- The buyer enters into an agreement in the full knowledge of the property's market potential and liabilities; such as zoning and legal use
- The client is educated to current market conditions and is not under any undue pressure to sell

There are however, some circumstances when an agent must disregard market facts even though they represent a current sale or rental transaction. Special circumstances surrounding a sales transaction can affect the sale price. It is therefore important that the agent ascertains what the specific circumstances are for each sale.

Sometimes a property has a special appeal to a particular buyer who, in turn, is willing to pay a premium for it. Under these circumstances, the selling price may not be a true indication of market value.

Prices above current market levels may be paid in the following circumstances:

- Purchase by the owner of adjacent property
- The buyers are influenced by family or sentimental reasons
- Compulsory acquisitions by statutory authorities, as a premium price paid can include compensation
- The tenants purchasing the freehold of premises where they currently carry on the business in order to preserve the goodwill of the business
- New buyers who haven't researched the market, particularly interstate or overseas buyers not familiar with local values. However, if a trend emerges where over a period of time a high volume of property continues to be

sold to interstate or overseas buyers, especially in a preferred location such as Gold Coast beach or canal front land, then a recognisable trend emerges. This becomes an undeniable market fact which must be considered when pricing real estate

- Sales that are leaseback. In this situation the property is sold subject to the buyer granting the seller favourable leaseback arrangements over the property. Usually a higher selling price is offset by lower rental rates that are more favourable to raising capital, thus helping cash flow.

Properties have been sold without going on the market when a buyer, both privately or through an agent, approaches the seller and makes an offer to purchase the property. These sales are often 'above market price'. Conversely, a property that has been on the market for longer than the area's 'prime selling time' may be considered less attractive and tend to be targeted by bargain hunters. Once the prime selling time of a property has expired, the price has a tendency to fall. Therefore, a residential property that has been on the market for more than 60 days may sell for less than a property that has only been on the market a week or two.

In determining value it should be assumed that a seller has been given reasonable time to sell. A seller who is forced by circumstances to make a quick sale may be regarded as an anxious seller and the price achieved may be below market value. Situations that may indicate a forced sale include:

- Sales where the client is in financial distress
- Work-related transfer where the sale is organised and funded by the new employer. In these situations, the employer may be willing to carry all losses incurred by the employee as a result of relocation
- Sales forced through emotional

distress such as ill health, trauma, or personal circumstances such as divorce

Internal sales occur when property is transferred privately between parties. The most common internal sales occur between:

- Couples who are separating
- Immediate family members, close relatives or friends
- A portion of the block sold to a neighbour

In the case of intra-family the transaction is usually considered a transfer rather than a sale. However, it must be registered with the Titles Office and stamp duty paid accordingly. The transaction will appear on the Department of Natural Resources and Mines (DNRM) and Core Logic RP Data sales data printouts and recorded as a sale. These types of sales will be disclosed by ownership searches as a part sale and the sale price indicated will always appear to be low compared to other comparable sales in the area. It should also be noted that divorce settlements where the family home is transferred to one party are also considered internal sales and do not necessarily reflect true market value.

It is best practice to ascertain whether or not there is a tenancy involved in a sales transaction, as this may also affect the final selling price. For example, in retail and commercial situations a strong tenant with a secure lease may attract a premium price for a property. However, an identical property which is vacant may not have the same market appeal and will therefore sell for less. Conversely, it may sometimes difficult to sell a residential property subject to a tenancy, particularly if the buyers require vacant possession. Under these circumstances, the buyers may offer a lower price to compensate their relocation costs while waiting for the tenancy to expire.

*"I'd like to get to a stage where women feel that they can enter any sector in the real estate space and that they have the confidence to do anything that a man would do." Antonia Mercorella*



Auctioneer Penny Tarrant

## The rise and rise of women in real estate

*It wasn't that long ago, in the grand scheme of things, that women in the workforce were a rarity.*

That all started to change in the 1970s, a phenomenon which grew and grew with each passing decade to where we are today.

While some professions may still be male-dominated, and many boards across the nation have scant female representation, the rise and rise of women in real estate is one of the success stories of any Australian sector.

In 2016, women are the majority of property managers and are ubiquitous in residential sales. There also growing numbers of female principals.

The real estate profession has certainly changed since former REIQ chairman and former REIA president Pamela Bennett started in the game in the 1970s. Back then, she says, women in real estate were considered a "novelty".

"It was always considered you were 'the girl'. Then when we went into business ourselves I was still 'the girl'. You'd have to say to people when they asked to see someone in charge that I was in charge. That went on for a long time," she says.

Pamela and her husband Paul managed their agency through

an era of great change with the multitude of technological advancements as well as the changing gender-mix of the profession.

She says once commission-only sales came to an end in the 1990s, she started to see more women step into a selling role.

"We probably had about 30 per cent sales staff that were women in the '90s, probably in the '80s about 10 per cent, and before that there was none. A lot of them were mature women who had a financial ability to support themselves. Once wages came in we found a lot more women trying it," she says.

From being "the girl", Pamela advanced through the ranks to become the chairman of the REIQ in 2009 and then the president of the REIA.

"My experience is, if you really believe in yourself, I think women can do very well in real estate. They have organisational skills and attention to detail," she says.

"I felt very proud to be a member of the Real Estate Institute of Queensland and I also felt exceptionally proud to be the chairman of the board. I went on



Former REIQ Chair Pamela Bennett

to be the president of Australia at the same time so I was chairing two boards. It was a fine line to walk.

"When you talk about women, only about one per cent of women get to chair a board, so I felt quite proud of that."

While the rate of change has been extraordinarily fast, there remains some segments of the profession where women are under-represented, including auctioneering.

Harcourts Profit Manager and independent auctioneer Penny Tarrant says the small number of female auctioneers in Queensland may be due to fewer female principals.

"It may be a lack of opportunity because there are fewer female principals and often it's the principals who are the auctioneers in an office. Traditionally, I think it's been that," she says.

"There are so many avenues now to do auction training that I think that is changing. I would definitely encourage female sales agents to do the auctioneer's training, to do public speaking courses to boost confidence and have a go, because it will help their sales careers."

