

# REIQ JOURNAL

FOR MEMBERS OF THE REAL ESTATE INSTITUTE OF QUEENSLAND



## Activate

REIQ AND LEE WOODWARD  
EXCLUSIVE PARTNERSHIP P14

- DO YOU NEED A CAREER 'PERSONAL TRAINER'? P16
- HOW TO CHOOSE A COACH THAT IS RIGHT FOR YOU: P18
- #REALTECH2018 - IT'S A WRAP: P38-41
- 9 INSTAGRAM TIPS FOR REAL ESTATE PROFESSIONALS: P43

DON'T JUST LIKE US,  
FOLLOW US ON FACEBOOK!



# Professional indemnity claims: A real risk for real estate professionals

When you're focused on racing to property inspections, managing tenants and negotiating contracts, professional indemnity risk is probably the last thing on your mind. But the reality is that these everyday real estate scenarios can expose you to risks that could lead to a compensation claim.

Professional Indemnity insurance can act as a safety net to provide protection from the costs associated with any claims, including legal costs and any damages awarded.

If you would like to find out more or discuss your insurance needs, please contact Aon today.

**1300 734 274**

**[au.realestate@aon.com](mailto:au.realestate@aon.com)**

**[aon.com.au/realestate](http://aon.com.au/realestate)**



**Aon**

Empower Results®

\* Conditions apply. For full policy wording please contact 1300 734 274. © 2018 Aon Risk Services Australia Limited | ABN 17 000 434 720 | AFSL 241141. This information is general in nature and should not be relied on as advice (personal or otherwise) because your personal needs, objectives and financial situation have not been considered. So before deciding whether a particular product is right for you, please consider the relevant Product Disclosure Statement or contact us to speak to an adviser. AFF0987 0618

## In this edition:

Activate: The missing stepping stone to a career in real estate



### Feature

Do you need a career "personal trainer"?

How to choose a real estate coach

### Research

Soaring suburbs defy doom and gloom forecasts

### Risk Management

Two common tax issues for your real estate agency business

Landlord's duty of care revisited

### Tech Update

Harness the power of emojis to get your message out

9 Instagram tips for real estate professionals

14

## Regular:

|                                    |    |
|------------------------------------|----|
| From the Chairman                  | 3  |
| From the CEO                       | 5  |
| Industry News                      | 6  |
| Agency Advice                      | 11 |
| Chapter News                       | 13 |
| Membership                         | 21 |
| Training                           | 25 |
| Social Snapshot                    | 28 |
| Turner's Tips                      | 29 |
| Events - #RealTech2018             | 38 |
| Tech Update                        | 42 |
| REIQ Award Winner                  | 44 |
| Secret Life of a Real Estate Agent | 45 |
| What's New What's Hot              | 46 |
| Supplier Directory                 | 47 |
| Welcome to our new agencies!       | 48 |
| Who's Who at the REIQ?             | 49 |
|                                    | 32 |
|                                    | 34 |



The REIQ Journal is proudly produced on paper manufactured under an ISO14001 Environmental Management Program, using fibres from certified forests and audited sources. The REIQ Journal is printed with soy based inks.

42

43



## SAFEGUARD YOUR COMMISSION FOR LESS THAN \$2

An agreement of more than 90 days renders your Form 6 invalid.\*

Get it right every time with the REIQ's 90 Day Ready Reckoner.

\*Applies only to residential property sales.



[www.reiq.com](http://www.reiq.com)

# REIQ Mission Statement

*To define the future of real estate in Queensland. We advance the real estate experience with products and services for real estate professionals and consumers.*

### Board

*REIQ Chairman*  
Peter Brewer

*CEO*  
Antonia Mercorella

*Directors*  
Linda Bland, John Newlands,  
Julie Boyd, Josh Kindred, Mark  
Brimble, Anita Brown, Eddie Chung,  
Damien Keyes

### Contact us

PO Box 3447, Tingalpa DC Qld 4173  
50 Southgate Ave, Cannon Hill Qld 4170

T 07 3249 7347

F 07 3891 5359

### Advertising

T 07 3249 7374

E [journal@reiq.com.au](mailto:journal@reiq.com.au)

W [reiq.com](http://reiq.com)

### Publisher

The REIQ Journal is published by  
The Real Estate Institute of  
Queensland Ltd  
ABN 49 009 661 287

### Editor

Felicity Moore  
T 07 3249 7300  
E [editor@reiq.com.au](mailto:editor@reiq.com.au)

### Journalist

Anna Green  
T 07 3249 7374  
E [journal@reiq.com.au](mailto:journal@reiq.com.au)

### Graphic Designer

Kristina Tindall  
T 07 3249 7312  
E [ktindall@reiq.com.au](mailto:ktindall@reiq.com.au)

REIQ Journal is published 11 times a year.  
We publish 3,500 copies each edition with  
an estimated readership of 10,000.

### Disclaimer

Articles printed and opinions expressed in the REIQ Journal do not necessarily reflect the views of the REIQ. All statements are believed to be true and accurate, but cannot be guaranteed and no liability will be accepted for any error or omission. Information appearing in the REIQ Journal may not be reproduced without the written permission of the Managing Editor.

Advertisements must comply with the relevant provisions of the Competition and Consumer Act 2010 and other relevant legislation. Responsibility for compliance with legislation rests with the person, company or advertising agency submitting the advertisement. Neither the REIQ nor any of its employees accepts responsibility for advertisements.

Advertising in the REIQ Journal does not necessarily reflect the views of the REIQ.

©Copyright REIQ 2018. ISSN: 1442-9683

# A map is vital for success in any long journey

A WORD FROM THE CHAIRMAN

*Every long journey needs a plan and a map. Even if you have a clear destination in mind, it's not always clear what the best route is to get there. And not every journey goes according to plan.*

Even with the best planning, the trip probably got knocked off course by unplanned or unforeseen bottlenecks, temporary road detours, and potentially others on the same path who, mid-journey, decided they wanted to take a different route.

Hopefully though, you still got to your destination. Possibly later, maybe earlier, and hopefully still in one piece.

It's the same in business, keeping a crystal clear unwavering vision of your chosen destination can be a challenge when there are so many roadblocks, detours, or even passengers potentially creating distractions that take our focus away from where we first set out to go.

Whilst it's absolutely mission critical to keep focus on the destination, we shouldn't blindly ignore the world of change that's going on around us.

In my own business we challenge our clients with what I think are the 9 most dangerous words you'll hear in so many businesses. They're simply: **'That's the way we've always done it around here'**.

Every few years it's important for progressive businesses to check back in on their original destination to ensure that's where they still need to be headed. These questions must be asked:

*Is that still what we want?*

*Is that what our customers want/need?*

*Is that what our emerging customers want?*

*Is that service or product still relevant?*

*Are we still relevant?*

*Is that area of the business profitable?*

*Can it be delivered more cost effectively in a friendlier fashion?*

The REIQ has just been down exactly that review and planning path in creating its Strategic Plan for the next three years.



Our vision is crystal clear: 'Connecting People And Property'

Our mission: 'Our mission is to define the future of real estate in Queensland. We will advance the real estate experience with products and services for real estate professionals and consumers'

Our values are: Agility - Simplicity - Innovation - Accountability - Commitment - Teamwork

The REIQ Strategic Plan 2018-2021 is a comprehensive detailed costed plan that sets the destination for the REIQ for the next three years. The Board and management team are now busily laser-focused on delivering on it.