While the number of female principals is increasing, it is an element of the profession which the REIQ has identified as perhaps needing some assistance and support.

REIQ CEO Antonia Mercorella, the first female at the helm in the Institute's nearly 100-year history, is hopeful of encouraging more women into leadership and agency ownership roles.

"I'd love to see more female principals. I think women make terrific leaders and great business owners, so we'd like to see more of that," she says.

"I think the REIQ has a role to play in terms of offering some training and education in that space to try and give them the skills that they need to be successful.

"One of things we should be looking at is mentoring programs as well, where we can set people up who are



interested in a role like that with someone who is established and has some experience who's prepared to give their time and help someone to get there."

Antonia would also like to see more women in commercial sales and leasing as well as business broking and says the REIQ may have a role to play in that regard, too.

Women in real estate have much to offer the profession and the REIQ is setting a great example to the real estate community, she says, by having a female CEO as well as strong female representation on its Board of Directors and senior management team.

"I'd like to get to a stage where women feel that they can enter any sector in the real estate space and that they have the confidence to do anything that a man would do," she says.

"It's nice to have a peak body that's not just paying to lip service to female representation. We're actually advocating for that and we're adhering to that ourselves."

- NICOLA MCDUGALL

REIQ CEO Antonia Mercorella

# Women bring diversity to real estate careers



*Real estate can be all-encompassing – from the minute you get up in the morning to the minute your head hits the pillow at night, you're always 'on', looking for ways to achieve your goals.*

But we are more than our jobs, and we are more than the careers we are building. This month, to celebrate the incredible contribution that women are making in the Queensland real estate profession, the Journal looks at five amazing women who have interesting stories.

### **Women are wired for success**

**Krista Sharp**  
General Manager, Ray White  
MetroWest Chapel Hill

*Krista wrote a piece about being mistaken for the assistant when working side by side with her junior male colleague recently. The article was published in online publishing juggernaut Huffington Post and attracted critical acclaim.*

*Krista says the article was designed to highlight how even in today's modern age, and in an industry as enlightened as real estate – where women make up ever greater numbers – the old stereotypes continue to exist. She says she wanted to do her part in challenging those clichés and so she wrote, "I look like a real estate agent: Why do they think I'm his assistant?" (Read the article here: <http://huff.to/2ajsUXJ>)*

*Krista has written an updated piece for the REIQ Journal:*

There has never been a better time to be a woman in real estate. The industry is becoming more professional, the market is strong and technology offers more convenience and efficiency than ever before. Mothers are establishing real estate start-ups with babies in their arms.

Women can define what success means to them individually and work on their own terms.

However, even in 2016, with women making greater strides than ever before, their contributions are still often underestimated and undervalued.



Remarkably, even today, it is still often assumed when a male and a female agent are working side by side that the man is the more senior authoritarian and the woman is the subordinate. This is surprising because real estate has welcomed many high-profile and successful women leaders, such as REIQ CEO Antonia Mercorella, REA Group Director Tracey Fellows, and Ray White Remeura owner and leader Megan Jaffe.

Of course, good old fashioned sexism is not new. It's common to many professions, particularly in traditionally male-dominated industries. It happens to even the most successful and high-profile women.

Some studies report an unconscious bias against women from both genders. Yes, men and, alarmingly, women are guilty of bias against women.

Women's achievements have long been overlooked in favour of their male colleagues'. Feminine traits were undervalued in business. In competitive business environments women often discarded their own femininity in favour of being more masculine.

However, that was the past.

In 2016 societies around the world are addressing these issues. Modern thinking reflects modern values and now many argue that the world would be a better place if business and political leaders adopted more feminine, nurturing patterns of thinking.

People want leaders with what has traditionally been viewed as feminine traits, such as collaboration, empathy, intuition and planning for the future. The limbic portion of the brain (connected to emotions) is more developed in women. Women are wired for success.

If more real estate leaders embraced their feminine traits it's possible staff retention would be higher.

So what should we be doing now to create more balance?

Negotiate more: Studies show that women don't negotiate as often as men, particularly when it comes to applying for jobs. Women are less likely to apply for a role if they don't meet all the criteria. Men have no such qualms.

Perhaps if women negotiated with their employers more often, the property management sector would not be facing the churn that it is, with experienced PMs leaving in significant numbers due to burn-out or to answer the call of motherhood.

This segment of the market could benefit if female property managers realised their worth and negotiated from a position of greater equity with their employers.

If feminine traits are the key to leadership then women have it in the bag. Women are doing what they want like it's nobody's business and that's the issue. Women need to promote their own successes and those of others because in 2016 people still don't register that women look like real estate agents, auctioneers, presidents of companies and countries. Women should lean in, speak up, negotiate and hustle now so that we won't need to continue this conversation in 2026.



## Blending blues and indigenous art

**Amanda Manton**  
Sales Associate, Urban Property

Amanda Manton, a sales associate and fledgling auctioneer with Urban Property, is the exotic product of a PNG father and an Indonesian/Filipino/PNG/German mother who grew up loving music, dance, the arts, and watching her father auction “everything from chickens to art”.

In addition to developing a promising real estate career, Amanda co-curates an indigenous art exhibition back stage at the Blues Fest, Byron Bay, selling works to the festival’s celebrity performers.

“Every year I take a little time out to co-curate the Indigenous Art Exhibition with my dear friend John Pene-Fonmosa,” she says.



## Finding gold in a coastal life

**Eva Coughran**  
Co-founder and editor of SimplyGC.com

*Eva Coughran has achieved one of those rare feats of combining what she loves with her work to arrive at a project that she loves and helps pay the bills.*

*As a devoted Gold Coast resident, Eva saw a gap in the market:*

*“It’s no secret that I love the Gold Coast,” Eva says. “As the editor of SimplyGC.com, I showcase stories and insights from locals who live, work and love it here.*

Professionally speaking, I co-founded a successful property advisory firm on the Gold Coast before realising my love of the coast could serve a wider audience. Specifically – people who want what we’re having, the coastal lifestyle, but aren’t getting the information they need from the tourist brochures. In our online space we uncover the real Gold Coast – real people, inspiring places, local style, culture and community.

Simply GC is for those who don’t live on the Gold Coast but want to. And for those who already live here but crave more connection with the coastal lifestyle.

And when people ask me what I do with my time, I tell them: “I share everything you need to know about living on the Gold Coast – including what it takes to secure your perfect property.”

But what I really want to say is: “I show you where all the cool places are to live and hang out; which areas suit your lifestyle; how achievable living in paradise can be once you have the right information.”

“We exhibit in the back stage dressing room area at Blues Fest and I have had the honour of connecting indigenous art and culture with some amazing artists, such as the late BB King, ZZ Top, Joss Stone, Peter Green, Mick Fleetwood, Tom Jones and Ben Harper just to name a few.

“The art that we select is from all over Australia and we only support community artists. Our work is around helping emerging artists extend their experience and have their stories displayed and shared,” she says.

“Recently I have started to bring some of the works from these artists into our Brisbane community and this year we were able to have an indigenous arts stall at the Red Hill Fair, which is a great opportunity to marry my love of art and property.”

For more information visit:  
<http://www.indijnarts.com.au>



**Small beginnings, big results: How I went from sleeping on the ground to building a successful buyer's agency**

**Karen Young**  
**Founder and Director at Property Zest**

*At the REIQ Awards for Excellence 2016, Karen Young was named Buyer's Agency of the Year and her victory speech referred to her first experience as a buyer's agent – sleeping on the hard, cold ground in a western Queensland town as she struggled to start her new business.*

*Karen's story is a triumph of grit and determination and she shares it here:*

If you've ever lost your job before, you'll know it's not a great experience. The company where I had worked for seven years was bought by another company and they didn't want to keep the management team or pay out entitlements owed.

I had been building my knowledge and my own portfolio for a few years and this was when the seed was planted - I could combine my passion for property and my enthusiasm for helping others.

Our buyer's agency, Property Zest, was born.

The early days were hard. Our first client wanted me to purchase a property in a remote mining town 14 hours away.

I borrowed a two-man tent from a friend, packed my air mattress and drove 14 hours to the mining town in my Nissan Micra.



**Pros and cons of a business partnership with your life partner**

**Bridget Pressley**  
**Group Manager, Propertyology**

*When one partner provides the public face of the business it can be easy to overlook the contribution from the other partner.*

*However, Bridget Pressley's contribution to the creation and development of Propertyology, with husband Simon Pressley, has provided the bedrock upon which the business is built and is equal in every measure to Simon's vision.*

Working with your husband can be challenging, especially when he admits to having "a quirky mind and a 24/7 work ethic" but Bridget says success relies on knowing each other's strengths.

"We have carefully structured our roles so that we can work quite independent from each other and we each have set days where one of us will work from home. We have a beautiful young boy, too, so we've established a routine that involves one of us attending school pick-up and sporting commitments on specific days," she says.

"I think we complement each other. My strengths include a sharp intuition and systems implementation whereas Simon is an innovator and a visionary.

"My 17 years within government taught me a lot about systems, processes and compliance which I've put to good use (at Propertyology)," she says.

"I don't have the same level of client contact as others in the office and my background is different to others but I think that helps me see things more from our client's perspective.

"A lot of what I do behind the scenes enables others to shine in front of the public."

I drove up and down the streets of this hot town, mapping out the best locations and looking at properties for my client. It was 40 degrees when I pitched my tent on the dusty, hard ground of a caravan park, surrounded by miners. I inflated the air mattress, crawled in and went to sleep, exhausted.

I woke up around 1am. My back was cold and it hit me that my air mattress deflated and I was lying on the cold, hard ground.

At this point, I remember clearly thinking to myself, 'It doesn't get any lower than this'. My second thought was: 'The only way from here is up'.

And so it has been.

It's been a lot of hard work, but I'm so proud now to look at where our company has gone in just four years. We've grown from a one-person operation to small company that provides jobs and incomes for other families.



# Important changes to the Commercial Building Disclosure Program

*Following a comprehensive review of the Commercial Building Disclosure (CBD) Program earlier this year, and public consultation on the proposed changes to the program, the federal Government has announced that the mandatory disclosure threshold on commercial office buildings will reduce from 2000 square metres to 1000 square metres starting 1st July 2017.*

Importantly, this impending expansion of the regulatory requirements of the CBD program to include additional commercial office buildings, also comes with the announcement of reducing the regulatory requirements for the Tenancy Lighting Assessment (TLA) component by increasing the TLA validity period from one to five years from 1st September 2016.

## **What does that mean?**

Do you own or manage a building, or an area of a building:

- Now greater than 1,000 square metres;
- Used for administrative, clerical, professional or other information-based activities, including any support facilities of those activities (i.e. office space); and
- Is being offered for sale, lease or sublease

If so, then it could be disclosure-affected from 1st July 2017. If you have a disclosure affected building, it will need a valid Building Energy Efficiency Certificate (BEEC) before it is put to the market for sale or lease.

## **What is a BEEC?**

A Building Energy Efficiency Certificate comprises two parts that need assessment by an Accredited Assessor, these are:

1. A National Australian Built

Environment Rating System (NABERS) Energy star rating for the building; and

2. An assessment of the energy efficiency of tenancy lighting in the area of the building that is being sold or leased, called a Tenancy Lighting Assessment (TLA).

The NABERS Rating assesses the energy efficiency of the building. This can be based on an assessment of the base building energy use or based on the whole building energy use. The Star rating is awarded on a scale of one to six with the higher the star rating meaning a more energy efficient building.

The TLA assesses the efficiency of the lighting system provided in the building or tenancy. The next biggest cost for a tenant after air conditioning is lighting and so this part of the BEEC is of particular interest to them.

A BEEC is valid for up to one year, but is no longer valid when either of the two parts listed above reach their respective expiry dates (currently both assessment parts have one-year validity periods).