#### What's in it?

Stay tuned as we roll out friendlier license and registration training. Keep an eye out as we create innovative tech partnerships focused on making your business life simpler and more relevant. Get ready for our exciting new information rich website coming in 2019.

Benefit from our continuing advocacy

work with local, state, and federal governments. Check out our soon-to-be released specialised courses and exciting roadshow calendar for 2019.

Please ensure that you reap the benefits of your REIQ's PR and media releases. Use our awesome market trends and data via the Queensland Market Monitor in your marketing and presentations, take time to review the amazing Member Benefits Program, but most of all, I encourage you to maximise your REIQ Membership by engaging with your fellow REIQ members.

Knowing many of our members personally, I can attest that they can be an amazing source of business and personal support to help grow your business. Maximise your membership.

We set off on this new journey for the REIQ, crystal clear on our destination. I look forward to working with each of you on the exciting new journey.

**Peter Brewer**

**M. 0417 630 962**

**E. [peter@thatpeterbrewer.com](mailto:peter@thatpeterbrewer.com)**

renew. reposition.



**INDUSTRIE  
MEDIA**

your creative media partner

[industriemedia.tv](http://industriemedia.tv)

# Now is the time to plan for your **best** year yet!

## A WORD FROM THE CEO

*As we wind down towards the end of the year, it's only natural that we start to think of the holidays and then what we'll be doing next year.*

In fact, the Christmas break is a great time to make plans. Away from the pressure of the daily grind, your thinking is freed up and your thoughts flow more freely.

This edition is the perfect tool to help you plan to make 2019 your best year yet.

We have spoken to some of the profession's leading mentors and asked them for insights into the business of real estate coaching. The things they shared with us make for very interesting reading, so make sure you read our three features, starting with Lee Woodward and his new program, Activate on page 14.

Before you hire a mentor, you might want to ask yourself, do you really need one, and if so, what do you need help with. Answering those questions will help you make a decision about who is best to help you on your real estate journey.

And speaking of your real estate career, the break is also the perfect time to



upgrade your qualifications as a way to position yourself for more flexibility in 2019.

Did you know you can enrol in our three-day upgrade course, which will allow you to transition from registered salesperson to a licensed real estate agent.

With recent changes to the Real Estate Industry Award salespeople are finding greater benefit in becoming contractors. But to become a contractor you must have the full licence qualification.

We know that principals are seeing the benefits of putting on contractors and it gives you the freedom and the flexibility to negotiate your working conditions.

Wouldn't it be great to get that qualification completed during the Christmas break, preparing you for an even bigger and better 2019!

Don't delay, enrol today. Visit [MyRealEstateJobs.com.au](http://MyRealEstateJobs.com.au) to get started.

And finally, I'd like to wish our two recently elected Board Directors my congratulations. Linda Bland and Josh Kindred, I am confident that you will bring fresh and exciting ideas to the Board table and I look forward to working with you to shape the direction of the new REIQ!

Best wishes,

Antonia

## MONTHLY GIVEAWAY

Investigative authors and journalists Madonna King and David Fagan joined forces to tell the success story of the Greater Springfield area in this beautiful full-colour coffee table book, **Greater Springfield Australia's Newest City**, that follows the history of the city from the days when it was nothing more than a piece of forest no other developer wanted to touch.

The book represents a sought-after historical reference into what it takes to launch a new city and the roles that entrepreneurship and persistence played to making it happen.

This publication is perfect for real estate professionals working in the area who

want to know more about the history of Springfield, but the rags-to-riches story of the original founder, Mr Sinnathamby, will inspire anyone who picks it up.

The book can be ordered at \$49.95 at [www.greaterspringfield.com.au/greater-springfield-the-book](http://www.greaterspringfield.com.au/greater-springfield-the-book). Orders placed in November will qualify for free postage.

**One lucky reader can win a copy of the newly released coffee table book, Greater Springfield Australia's Newest City. Send email with "NOVEMBER GIVEAWAY" in the subject line with your name and contact details to [agreen@reiq.com.au](mailto:agreen@reiq.com.au) before Friday, 23 November.**



Congratulations to the two winners of our October Giveaway! A copy of The Freedom Formula is on its way to **Melinda Jones** and **Penny Choyce**.

# Buyers back in control?

WORDS BY CORELOGIC HEAD OF RESEARCH TIM LAWLESS

*As stock levels surge to their highest level since 2012, buyers are back in the driver's seat.*

The seasonal surge in listing numbers is well under way, with fresh listings being added to the market up 16 per cent relative to the end of winter, however, despite the upswing in new listings, fresh stock additions are tracking almost 4 per cent lower than the at the same time a year ago to be at their lowest seasonal level since 2012.

The low level of new listing numbers can be attributed to weak vendor confidence; no surprise given housing market conditions have weakened and selling conditions have become more challenging.

Although freshly advertised stock is low, total advertised listing numbers have been trending higher as the rate of absorption slows. In fact, if the current trend continues, we will see the number of properties available for sale exceed the recent 2012 peak in total advertised stock levels. Total listing numbers are 10.2% higher than year ago and at their highest level for this time of the year since 2012.

The rise in total listing numbers isn't due to a panicked surge in new listings. This is more about less demand which is causing a rise in relisting's along with longer selling times and fewer successful sales at auction.

*The low level of new listing numbers can be attributed to weak vendor confidence.*



The typical capital city dwelling sold by private treaty is now taking 53 days to sell compared with 42 days a year ago and discounting rates have risen to an average of 6.5 per cent, up from 6.0 per cent a year ago.

More stock means more choice for buyers and harder selling condition for vendors – essentially a buyers' market. Buyers have little sense of urgency under these conditions; they can negotiate hard, take their time to make a purchase decision, and if they feel a property price doesn't reflect fair value, they can easily move onto the next property option.

With so much competing stock on the market, vendors will need to be reasonable with their pricing expectations and ensure their marketing campaign is as effective as possible in order to stand out from other stock for sale.

## **CoreLogic appoints new head of real estate**

Fifth generation real estate veteran Geoff White has assumed the reins as the CoreLogic National Head of Real Estate. A prominent member of the Victoria real estate industry with extensive expertise, Geoff has been CoreLogic Group Sales Director since 2017, and previously headed up



the Real Estate Institute of Victoria (REIV).

Geoff says that his time with CoreLogic Victoria in a lead operational role gave him an opportunity to appreciate the sheer vastness of CoreLogic's data and solutions for our real estate customers.

"I've learnt first-hand the importance of the tools we deliver to our real estate clients for better business practices - particularly how our rich data and analytics is used, and also how our products support the day to day operation of real estate professionals, groups and the industry as a whole."



# Kiwi Andrew North claims Austros win!

*The Australasian Real Estate Institutes' Auctioneering Championship 2018 title went to Andrew North of New Zealand, defeating REIQ's Mitch Peereboom in a tightly contested final in Auckland. Reigning back-to-back Australasian Champion Justin Nickerson was eliminated in the heats in an upset.*

REIQ CEO Antonia Mercorella said both Queensland entrants performed competitively in the heats. "They both did exceptionally well. Mr Nickerson is an experienced pro at these competitions and delivered a polished call. He was very impressive and his preparation shone through," she said. "I was very proud of both. They did themselves proud and represented Queensland well."

"Relatively new but you wouldn't know it to see the call he delivered in heats. He absolutely deserved to go through to the finals," she said.