By lowering the mandatory threshold, the upcoming changes to the CBD program effectively increases the number of commercial office buildings that are expected to require BEECs, and hence increase the requirement for the Part 1 - NABERS



Energy ratings to be conducted on those disclosure affected buildings.

The increase of the validity period from one year to five years of the Part 2 - Tenancy Lighting Assessment (TLA) from 1st September 2016, reduces the potential burden of having to re-assess the TLA component for the tenancy lease spaces each time a BEEC requires renewal in the future.

#### What do I do now?

The documentation required to be gathered by the building owner / manager to conduct a NABERS performance rating, is over at least a 12 month operational period. Therefore, if you think you may need a BEEC from 1st July 2017, then you need to start assembling the correct documentation and records from 1st July 2016.

Some office buildings or areas of buildings are not disclosure affected if they are:

- Mixed use buildings with less than 75% office space by net lettable area;
- New buildings, where there is a certificate of occupancy less than 2 years old;

- Strata-titled buildings;
- Transferred through the sale of shares or units of interest;
- Leased in a short term lease, (i.e. for a period of less than 12 months); or
- Leased by exercising an option to renew or extend an existing lease.

However, if you think you may have a disclosure affected building from 2017, and have never previously had an accredited assessment for a NABERS rating or TLA, then we recommend discussing your situation with a CBD Accredited Assessor. The CBD website also has a number of fact sheets and guides available ([www.cbd.gov.au](http://www.cbd.gov.au)).

While maintaining a constantly valid BEEC is not required by the CBD program, most savvy building owners / managers have already realised conducting an annual NABERS rating for their building achieves benefits beyond simply complying with the CBD mandatory requirements.

*If you think you may need a BEEC from 1st July 2017, then you need to start assembling the correct documentation and records from 1st July 2016.*

Maintaining a valid NABERS rating makes the process of applying for a BEEC significantly easier and quicker should a mandatory disclosure trigger event (i.e. sale, lease or sublease) occur.

**Napier & Blakeley has CBD Accredited Assessors within each of its Sydney, Melbourne and Brisbane offices, if you have any enquiries or need to engage a NABERS or CBD Accredited Assessor.**

# Green shoots of recovery sprout in Bundaberg

WORDS BY KARINA SALAS, REIQ RESEARCH ANALYST

*The Bundaberg residential property market has yielded patchy results in recent quarters, but the big question is 'Are we edging towards recovery?'*

Median sale prices for units and houses have made small to moderate falls over the past few years. However, demand – as represented by volumes of properties sold and the value of sales – experienced a large contraction.

The REIQ is optimistic that the fundamentals underpinning the regional economy are steadily improving and this will support a stable and positive outlook for the region. A number of infrastructure and residential projects are on the horizon and these could support the recovery of the property market over the years to come.

## **Bundaberg residential sales property cycle**

Bundaberg's residential property cycle remained fairly stable until the first few years of the new millennium when the median sale price for houses and units doubled between 2001 and 2005.

The median sale price reached the peak of the market at \$300,000 for houses in September 2010 and \$270,000 for units in February 2010. Since then, the median sale price has fluctuated, although overwhelmingly it has trended downward, reaching a maximum fall of five per cent for houses and 12 per cent for units in 2013.

While these drops demonstrate sale price volatility, they also demonstrate that the Bundaberg market has not fallen as dramatically as other regional areas in Queensland.

However, the house and unit market demand has experienced a significant

contraction over the past eight years. The number of houses sold in Bundaberg nearly reduced by 50 per cent while the number of units sold dropped by about 43 per cent from the peak of the market demand. As a result of these contractions, the total value of sales in the region followed a downward trend for both the unit and house markets.

## **Bundaberg residential rental property cycle**

The residential rental market has contracted over the past few years as a result of workers leaving Bundaberg after completion of the post-flood reconstruction projects.

The rental demand, measured by the median weekly rent and the number of bonds lodged to the RTA, reached the peak of the market in 2014. During that period, the median weekly rent for a three-bedroom house was \$285 while the two-bedroom flat median weekly rent was \$240.

Since the peak of the market, the median rent for a three-bedroom house has reduced by \$5 per week and by \$10 per week for a two-bedroom apartment. Current expectations are that demand will shortly show an upward trend with people moving into the area to work on some of the new infrastructure projects.

## **Positive and stable prognosis**

Bundaberg residential building approvals have increased over the past three years from 330 approvals in FY2013 to 499 approvals in FY2015. The lift for houses

seems to continue during the first 10 months in FY2016; however building approvals for medium to high density dwellings appears to be contracting. This reduction will definitely help in correcting the excess in demand.

Bundaberg is also currently seeing a number of medium to large public and private infrastructure development projects on the horizon, which will add economic benefits to the region. The most important projects in the pipeline are the following:

- The construction of the 28 km gas pipeline commenced in April 2016, with a project timetable indicating completion in about six months. The goal is for the gas pipeline to be commissioned and fully operational by December 2016.
- The \$71 million Rubyanna wastewater treatment plant project is in progress and the initial rewards are expected to be seen when construction commences shortly.
- The construction at the Knauf Plasterboard plant has also started and production is scheduled to commence in June 2017. The company is now advertising online that the recruitment process is due to start around spring 2016 with the focus of employing local residents.
- \$14.5 million stage 1 of the PCYC Multiplex project under construction and due for completion by late 2016. Stage 2 of this project with a projected investment of \$12.5 million will most likely go ahead with the recent Federal Government commitment to contribute \$5 million if re-elected.
- \$70 million Headlands Estate development currently being assessed by the local government. The construction phase of this project is expected to generate \$160 million and adding about 560 jobs to the region. The annual increase in rates revenue after completion is expected to be close to \$900,000. The multiplier effect on the regional economy is projected to be about \$170 million with additional 880 jobs.