Mr Nickerson will have another chance to claim the Australasian title at next year's event, having already won that opportunity when he was named runner-up in the 2019 REIQ Auctioneer of the Year competition, held earlier this year. The winner was Gavin Croft, who will compete in the Australasians with Mr Nickerson next year, at an event to be hosted by the REIQ.

REIQ Chairman Peter Brewer congratulated REINZ on putting on such a sensational event and extended his congratulations to Mr North. "Mr North performed brilliantly on the day and really is a leading example of the best of the profession," he said.

Real Estate Institute of Australia (REIA) President Malcolm Gunning said the event, hosted this year by the Real Estate Institute of New Zealand (REINZ) showcased the best talent auctioneering currently has to offer.

"The standard has lifted to another level again this year and I don't think



The finalists in this year's Australasian Real Estate Institutes' Auctioneering Championship were Bronte Manuel, John Bowring, Andrew North (winner), Alec Brown and Mitch Peereboom.



Mitch Peereboom



Justin Nickerson

there has ever been a harder test for our Aussie and Kiwi rivalry," Mr Gunning said.

Mr Gunning paid tribute to the finalists, Bronte Manuel representing South Australia, Mitch Peereboom of Queensland, Alec Brown of the Australian Capital Territory, and John Bowring representing New Zealand and the other competitors and their mentors.

*"The standard has lifted to another level again this year and I don't think there has ever been a harder test for our Aussie and Kiwi rivalry."*

DIRECT CONNECT  
WE'RE YOUR  
MOVING *partner*



WE MAKE MOVING EASY FOR TENANTS AND BUYERS AND WE MAKE IT EASY FOR REAL ESTATE PROFESSIONALS TOO.

*Connecting* electricity, gas, internet, pay TV, and more.



ELECTRICITY



GAS



INSURANCE



INTERNET



PHONE



PAY TV



REMOVALISTS



CLEANING



TRUCK HIRE

1300 558 169  
[agents.directconnect.com.au](http://agents.directconnect.com.au)

DIRECT  
CONNECT

MAKES MOVING EASY

# Renting law reform: We need your **voice!**

*It is vital to make yourself heard in the new round of consultation, called Open Doors to Renting Reform, that forms part of the State Government's ongoing review of the Residential Tenancies and Rooming Accommodation Act (2008).*

The Government is seeking the views of all parties before they announce a raft of changes to the legislation that governs this sector, but so far most of the Open Door respondents – an overwhelming 76 per cent – have been tenants. To ensure a fair and balanced outcome the REIQ

wants to encourage property managers and landlords to participate.

To make your voice heard, go to [www.reiq.com/survey](http://www.reiq.com/survey) before 30 November 2018.

REIQ CEO Antonia Mercorella said there was a risk that the Government could potentially hear only one side of the debate.

"We know that tenant groups and tenancy advocates are working closely with renters to ensure their views are represented with the Department of Housing and Public Works, so it's critical that landlords and property managers present their views also.

"There are three sides to the rental experience – tenants, landlords and

property managers – and all have an important, crucial role to play in the rental equation," she said.

The REIQ will provide another submission to the Government on the RTRA Review, advocating for landlords and property managers.

"We'd like to see reforms brought in that would allow landlords and tenants to negotiate a mutually agreeable position on pets, primarily in the form of allowing a pet bond, which is currently not allowed under the Act.

"We will continue to talk to the Government on these important issues, but it's important that landlords and property managers make their voices heard," she said.

## Jodie Hedley-Ward AREAs **finalist**

*McGrath Caloundra principal Jodie Hedley-Ward has been named a finalist for the newly created Most Influential Woman in Property award in the Annual REA Excellence Awards (AREAs).*



To be held on 15 November 2018 in Sydney, the AREAs will honour the most innovative, and highest-achieving individuals and businesses across property and media. In all, there are 21 awards across the three categories of Innovation, Service & Marketing Excellence and Community.

The Most Influential Woman in Property award acknowledges an exceptional female who has achieved success in the property industry. This award recognises their individual contribution through leadership, mentorship, innovation, service & marketing excellence and drive to change the industry.

Mrs Hedley-Ward said: "I am honoured to be a finalist in this year's AREAs and really want to acknowledge the incredible team I have at McGrath Caloundra who all share my intense passion for linking commerce with our Community Giveback program, which is at the heart of everything we do. Thank you

for all the support – I'm thrilled to be flying the flag for Queensland."

Mrs Hedley-Ward's McGrath Caloundra office donated \$100,000 to almost 100 not-for-profit organisations since 1 January 2017, as part of its Community Giveback Program. The Community Giveback program involves a \$500 donation at settlement to a not-for-profit, school or sporting organisation that the client nominates. Along with the monetary donations, the team also donates their time to causes close to their heart.

Mrs Hedley-Ward has also been recognised as one of the top 10 highest achieving women in McGrath for the first half of 2018.



# Business Development Day for Property Managers

At the Business Development Day for Property Managers you'll learn from some of the best in the business about:

- Valuing and financing rentrolls
- Rentroll acquisition: The pros and cons and taking your rentroll to the next level
- Zero to Hero - Starting at zero from home and growing the business to a shopfront
- PO Form 6 - Get it right and know what's a commission, a fee and reimbursement of expenses
- Build your digital profile
- Creating a culture for success and service across a property management business
- Scripts and dialogues to win the management
- and lots more....

**BRISBANE 50 Southgate Ave Cannon Hill**

**FRIDAY 16 NOVEMBER** 9am- 3.30pm

Members \$200 | Non-member \$250 (inc GST)

For more information P. 3249 7347

E. [courses@reiq.com.au](mailto:courses@reiq.com.au)



# Who will be looking after your business this summer?

WORDS BY BRIAN BAUER, EXECUTIVE DIRECTOR, OFFICE OF FAIR TRADING

*Are you planning a getaway this summer? If you will be away from your business for a time, it's important to remember to appoint a substitute to run it on your behalf.*

While the penalties for not appointing a substitute correctly can range from a warning all the way through to a maximum \$26,110 fine, the most important factor for you is that you may be held responsible for any breaches your substitute commits while you are away.

For this reason, we recommend you appoint someone who holds the same licence type as you, because they will most likely have a similar skill set and experience.

Where a principal licensee has multiple places of business and the 'person in charge' of a location goes away from the office, a substitute must be appointed for the person in charge, using the same process as appointing a substitute for a principal.

Under the Act, a person suitable to be appointed as a substitute licensee must not be insolvent, under administration, currently disqualified from holding a licence or registration certificate, or have been convicted of a serious offence within the past five years.

The person you nominate will have oversight of your business operations, which include your legal obligations in managing your trust account, so it's important you hand over to the right person, even for a short period of time.

If you will be away for more than 30 days, you must lodge a Form 11 with the Office of Fair Trading (OFT) and

your substitute licensee must be a suitable adult as detailed under the Act.

There is a substitute licence fee of \$84.80, and you will need to pay \$39.20 for a criminal history check if the person you are nominating has not had one done within the previous six months.

The processing time for these types of applications is four to six weeks, so if you are planning a break, make sure you lodge your paperwork in plenty of time.

We understand from time to time our licensees must take unexpected long term leave from their business for a variety of reasons, for example, an illness in the family.

You should be aware that the same rules apply for appointing a substitute in these cases. Of course, consideration will be given to your circumstances, but you should ensure the OFT is kept informed of changes as soon as possible.

When appointing a substitute for a period of less than 30 days, there is no requirement to complete any forms or notify the OFT.

However, the appointment of your substitute, their consent, and the period of the appointment must be in writing and kept at the licensee's registered office. Your staff must be able to produce it immediately if asked, so make sure you tell them where it is.

You won't be popular if you go on holiday and your employees have a mad scramble to find the right documentation if we happen to come knocking for a spot check while the boss is away.

**For more information on substitute licensees visit**  
[www.qld.gov.au/fairtrading](http://www.qld.gov.au/fairtrading)



# Faster real estate deals begin with **DocuSign**<sup>®</sup>



**70%** <sup>\*</sup> per user when you purchase DocuSign Enterprise Edition.  
**off**

Call 1800 255 982

With DocuSign, you can send agreements easily and get them signed quickly using eSignatures.

Now integrated with Realworks, there's no faster way for real estate agents to do business.

\*Offer only available until 14 December 2018. Terms & Conditions apply.

Visit [www.docusign.com.au/industries/real-estate](http://www.docusign.com.au/industries/real-estate) for more information on doing business digitally.

# Don't miss out on the special DocuSign offer!

*Have you made use of the special offer for REIQ members and Realworks subscribers to get 70% discount per user on the DocuSign Enterprise Edition? This offer is expiring soon!*

The REIQ recently partnered with and e-signature market leader DocuSign to make the electronic signing of certain sales contracts available to all Realworks subscribers. The whopping 70% discount is available if you sign up with DocuSign before 14 December 2018. See the box below for further details.

Realworks subscribers are able to use DocuSign within the Realworks platform for the following sales contracts:

- Contract for Houses and Residential Land (15th edition);
- Contract for Residential Lots in a Community Titles Scheme (11th edition);
- Contract for Commercial Land and Buildings (7th edition);
- Contract for Commercial Lots in a Community Titles Scheme (6th edition).

These forms have been authorised for electronic signing and they are marked with the DocuSign tag in the forms list in Realworks. The REIQ is currently working with other key stakeholders to expand this functionality to other transactions facilitated through Realworks.

The ability to finalise contracts digitally means clients no longer have to come into the office to sign documents and they don't need to print, sign and scan them at home.

The process is totally secure, fully compliant and legal.

Apart from saving heaps of time and hassle, it allows the agent to become fully mobile in the execution of their duties. It's also very convenient for clients who can now buy or sell their house from anywhere in the world.



## Are e-signatures legally binding?

In Queensland, the Electronic Transactions Act (Queensland) Act 2001 (ETA), which mirrors equivalent Commonwealth legislation, sets out a framework for signing documents electronically.

The ETA provides that if a person's signature is required, this will be taken to be met for an electronic communication if:

- A method is used to identify the user, and their intention in respect of the information communicated in that document; and
- The method used is reliable and appropriate; and
- The person signing the document consents to using an electronic communication to sign the document.

REIQ sale contracts, when used in conjunction with DocuSign in Realworks, satisfy the requirements of the ETA.

## How does it work?

The agent will need to obtain each party's email address to allow execution of the document. You also have to explain to them why you require this. If they provide you with their email addresses, you can assume they consent to dealing with

you electronically and proceed on that basis.

Both parties will receive an email setting out the process to review and sign the contract. The DocuSign process can be used on a computer, smartphone, or tablet device.

## More questions?

Go to [www.bit.ly/2p1RGmm](http://www.bit.ly/2p1RGmm) for more FAQs and solutions.

## 70% DISCOUNT

### Special Offer

**For REIQ members and Realworks subscribers!**

Get **70% DISCOUNT** per user on the DocuSign Enterprise Edition if you sign up before 14 December 2018. Contact DocuSign directly on 1800 255 982, quote code "REIQ70" to qualify.

TERMS & CONDITIONS APPLY

**Important disclaimer:** The promo is for a 70% discount to sign up to the DocuSign Enterprise Package for a minimum 2 x users which calculates at \$300 per user. This promotion is valid for all REIQ members and Realworks subscribers. Offer only available to Real Estate Agencies based in Queensland. Employee size 1-200. Contract length - 12, 24 or 36 months. Payment terms - Net 30 days. Includes Support 24/7 (call, email, chat). Includes full admin control. Includes Adoption QuickStart (online training course + 2 hours of consulting). Includes integration with Realworks. Unlimited document storage in the DocuSign Private Cloud. Full Access to the DocuSign web portal. Full mobile functionality included for all users and signers. Dedicated Account Manager.

# The missing **stepping stone** to a career in real estate

*The REIQ has partnered with the Real Estate Academy to offer an innovative new course that will help people decide if real estate is the career for them before they invest in training.*

**C**EO and creative director of Real Estate Academy, Lee Woodward, said the program, called Activate, promises to fill a big gap in the “pathway of learning” for real estate professionals.

Activate has been designed to provide those who are considering a career in property sales with a clear picture of what sales professionals do on a daily basis. It does not focus on property management or any other role.

Activate is a national program and will be made available to Queenslanders exclusively through the REIQ.

“Activate was developed after we had conversations with a number of principals who indicated that people often spend money on a certificate course, arrive at their office without having an idea what real estate is all about and then leave soon thereafter,” Mr Woodward said.

“It has become clear that recruits often have a distorted idea of what a career in real estate is like, especially in the sales sector.”

Mr Woodward said Activate turns job applicants into job ready assets. “People who have done the course will be able to go back to the principal and say that they have completed Activate, and that they are ready to start prospecting for business. The course does the heavy lifting for the principals as it takes away the six months it would normally take to get someone up to speed,” he said.

## **Where to enrol?**

Activate will be a fully online offering with podcasts, videos and a PDF book that will take potentials on an



insightful journey into the world of property sales. It is expected to roll out within the next month.

The Real Estate Academy is partnering exclusively with the REIQ to offer the course through the REIQ Shop. The REIQ is the only Real Estate Institute in Australia the Real Estate Academy will be partnering with.

“We are very excited about offering Activate through our shop,” REIQ CEO Antonia Mercorella said. “We can see how this course will be beneficial to both principals and people who are interested in making real estate a career as it will take a lot of guesswork out of the way.

“It will save interested parties the money of paying for a compliance course before even knowing what a career in real estate entails, and save principals the time and effort of taking people on board who are not going to be in it for the long haul.”

Ms Mercorella said the REIQ is delighted to be partnering with the

Real Estate Academy as an education provider and that it will hopefully lead to more education opportunities for REIQ members in the future.

Mr Woodward said he is confident that the partnership with the REIQ will be a mutually beneficial relationship. “We are proud to be partnering with a modern organisation such as the REIQ that totally understands and supports the objectives of the course.”

## **Free for school leavers**

Mr Woodward said a special feature of Activate is that school leavers will be able to do it free of charge.

“It will be ideal for learners who might consider real estate as a career. Activate offers an excellent alternative to doing a compliance course, which will cost them money, but won’t give the depth of understanding of what real estate is all about,” he said.

Offering the course for free to school students will also make a difference in how people perceive it. “The parents of students will understand it as



*Activate has been designed to provide those who are considering a career in property sales with a clear picture of what sales professionals do on a daily basis.*

a community service and not just another course you are trying to sell to them.”

Ms Mercorella said principals will have the opportunity to go and talk at schools to introduce the course, thereby also lifting the profile of real estate as a career option.