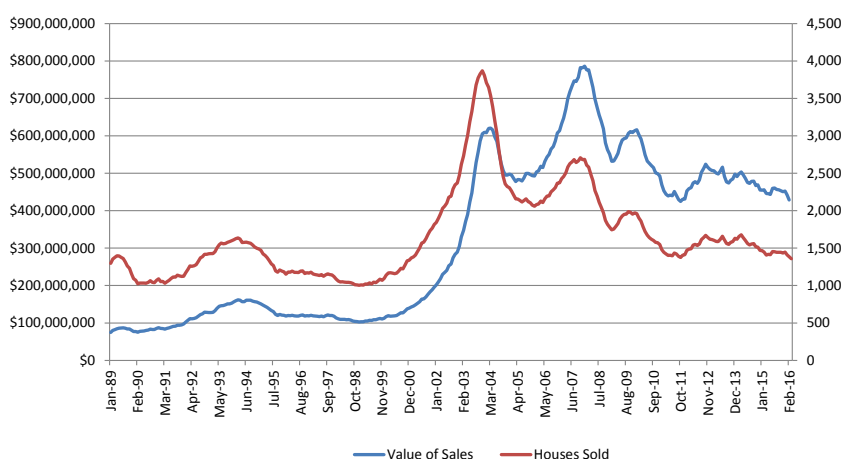
- The potential creation of a State Development area around the existing Bundaberg Port. This project is still in consultation stage.
- Aldi will shortly open the fourth store in the Bundaberg region in Bargara. The new store will create about 20 permanent jobs when completed.
- The potential development of 181 lots in the corner of Moodies Road and Watson Road, Bargara by Invested Australia Loans Management Pty Ltd. A development approval is currently in place.

In light of the infrastructure and residential development project pipeline, local residents and local real estate professionals are feeling optimistic and positive regarding the property outlook in Bundaberg.

The lack of market demand has been the largest challenge in Bundaberg. However, recent market behaviour indicates that the residential property sales market may be turning back from a depressed demand and turning into a more dynamic market. Local agents are now seeing buyers other than local owner-occupiers who are coming back to the market. Sales activity has also been driven lately by out-of-area buyers (including interstate buyers), who have been away from the market for about six years.

Recent statistics also demonstrate that the median sale price is stabilising. The annual house median sale price at \$288,000 sits just \$12,000 away from the market peak (\$300,000) and the units median sale price at \$259,000 sits around 8.8% higher than the bottom of the market (\$238,000) and about 4 per cent closer to the market peak (\$270,000). This reinforces our findings that the Bundaberg residential property market just needs a lift in demand, so the market prognosis could hold strong and potentially start showing a gradual increase.

### Bundaberg House Market Demand



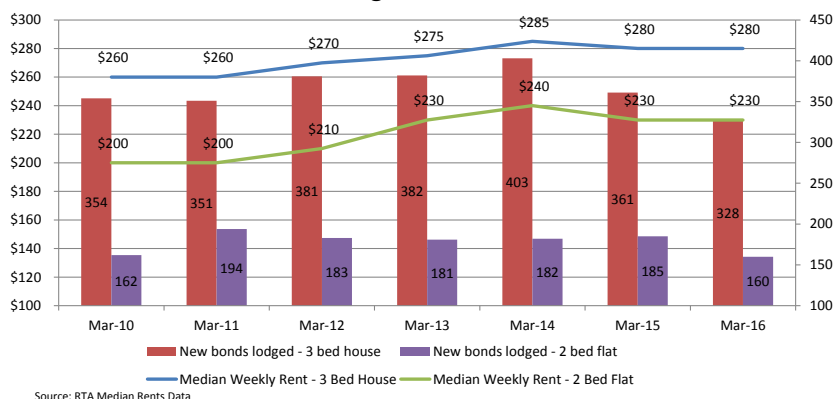
Source: RP Data, 12 months rolling data

### Bundaberg Unit Market Demand



Source: RP Data, 12 months rolling data

### Bundaberg Rental Market



Source: RTA Median Rents Data

# Case note on Chandler v Silwood

WORDS BY BRETT HEATH, SPECIAL COUNSEL, CARTER NEWELL LAWYERS

*What is the duty of care owed by an occupier of a property to a lawful visitor?*

## Introduction

The recent Supreme Court of Queensland judgment in *Chandler v Silwood*<sup>1</sup>, now the subject of an appeal to the Queensland Court of Appeal, deals with an occupier's liability for the safety of a visitor.

The judgment is instructive insofar as it reflects the court's reluctance to reduce a significant personal injuries claim for contributory negligence, even in circumstances in which the visitor was, arguably, intoxicated, in circumstances in which the court held that the risk presented to the visitor to the property was both foreseeable and could have been easily reduced or extinguished.

## The facts

The house was owned and occupied by Mr Clive Silwood (**the defendant**).

On the afternoon of 9 September 2008 the defendant hosed some bat droppings from the front wall of his house. The wall was adjacent to the front stairs to his house. As a result of the defendant's maintenance work, water pooled on the front stairs to the house.

That evening, the defendant's former partner, Ms Chandler (**the plaintiff**) arrived at the house, pursuant to an arrangement the two had struck earlier that day.

The plaintiff conceded that she had consumed, before arriving at the house, three (3) glasses of a concoction of equal parts red wine and lemonade.

As the plaintiff made her way up the stairs to the front door, she slipped on a wet stair and slid into the front door. The plaintiff threw up an arm to protect herself. Her arm pierced a glass panel adjacent to the front door. The plaintiff was rushed to hospital, after having lost almost a litre of blood at the house (**the accident**).

## The proceedings

The plaintiff commenced proceedings against the defendant in the Supreme Court. Prior to the trial, the parties agreed the quantum of the plaintiff's claim for damages in the amount of \$650,000. Therefore, the trial proceeded on liability issues alone.

In seeking to deny liability for the claim, the defendant argued that the plaintiff had been the author of her own misfortune insofar as she had been intoxicated at the time of the accident and, furthermore, the house was one with which she was familiar, having traversed the stairs on other occasions, in both wet and dry conditions.

Neither of those arguments prevailed.

## Intoxication

The court dismissed the defendant's contributory negligence argument predicated upon the plaintiff's alleged intoxication.