“I believe that Activate will allow school leavers to consider real estate as a professional career, and offering the course free of charge will allow more principals to connect to talented young people,” she said.

Activate will also benefit mature-age people seeking a career change and existing real estate salespeople needing to refresh and refine their knowledge and skills in order to reinvigorate their numbers.

Once someone has completed the Activate course through the REIQ, they will receive a certificate of attainment and be given the opportunity to nominate a post code of an area where they would like to be employed. This will in turn send a message to REIQ members in that area to inform them of potential recruits who are equipped to start prospecting and be valuable assets to their agencies.

“We are hoping that people who enter the job market after completing the course will be employed as what we call a leverage agent. It will give them

the opportunity to work alongside someone who has been in real estate for a while, assisting them with their duties while learning about selling from the experience of someone who has been doing it for a long time,” Mr Woodward said.

Dane Atherton, Managing Director of Harcourts Coastal, has already given the program his nod of approval. “Activate was designed to prepare people so that they are set up for a stable career. A long-term job. That’s what excites me most about it.

“As a principal, if I had a person who had completed the program, turn up at my office and could explain the lead generation system they’ve learned, I’d be confident that they were prepared and committed to doing what it takes to be successful,” Mr Atherton said.

#### **Course content**

Mr Woodward said Activate is offered in a self-paced online learning environment, and that it is possible to complete the course in about a week.

“About 70% of the content is focused on how to prospect for future business. It goes in-depth into aspects like what working in the community means, what you could do on social media and what visual tools are available from the Real Estate Academy and REIQ.

“It also provides a detailed description of what needs to happen on a day at the office, including the amount of hours you need to spend on the phone. The course is designed to help you survive the first 12 months in real estate so that you can have a long and fulfilling career,” he said.

The content includes podcasts, video clips and the PDF book.

“The book includes a checklist of what is needed for getting started in the business, including getting an email address and a business card, knowing what questions to ask and who to speak to,” he said.

**The REIQ will keep members updated regarding the rollout of the Activate course in its store.**



# Do you need a career ‘personal trainer’?

WORDS BY ANNA GREEN

*There are many reasons why real estate practitioners might want to invest in hiring a mentor or coach. You might feel that you lack moral support or that you need someone to show you more effective ways to achieve the results that you want. Or you might feel close to burnout, disillusioned and isolated.*

In a 2014 Inman survey on real estate coaching in the US, the largest share of respondents (44 per cent) indicated that they had hired a coach because they wanted to grow their business, followed by a need to be held accountable (26 per cent) and for motivation or inspiration (15 per cent).

The motivation for calling a professional is, in fact, much the same as for hiring a personal trainer to get into peak physical shape, improve your health and take your exercise regime to the next level. Almost 60 per cent of respondents to the Inman survey said that they viewed a real estate coach to be more like a “personal trainer, mentor or adviser” than a “drill sergeant or a boss”.

## When to hire a coach

According to the feedback received from some of Australia’s most prominent coaches and mentors, their services are most often sought by agents who have enjoyed some success, but who want to achieve better results to proceed to the next level.

For many, an important goal is to have a more balanced life and spend less time at the office without compromising the businesses they have worked so hard to create.

**Tom Panos**, one of Australia’s most prominent real estate coaches and trainers, told the REIQ Journal that agents who are feeling overwhelmed, uncertain, disillusioned and whose gut feeling tells them that they need support are candidates for coaching.



Many coaches provide workshops or virtual platforms (such as Mr Panos’ Real Estate Gym) and one-one-one sessions, which is a more intensive but costlier option.

“In a one-on-one session I will interrogate the client about their reality. It is about establishing a collaborative relationship where we work together to identify the core issue that is preventing that person from overcoming an obstacle in their career,” he said.

Mr Panos said a one-on-one coaching session with him is like scuba diving versus water skiing. “We don’t just skim the surface but go down deep to find out what self-limiting belief is standing between them and progress.”

“A good coach should be able to peel back the layers like one would peel an onion to expose why agents are not performing as well as they can. And once they reach that light bulb

moment it is like waking up from a coma,” he said.

Mr Panos said a coach is best positioned to help a client identify what deeper lying issues might be because they can provide professional advice from a distance. “I like the saying that you can’t see the picture when you are in the frame. When you are so close to your problem you can’t actually see what it is. You also spend all your energy and focus on the problem that you do not actively participate in overcoming it.”

**Tara Bradbury**, director of the BDM Academy, said coaching might be the answer when you are feeling “lost, flat and unmotivated”, also when you are first starting out. “Be clear with your expectations on what you need assistance in,” she said, but warned that a good mentor will ask questions you may not like or be comfortable with. This drilling down is all part of the process however. “It shows that the coach is trying to source the problems to help guide you towards the solutions.”

For business coach **Peter Sissons**, who helps principals grow their business, the time to hire a mentor is when they’re filled with a burning desire to make more money.

“I don’t fix principals, because most principals aren’t broken,” he said. “Most people get stuck in a rut in the business and don’t know how to get out of it. A principal might be writing \$2 million a year, GCI, in their office and they want to grow that to \$5 million or \$7 million – that’s where I



*“Clients often experience an increase in confidence.”*

come in,” he said.

The key to scaling business success lies in the recruitment process. Mr Sissons has worked with a psychological testing company to develop a process that can test people coming into the industry and determine if they have the right qualities to succeed in real estate.

“It’s grit,” he said. “It’s that thing inside of somebody that they’re just wired that they don’t give up. They can lose three contracts today, through pest and building and finance, and they will still turn up tomorrow to keep going,” he said.

Mr Sissons also helps principals with a structured recruitment plan that helps identify the right people to bring into the business as part of the contribution to increasing the business income.

### **The coach as therapist**

Real estate coaches often find themselves playing the role of a therapist when conducting one-on-one sessions. This was underscored by the Inman survey’s finding that 56 per cent of respondents indicated that they generally discuss their emotions during coaching sessions.

Mr Panos is very aware of the therapeutic value of coaching, and he is a firm believer that coaches should have training in evidence-based psychology. The role of a coach as therapist can sometimes lead to the uncovering of deeper issues that require the expertise of properly trained therapists and Mr Panos said that he has on occasion referred

clients to mental health practitioners after a consultation.

“I think it is a safer environment and possibly more attractive to tell people that they are seeing Tom Panos for coaching instead of seeing a doctor because they suffer from anxiety. But if I think they need professional care I will refer them.”

Brisbane-based coach, mentor and speaker **Sherrie Storer** said she is also often privy to clients’ innermost thoughts and dreams. “In a one-on-one situation clients often give me information that is really quite confidential and personal and that only their partner might know about,” she said.

### **The results**

The main finding of the Inman survey was that the vast majority of agents working with coaches see a return on investment. According to the Inman survey report, more than nine out of ten respondents said their business climbed by 10 per cent or more during first year they worked with a coach. More than half said the increase exceeded 25 per cent.

More than 90 per cent of respondents reported that their coach contributed to increasing their number of listings.

Ms Storer said her clients have reported similar results. “I provide one-on-one coaching sessions as well as workshops, and clients who attend one-on-one coaching in particular have reported massive growth.”

**Jet Xavier**, mental skills and mindset

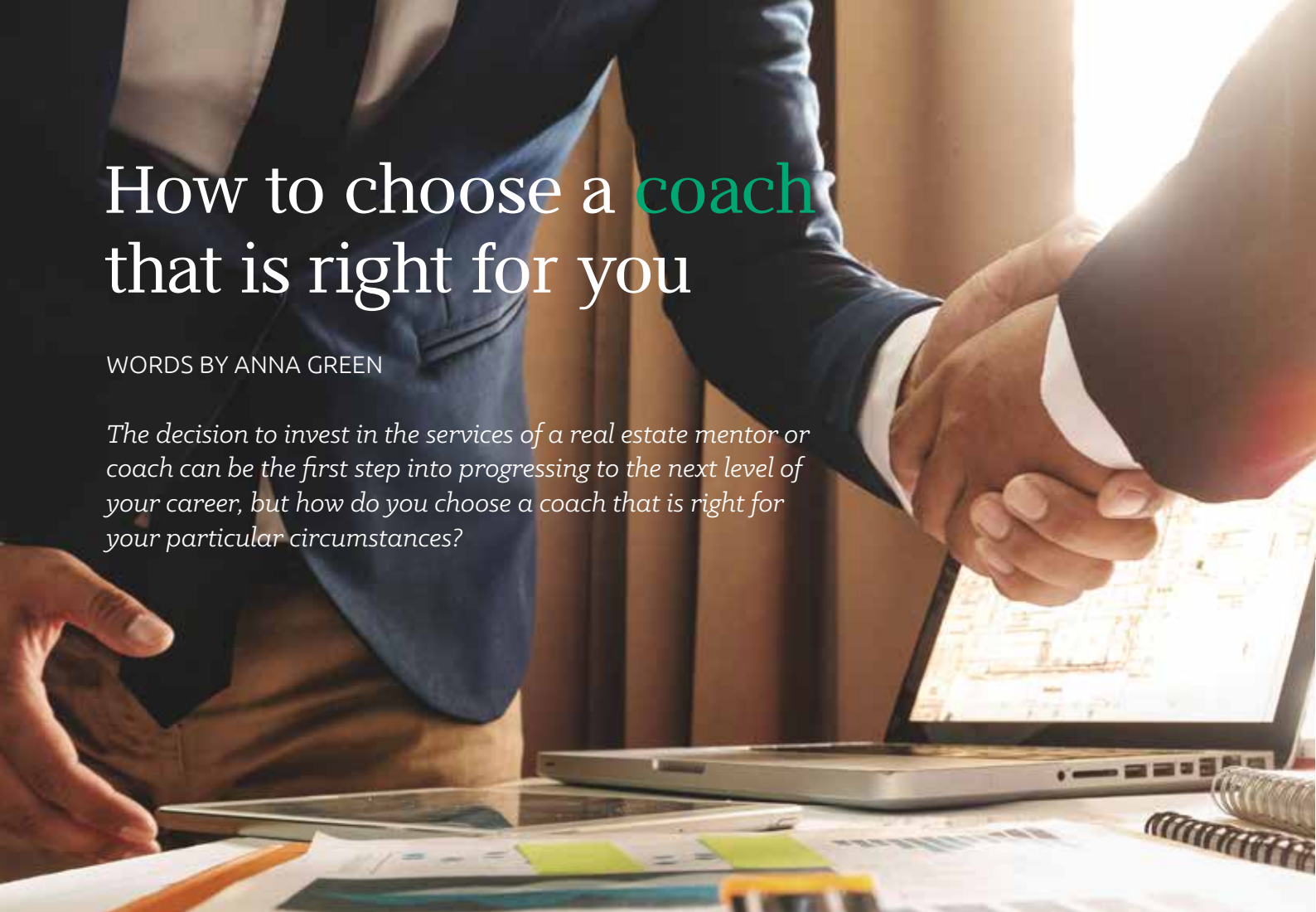
coach in the real estate sales industry, has also seen many agents reporting exceptional GCI growth after utilising his elite performance formula.

According to Mr Xavier many clients also report many other benefits as a result of coaching that are beneficial to both their personal life and bottom line. “Clients often experience an increase in confidence and they believe in themselves more. Coaching also allows them to see the bigger picture, and this enables them to do more with their business as a result.”

If Ms Bradbury had to choose one word to describe the results most clients report after coaching, she would choose “change”. “Effective coaching should lead to change of structure, change of process, change of approach and change of habits.”

While motivation might be a welcome byproduct of coaching, Mr Panos does not believe that agents should invest in coaching simply because they need motivation. “Motivation is an inner thing that shouldn’t require the input from a 3rd party. You don’t need someone to constantly tell you to eat your broccoli because it is good for you. The only person who can do that is yourself,” he said.

And it is not the job of a coach (or a personal trainer!) to tell you to work hard and exercise regularly. “There is also no point in telling people what to do because they know that already. You don’t need a coach to tell you that you need to work hard, speak to your clients regularly and build your own personal brand,” he said.



# How to choose a coach that is right for you

WORDS BY ANNA GREEN

*The decision to invest in the services of a real estate mentor or coach can be the first step into progressing to the next level of your career, but how do you choose a coach that is right for your particular circumstances?*

*"A great coach is someone who has a proven track record in the field in which you wish to excel."*

*When it comes to real estate mentors and coaches, Australians are spoilt for choice, but deciding on who to invest your time and money in is not as simple as hopping on to Google. A coach is not a commodity but someone you are potentially going to be building a rather personal relationship with, so the final decision requires more research and careful investigation than buying a new car, for instance.*

**T**o make the decision even more difficult, coaching programs are usually wrapped in big promises, flashy photos and a slew of raving reviews. So how to choose?

#### **Word of mouth**

The real estate profession is all about networking, so make the most of this resource by talking to your peers and colleagues about their coaching and mentoring experiences.

According to a 2014 Inman survey on real estate coaching in the US, the majority of respondents indicated that they had found their coach through a colleague (52 per cent) and less than 20 per cent through an online search.

Naturally coaches will only put positive reviews on their websites, but by analysing the unique aspects online reviewers point out you might get a good idea of how a coaching program is structured and what the focus points are. The Facebook profiles of coaches and coaching companies will often also be a source of honest feedback.

#### **Training and experience**

The experience, background and training of the coach are some of the most important things to look at when you are considering this kind of investment.

According to a recent article on [www.inman.com](http://www.inman.com) a great coach is someone



Pictured: Jet Xavier, Tara Bradbury, Tom Panos, Sherrie Storer

who has a proven track record in the field in which you wish to excel.

“They are not a generalist; they are a specialist. They’ve done or are currently doing what they’re coaching you to do. They’re not a life coach, they are a real estate coach.”

Tom Panos, one of Australia’s most prominent real estate coaches and trainers, agrees.

“Choosing a trainer or a coach who is not suitably qualified or who hasn’t been to the destination they are trying to lead you to can be dangerous, expensive and misleading,” he said.

Mr Panos firmly believes that a good real estate coach should know and understand the journey they are taking the client on and that agents should tread carefully around coaches who have never worked in the real estate profession.

“Agents need to think twice about self-appointed coaches who have never experienced what being a real estate agent is all about. I also believe that coaches should have solid training in evidence-based psychology,” he said.

Real estate coach, trainer and speaker Sherrie Storer said an agent will most likely need different things at different times in their career and that it is unlikely that they will only see one coach in their lifetime.

“You might have a brilliant mindset coach who’s never worked in real estate but who are able to help you overcome a personal issue and another coach who can help you with sales,” she said.