The forensic medical experts who gave evidence at the trial agreed that, based upon the contemporaneous medical records in respect of the plaintiff compiled in the immediate aftermath of the accident, her blood alcohol concentration was in a range of between 0 and 0.3% which, it was considered, would have had a minimal effect on the plaintiff's judgment and perception.<sup>2</sup>

## Wet stairs

An engineer retained by the plaintiff undertook friction tests on the stairs to the house in conditions equivalent to that on the night of the accident.

The engineer's experiments revealed that, when wet, the slip resistance of the stairs was minimal and, therefore, the surface materials generated a moderate to high slip risk.

## Reasonable care

The court held that the plaintiff could not have identified, nor appreciated, the risk of slipping on the wet stairs because it was too dark to see the water pooled on the stairs. Notwithstanding this finding, the Court held that, even if the stairs had been illuminated, the light may not have "*revealed that there was a change in the surface to which the person using it would respond*".<sup>3</sup>

The Court observed that, had he turned his mind to the matter, the defendant should have foreseen the not insignificant risk to a visitor, such as the plaintiff, of slipping on the wet stairs, particularly given the fact that the defendant knew that the plaintiff would be visiting the house later that evening.

The Court dismissed the defendant's contributory negligence argument to the effect that the plaintiff had previously visited at the house during wet weather conditions and, so, should have been prepared for any risk presented by the wet stairs and observed that "*the lack of any previous accident may well have been a matter of luck*".<sup>4</sup>

The Court held that the defendant's failure to turn his mind to the risk presented by the wet stairs, or make any effort to minimise the foreseeable risk presented by those wet stairs – which stairs were wet due to the defendant's own actions – amounted to a breach of the duty of care he owed to the plaintiff.

The defendant was ordered to pay the plaintiff's damages in the agreed sum of \$650,000.

This significant judgment is presently the subject of an appeal to the Queensland Court of Appeal.



*The Court dismissed the defendant's contributory negligence argument to the effect that the plaintiff had previously visited at the house during wet weather conditions and, so, should have been prepared for any risk presented by the wet stairs and observed that "the lack of any previous accident may well have been a matter of luck".*<sup>4</sup>

#### Practical advice for occupiers

The judgment of Chief Justice Holmes of the Supreme Court of Queensland in *Chandler* illustrates the Court's reluctance to discount claims for contributory negligence when the Court considers that the occupier knew, or should have known, that a not insignificant risk is presented to a visitor to a property, and the occupier could have easily taken simple steps to ameliorate or extinguish that risk.

In this case, the Court observed that the defendant could have done a number of things to avoid the risk presented to the plaintiff, such as drying the stairs off after they had been wet, cautioning the plaintiff of the risk of the wet stairs when he made the arrangements for the plaintiff to visit the house, leaving the outside light on to illuminate the stairs, or installing a sensor light to illuminate the stairs. That the defendant did none of these things was clearly a significant factor in the Court's reasoning that the arguments of contributory negligence should be rejected.

Accordingly, occupiers, agents and those engaged in the real estate industry should be mindful of their proactive duty to warn visitors to properties of risks presented to those visitors, and to take reasonable action to reduce foreseeable risks which could result in injury to visitors.

Carter Newell will monitor the progress of this case through the Queensland Court of Appeal.

In the meantime, occupiers should be careful as to who they invite over and vigilant with respect to the state of their properties. A small slip could lead to a large claim.

<sup>1</sup> (2016) QSC 90.

<sup>2</sup> Ibid [15].

<sup>3</sup> Ibid [22].

<sup>4</sup> Ibid [26].



# Best practice tips for maintaining better property management files

WORDS BY ANDREW PERSIJN, SENIOR ASSOCIATE, CARTER NEWELL LAWYERS

*As solicitors for the REIQ Professional Indemnity Insurance Scheme (underwritten by QBE Insurance (Australia) Limited and brokered by Aon Risk Solutions), we are regularly involved in claims against property managers where credibility is a key issue.*

Often, the events giving rise to the claim will have occurred many months, perhaps even years earlier, and the recollection of those involved may be limited. Further, there may also be problems in locating relevant witnesses, including former employees, who were involved in the matter. In such circumstances, a well documented and thorough property management file will significantly enhance our ability to successfully defend the claim or, in many instances, will even assist us in having the claim withdrawn at an early stage.

However, we are often placed in the unenviable situation where property managers inform us that the allegations made against them are untrue, but there is insufficient

documentary evidence available to satisfy a court or tribunal that they have complied with their legal obligations.

In this article, we revisit the simple steps that can be taken to keep better property management files and thereby enhance the prospects of being able to successfully defend any claims which may be brought against them.

## **Best practice recommendations**

In order to ensure that comprehensive files are maintained, and to enhance the prospects of being able to successfully defend any claims which may be issued, we recommend that property managers adopt the following best practice tips:

1. Property managers should ensure

that a PO Form 6 Appointment and reappointment of property agent, resident letting agent or property auctioneer (**PO Form 6**) has been completed prior to commencing management of a property. Property managers need to ensure that the PO Form 6 has been executed by both the lessor client and the agency and retained on file. A copy must also be sent to the lessor client. It is recommended that the most recent version of the PO Form 6, available on Realworks, be used as it contains valuable contractual warranties and indemnities in the agency's favour.

2. Prior to commencement of a tenancy, property managers should conduct a thorough entry

condition inspection and ensure that an Entry Condition Report is comprehensively completed by both parties. It is crucial that the Entry Condition Report is appropriately detailed so that all maintenance and repair issues are fully documented. The Entry Condition Report is a snapshot of the condition of the property upon the commencement of the tenancy and the original should be preserved on file. Copies should be sent to the tenant and the lessor client in its completed form. It is further recommended that photographs be taken, especially where maintenance issues are identified, with copies retained on file and also forwarded to the lessor. Similar practices should be adopted for routine inspections and exit condition inspections.