Ms Storer said her own experience as working as an agent allows her to provide clients with systems she’s successfully employed in her career and that have been proven to work, but being a good coach in selling real estate also requires keeping up with the times.

“Don’t just assume that your coach knows everything because they were successfully selling real estate 20 years ago. With the advent of social media and the many ways online marketing has changed in just the last year it is important to find someone who is knowledgeable about modern sales techniques and who makes the most of the available platforms,” she said.

Tara Bradbury, director of the BDM Academy, emphasised that a client should be comfortable in the company of the coach they choose. “Sometimes it just feels right, but at other times you might need to make some evaluation before starting the relationship. Do you admire and look up to the person as a specialist? Will this person be a good listener? Will they challenge you?”

#### Identify your needs

Before embarking on the coaching journey a bit of soul searching can be valuable to gain the most out of it.

In the majority of cases agents might be looking at coaching and mentoring to increase their business and be more successful in their career. For many successful top-agents it might be working more effectively to regain balance in their lives.

For others coaching might be the boost they need to eliminate a barrier like a lack of confidence or another self-limiting belief. It is important to make sure that they coach you choose will be able to help you overcome your unique challenge.

Coaching and mentoring take place on a variety of platforms. On the one end it can entail attending group sessions like workshops and seminars. Many coaches also offer online and virtual programs that can be accessed anytime and anywhere.

One-on-one sessions are on the pricier end of the spectrum, but it means having your coach all to yourself. With a price tag of up to \$700 per hour, this is most likely an option for top agents only. One-on-one sessions can be facilitated over the phone, on Skype or in person.

Jet Xavier, real estate mental skills and mindset coach, said Australia has probably more good quality coaches and trainers than any other country and that real estate professionals are mostly aware of the benefits coaching can bring to their business.

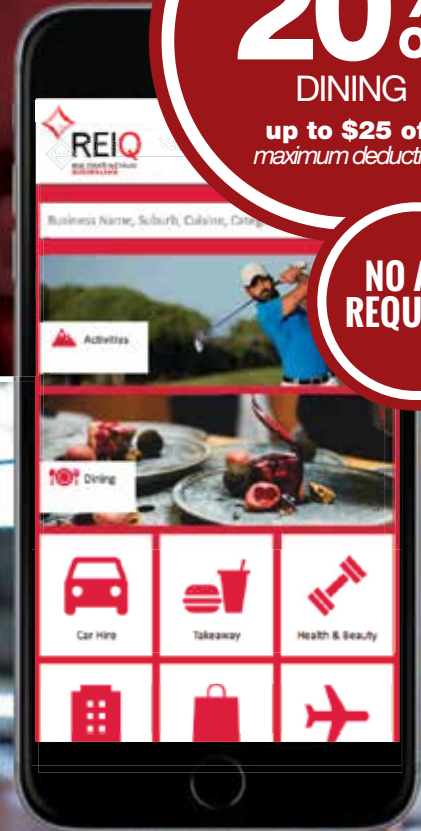
But in the end the value of coaching also depends on the client’s level of commitment to the process. According to the Inman report more than 70 per cent of respondents attributed the effectiveness of coaching to the agent’s commitment and less than 30 per cent to the quality of the coach.

# WELCOME TO REIQ MEMBER REWARDS

# REDEEMING MADE EASY

ENJOY  
**20% OFF**  
DINING  
up to \$25 off  
*maximum deduction*

**NO APP  
REQUIRED**



## VISIT REIQ.COM ON YOUR SMARTPHONE OR DESKTOP

As a valued REIQ member you have access to over 4,500 offers from dining, accommodation, travel, activities, gift cards, movie tickets and much more. Search and redeem all offers on a smartphone right around Australia and New Zealand.

### ACTIVITIES

UP TO  
**50% OFF**  
OFFERS

### HOTELS & TRAVEL

UP TO  
**50% OFF**  
ACCOMMODATION

### E-GIFT CARDS

UP TO  
**10% OFF**  
E-GIFT CARDS



VISIT REIQ.COM AND BEGIN ENJOYING THE REWARDS

Refer to the website for the most up-to-date listing and offers in your city. Offers correct at time of printing. For the terms and conditions please refer to the website.

 **REIQ**  
REAL ESTATE INSTITUTE  
QUEENSLAND

# Make the most of your REIQ membership

*Sunshine Coast Sales Director Liam Anlezark recently joined the REIQ as an independent member, and he soon realised the full value of this membership when he started his own agency as an independent licensee.*



Liam Anlezark

Earlier this year Mr Anlezark left a large real estate franchise to start Stay Noosa Real Estate, where he is currently working as a Sales Director. Being a member of the REIQ certainly paid off during the first couple of weeks after going on his own, he said.

“It wasn’t until I became independent and set up my own agency that I really understood the full value of being an REIQ member,” he said. “The REIQ was a big help in getting the business up and running, and to do so compliantly.”

Mr Anlezark has also been to a recent training session, which he found informative and helpful. “It is also a good opportunity to connect with other real estate professionals. If I do decide to take on more staff in future I will be relying heavily on the REIQ for training and support.”

Mr Anlezark is a born-and-bred Noosa resident with strong ties to the local community. He captained the A grade side of the Noosa Pirates Rugby League Club from 2013-2017 and he is heavily involved in charity work. But despite being no stranger to the area, he appreciates the networking

opportunities provided by the REIQ. “It’s always good to connect with other colleagues and to meet contacts you can lean on when you need it,” he said.

He values the professional development opportunities provided by the REIQ. “It is important to have a body like the REIQ to provide further development opportunities and to regulate the profession. It keeps the cowboys out!”

Mr Anlezark enjoys receiving the Journal and regular communication from the REIQ to keep him up to date.

“And it’s great to know that there is a legal advice line should I ever need it,” he added.

It will soon be time for REIQ members to renew their membership, and everybody is encouraged to keep their membership up to date to retain all the benefits. Keep an eye out for your renewal notice in your inbox this month.

REIQ Membership and Marketing Manager Sheila Andrews said apart from the training and support opportunities provided by the REIQ, members also receive access to many value-adding benefits such as the Member Rewards program.

“I would like to remind members that they are entitled to many great savings and offers through our REIQ Member Rewards program. Members can save money on their daily expenses with special discounts offered by a number of well-known retailers or by buying a gift card that can be used online or in-store,” she said.

*“It is important to have a body like the REIQ to provide further development opportunities and to regulate the profession. It keeps the cowboys out!”*

“Christmas is just around the corner and the wide variety of gift cards at a discounted price will make excellent presents,” she said.

To access the Member Rewards Program, go to [bit.ly/2CvsX1P](https://bit.ly/2CvsX1P). Login with your REIQ login details and start shopping! The gift cards are available under the shopping icon on the Frequent Values page.

# HOW TO MAKE THE MOST OF YOUR REIQ ACCREDITED AGENCY MEMBERSHIP

## AGENCY ADVISORY SERVICE

Helping you and your staff navigate real estate, answering questions on topics including (but in no way limited to!):



Conjunctural arrangements



Form 6



Competitor behaviour



Interpretation of standard clauses and contract schedules

To access this service call **1300 MY REIQ** and have your agency membership number handy.