3. All maintenance and repair issues identified during inspections and any repair and maintenance requests that are received from tenants should be fully recorded in writing and retained on file. In addition, an appropriate system should be put in place for responding to repair and maintenance requests in a timely manner.
4. When seeking instructions to carry out repair and maintenance tasks from a lessor client, it is important that any request is recorded in writing and preserved on file. If an Entry Condition Report or a Routine Inspection Report is being sent to a lessor client and the property manager is seeking instructions to carry out some repairs or maintenance which will cost in excess of the property manager's limit of authority, a covering letter should be sent with the report, specifically setting out the instructions required from the lessor client. The letter should be kept on file and a diary system used to follow up the lessor client if instructions have not been received in a timely manner.
5. If emails are being sent to a lessor client or tenant, ensure that delivery and read receipts are

placed on the emails. All emails and delivery and read receipts should be printed out and kept on file, as well as being stored electronically.

6. If a verbal discussion takes place with a lessor client or tenant (either in person or over the telephone), a legible file note should be created and preserved on file. File notes should always be dated and the time of day when the conversation took place should be recorded. Further, the file note should detail, so far as is possible, full particulars of the conversation which took place, including the actual words used, rather than simply recording the original purpose of the conversation. It should also be signed by the person creating the file note. If the conversation is contentious, and other employees were privy to the conversation, ask them to also sign the file note as being an accurate record of the conversation.
7. In the event that a lessor client has refused to attend to a repair and maintenance request made by a property manager, the tenant should be informed in writing of the lessor's decision. Any such communication should be retained on file.
8. Contractors should always be appointed in writing (using the Contractor Appointment Form available on Realworks). A copy of the appointment, together with the contractor's current license and insurance details should be recorded, kept on file and updated annually.
9. Written work orders should immediately be issued to contractors upon receipt of instructions from the lessor client. Property managers have an ongoing duty to ensure that any repair and maintenance works are completed in a timely manner and to a satisfactory standard. It is important that property managers follow up with contractors and tenants to ensure that the works have been completed satisfactorily.

10. A claimant may have up to six years to issue a claim against a property manager (depending on the nature of the claim), so it is imperative that all property management files be kept for a minimum of six years. Electronic and telephone records should also be kept for the same period. Even if a property manager relinquishes management of a property, a copy of the file should be kept and preserved for at least 6 years following the termination of the appointment. In addition, section 15(3) of the *Property Occupations Regulation 2014* (Qld) provides that:

*"A principal licensee must keep each document the licensee is required to keep under the Act [Property Occupations Act] –*

- a) in a secure, orderly and accessible way; and*
- b) for at least 5 years."*

## Conclusion

While maintaining comprehensive written records may seem time-consuming, a well-documented file provides property managers with their greatest level of protection when faced with the prospect of litigation.

Accordingly, the maintenance of property management files ought to be a matter of standard practice for all property managers. By implementing the best practice recommendations above, property managers can significantly reduce the risks of being held liable should a dispute arise.

Further, it should be noted that property managers who are insured under the REIQ Professional Indemnity Scheme, may be eligible to have their deductible waived in respect to property management claims if they have fully complied with the risk management conditions set out in the General Conditions section of the policy. The requirements of risk management are not onerous and by adopting the best practice tips identified above, property managers will likely satisfy these conditions.



# Our Members



**Name:** Susan Cooper

**Membership:** Individual member

**How long have you been in the real estate profession?**

23 years

**What does REIQ membership mean to you?**

I joined the REIQ in my first year in the industry to obtain training and acquire knowledge about the real estate industry. It is still the reason I

am a member today. I believe that it is important to support a professional body that is here for its members

**Can you name a person who has had tremendous impact on you in your career?**

Although he is not involved in the real estate industry, the support of my husband allowed me a start in the industry with primary school aged children, without his support I would not have the business that I manage today.

**What is one characteristic that you believe every leader should possess?**  
Tenacity

**What do you consider your greatest achievement?**

My greatest achievement was successfully steering my business through the downturn of the GFC, cyclones, flooding and a fire, which also affected my partner's business, then coming out on the other side. Never giving up helps!

**What do you love most about the profession?**

The people, property and the places it has taken me, the challenges, tribulations and the fun.

**Favourite song?**

There are so many favourites; it is almost like saying who your favourite child is. Have I told you lately that I love you by Van Morrison, The Weight by The Band or anything I can dance to.



**Name:** Linda Stanton

**Membership:** Practising member

**How long have you been in the real estate profession for?**

I have been in real estate for just over two years.

**What does REIQ Membership mean to you?**

Being a member of the REIQ is extremely important to me and to my business. The REIQ provides me with the services and resources to learn more about the profession, keeps me up to date with Legislative changes, market trends in Queensland and gives me with opportunity to meet and interact with my peers at events and CPD sessions which it conducts.

The REIQ has assisted me with sourcing qualified staff, like Michelle, who I met at a REIQ networking lunch. Michelle has blossomed as a Sales Representative working for Linda Stanton Realty.

**Can you name a person who has had tremendous impact on you in your career?**

This question is very easy to answer. The director of Linda Stanton Realty Pty Ltd has been and is undoubtedly my strength. He is my mentor, financial advisor, sternest critic and yet my greatest supporter. And fortunately for me he is also my husband.

**What is one characteristic that you believe every leader should possess?**

Decision making is a vital part of leadership. A good leader makes good decisions and those that follow feel safe.

**What do you consider your greatest achievement?**

At 32, as a single woman, I decided to resign from teaching and try a new career in finance. I invested my savings in myself to take on further study interstate leaving behind the



security and comfort of a teaching career, family and friends. It was scary, it took courage and good planning but the success of that decision gave me the confidence to continue to "have a go". The only failure I see is in not trying.

**What do you love most about the profession?**

Every day is different. Just when you think you know what is going on, it changes and suddenly the direction of your day, the plan for your week and budget for the month is blown out of the water. What a challenge! But there are benefits to flexibility and uncertainty.



## Member Feature



**Name:** David Savoff

**Membership:** Individual member

### What you needed to demonstrate to the judges in order to win your award:

To be honest, throughout every step of the judging I never thought about it being a process of beating any 'opposition'. It was more a case of just being genuine in what my thoughts were regarding my job, and how I'd like to be perceived as an Agent. I treated the process as if I was having a simple chat to a client, or presenting in a meeting at work. These are situations I face daily and you learn to structure your conversation to best address the question or topic, while always being honest and having an optimistic view on the outcome.

I think it was important to demonstrate that I have a real passion for what I do and that this, combined with my competitive nature and sporting background, spurs me to be a high achiever. I have always wanted to challenge myself and set the bar high - no matter what task is in front of me. Another important aspect I focused on in the judging was the fact that I gauge success, not just by sales volumes but by how satisfied my clients are with the service I've provided and the level of trust I've built during the sales process. For me, it's all about being perceived as a trusted adviser.

### Words of advice for someone who is thinking about entering the awards but has yet to take the plunge:

Have a crack and back yourself! Also, you need to make sure you really invest the time in putting together your submission. It's actually a really good opportunity to sit back and think about what you've achieved and what your future goals are.

### What winning the award means for you personally and for your career:

Winning the REIQ's 'Rookie of the Year' Award meant a great deal to me. It was a sign that after all the hard work that was put in, not only by me also by the team around me, had all paid off. It's more than just an award - it's also an acknowledgement of my hard work, passion and determination to continue to develop in my business line. Winning the award showed immediate dividends for my personal brand and for that of my company, which has given me so many opportunities from the outset. I've received fantastic feedback from colleagues and clients and the award also contributed to me winning CBRE's internal Rookie of the Year award for Queensland and being recognised in our Circle of Excellence program.

*Winning the award showed immediate dividends for my personal brand and for that of my company, which has given me so many opportunities from the outset.*

# Zone chair profiles



**Name:** Peter Barrett

**Zone:** Eastern Suburbs

**Agency:** Pat Barrett Realty

## How long have you been in real estate?

Since 1973.

## How did you get your start?

By accident! I was working for a fire equipment company and one day my boss ripped strips off me for mucking something up – can't remember exactly what. That night I was complaining to my dad (the late Pat Barrett) about the job and the boss. Coincidentally, Pat had decided to step out on his own and open an office. He posed the question – “why don't you give real estate a whirl?” I thought, “Yeah, why not? It'll do until I work out what I really want to do! Forty-three years on and I'm yet to find a better career.

## What professional organisations do you belong to?

The REIQ.

## Why did you choose to nominate for a zone chair role?

To give back. The real estate industry has been good to me over many years so it's appropriate to try to contribute in some small way. I'm a great fan of the Institute and the pivotal role it plays in our industry. The Institute embodies a sense of solidarity, history and continuity.

## What are your hobbies?

I've become a V.O.M.I.T. (very old man in tights) – I've started cycling. A year or two back my partner, Kathleen, convinced me to ride in the MS Brissie to the Bay 100km fundraiser so it's her fault entirely that I'm on public roads clad in lycra, scaring small children and dogs and annoying motorists.

I've also been a lifetime martial arts student and I still train on a weekly basis. Punching and kicking inanimate objects (and the odd person or two) is a cathartic experience.

## Tell us about your family:

My parents hail from central Queensland (Emerald/Springsure district) and we moved to Brisbane in the late 1950s. I am the second of four sons.

I have three adult children. My daughter Kathryn works with me in the business (as does my brother Gary and niece Meg) while my sons, Mike and Dan work in civil construction. Kathryn and her husband Brendon have provided me with two wonderful grandchildren, Joshua and Makayla.

## If you could host a dinner party with four famous – dead – celebrities, who would you invite?

Crikey, that's a hard one!

George Harrison – quiet, introspective, enormously talented; Robin Williams – hilarious, manic, insightful; Harry Butler – a wildlife warrior before it became trendy; Vincent Lingiari – the spark that started the recognition/reconciliation process.



*The Institute  
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of solidarity,  
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# Done Deal

*96 Albert Street, Margate*

## Agency

Kindred Property Group

## Sale price

\$653,000

## Sale type

Private Treaty

## Where is the house?

96 Albert Street, Margate

## Tell us about the property:

This property highlights a wonderful character style home in the seaside area of Margate on the Redcliffe Peninsula. Sales on the Redcliffe Peninsula are fiercely competitive and this was no exception selling in 18 days to a buyer excited about the location



and low maintenance style yard with only 415sqm. The home epitomises the outdoor lifestyle so many people are rushing to the Peninsula to enjoy.

## The home features:

2 street access, wonderful outdoor living areas, 400m to beaches and parks.

## How did you secure the listing?

They selected our agency to ensure high marketing quality was achieved. It was important they choose an agent who could represent the character of the home and promote the benefits of outdoor living - ie. 1st class interactive video, high quality aerial photography, premium location of internet and newspaper market, etc.



## What were the marketing strategies used?

The agent did a wonderful job incorporating aerial photography and videography to maximise competition, an overall sensational home, and great result for all parties involved.

# Who's Who at the REIQ?

## Zone Chairs

Zone	Contact	Office	Email
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MACKAY	<b>Peter McFarlane</b>	Mackay Property & Management Services	peter@mprs.net.au
NORTHERN SUBURBS	<b>Jason Bond</b>	Elever Property Group	jason@eleverpropertygroup.com
REDCLIFFE	<b>Joshua Kindred</b>	Kindred Property Group	Joshua@kindred.com.au
ROCKHAMPTON	<b>Noel Livingston</b>	Professionals Livingston & Molloy R/E	noellivingston@professionals.com.au
SOUTHERN/LOGAN	<b>Stanley Crook</b>	Qld Rent Roll Brokers	stan@qldrentrollbrokers.com.au
SUNSHINE COAST	<b>Amber Werchon</b>	Amber Werchon Property	amber@amberwerchon.com.au
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TOWNSVILLE	<b>Damien Keyes</b>	Keyes & Co	damien.keyes@keyesandco.com.au
WESTERN SUBURBS	<b>Colin Hawkins</b>	Elders	colin.hawkins@elders.com.au

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### C & I

Doug Smith

### Property Management

Clint Dowdell-Smith

### Buyer's Agents

Meighan Hetherington

### Auctioneers

Peter Burgin

### Business Brokers

Ron Frank

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