## PROPERTY MANAGEMENT SUPPORT SERVICE

Helping you and your property managers stay on top of a raft of legislation, plus tips and support via:



A telephone and  email advisory service



A monthly bulletin



An online resource library

To access this service call **1300 MY REIQ** and have your agency membership number handy, or email [pmsupport@reiq.com.au](mailto:pmsupport@reiq.com.au). Visit [REIQ.com/MemberResources](http://REIQ.com/MemberResources) and make sure you've opted in to the monthly bulletin.

## LEGAL ADVISORY SERVICE

Free legal advice from our partners, Carter Newell Lawyers, leading Queensland real estate specialists (up to 30 minutes per issue). Helping you with agency practice issues you'd usually have to take to your own lawyers! Issues might include:



Interpreting legislation



Validity of forms



Employment practices

**Carter  
Newell**  
LAWYERS

To access this service call **1300 MY REIQ** for a referral from our Administration & Tribunal Coordinator.

## DISCOUNTS

Save money with discounts on REIQ events, training and with a variety of Member Rewards program partners. For more information, visit the member resources section of [REIQ.com](http://REIQ.com)



## REALWORKS DISCOUNTS

Our cloud-based, CRM-integrated forms-and-agreement product is a Queensland market leader. Save \$320 a year with unlimited forms, plus insert your logo on select forms and contracts.

## CREDIBILITY AND CONTENT

### Consumer advice library

Your emails, newsletters and social media channels are hungry for content – we can help! Whether you need a blog article on “How to price your home correctly” or a newsletter article on “Simple hacks for moving house” you can help yourself to our consumer advice library of articles in the Member Resources section of [REIQ.com](http://REIQ.com).

### Queensland Market Monitor (QMM):



REIQ’s expert analysis of CoreLogic data



Market Wrap videos: share these local market summaries on social media or other channels



Get your regional report co-branded with your logo, showcasing your local knowledge to clients and consumers in your area

## WHAT YOU NEED TO KNOW

Get the latest in best-practice advice, news and industry reports from the fortnightly REIQ Update email and the monthly REIQ Journal magazine.

Relevant and practical training is provided free to Individual Members with continuing professional development (CPD) events held state-wide several times a year (along with many online options).

## BE FOUND BY CONSUMERS



Listing tool: We explain to consumers why you, as an REIQ Accredited Agency, are the right choice to help with their biggest asset



Your REIQ Accredited Agency logo is your marque of excellence



Regular advertising campaigns showcasing the REIQ accreditation difference and how to find our members on REIQ.com



# Are you playing new management roulette?

BY KIM COFFEY, PROPERTY MANAGEMENT SUPPORT SERVICE

**Y**ou've taken on a new management. It's vacant, so it seems like a clean, fresh start. But a few days later your new client tells you there is an unresolved dispute with a previous tenant that the previous agent has not yet finalised, and is now refusing to handle for them. They now expect you to take up where the other agent left off.

Your initial reaction might be to assume that the previous agent should take care of it. However, the previous agent cannot act for the lessor in any capacity if their management agreement has already ended.

Acting for a client without a valid appointment breaches the Property Occupations Act – legislation which is administered by Qld Fair Trading, not by the RTA. An agent who is not appointed cannot represent the client, or receive money for the client. The agent should take steps to remove their name from any bond still held with RTA by completing an RTA Form 5, and to remove the agency name from any pending QCAT hearing by use of a QCAT Form 40, and provide relevant records to the lessor to allow the matter to be pursued by the lessor or another agent.

So as the newly appointed managing agent, are you obliged to take this

on? Because the answer to this may depend on the manner of completion of your PO Form 6, you are advised to seek legal advice about your specific circumstances. However, the focus of this article is – how to stop gambling with this.

- 1.** Make it a standard part of your new management process to ask every client whether there has been a previous tenant in the property, and if so, whether there are any unresolved tenancy issues, disputes, claims, or pending QCAT hearings associated with that.
- 2.** If there are, ask for the details.
- 3.** Let the owner know that the previous managing agent will not be able to represent them once their management has terminated. Ask the owner if they are intending to handle the matters with the former tenants themselves.
- 4.** If the owner is not intending to handle the matter themselves, make a decision about whether or not your agency is willing to represent the owner in the unresolved matter – this may depend on how complex or time-consuming the matter is.
- 5.** If you are not willing to handle the unresolved matter for the owner, explain to the owner that whilst you want to manage their property, you are not going to be able to represent them in tenancy matters that arose

prior to the commencement of your management. If they still intend to appoint your agency, make a notation on your PO Form 6 to indicate what has been agreed.

- 6.** If you are willing to handle the matter for the owner, discuss whether you are charging the owner an additional fee for providing this service or whether it will be included in your standard agency fee structure. Ensure your PO Form 6 clearly reflects what has been agreed. Also provide information to the owner regarding what records and documents you will require to be able to effectively represent them in the dispute, and advise them of any limitations you might face when representing a matter involving events that occurred before your management commenced.

Opt out of the roulette approach to new managements by making sure this process is embedded in your new client qualification procedure.

Develop a 'new management' checklist that goes beyond just jogging your memory on the tasks to be completed, to one that also reminds you about the important conversations you need to have with a prospective client.

# What you need to know about section 206 and section 242 of the **RTRA Act**

WORDS BY CONNIE MCKEE

*Section 43 of the QCAT Act limits legal representation in QCAT proceedings. As a general rule, parties should represent themselves in matters before QCAT, but agents are permitted to represent lessors if they have the required documents in place.*



Standard term 43 of the Form 18a General Tenancy Agreement allows for the agent (property manager) to stand in the lessor's place at the Tribunal unless a special term provides otherwise.

## So what is section 206 of the RTRA Act all about?

Basically section 206 states if a lessor has an agent who is authorised to stand in the lessor's place at the Tribunal on or before the date the tenant starts occupying the premises, the lessor or the lessor's agent must give a written notice to the tenant and provide the agent's name and address for service.

If the details of this agent change, the lessor or agent must give written notice of the change to the tenant **within 14 days of the change**. On the commencement of a tenancy, Item 3 of the Form 18a states the agent name and address for service. From when a tenancy commences to when a tenancy dispute escalates to

a QCAT hearing, the agent initially stated in Item 3 of the Form 18a may not be the agent lodging the QCAT Form 2 Application (urgent or non-urgent) or the QCAT Form 8 Counter Application.

The following are common examples of why this would be the case:

- The owner changes managing agents during the tenancy
- The rentroll has been sold/purchased and there is a new managing agent during the tenancy
- A self-managing owner appoints a property manager during the tenancy

The section 206 notice is not a prescribed form, but it has been developed by the REIQ and is available on **Realworks**.

## Does it really matter if there was a change of management and we didn't send the tenant the Section 206 notice (and now there is a QCAT hearing)?

Quite likely yes, e.g. a QCAT application may list **ABC Realty** as a claimant or respondent but the Form 18a General Tenancy Agreement attached to the **claim** may list **REIQ Realty** as the initial managing agent. What this means is that **ABC Realty** has not complied with the prescribed requirements of the Section 206 of the RTRA Act. In order for them to be able to represent the Lessor they would need to lodge the QCAT Form 56 "Application for leave to be represented" with the QCAT application or the hearing may be dismissed.

## What happens if the ownership of a property changes during the course of a tenancy?

This is a different scenario. Section 242 of the RTRA Act requires for the tenant to be given written notice of the transfer (Attornment Notice) when a lessor transfers the interest in a tenancy, during a tenancy. An Attornment Notice is an acknowledgement of the tenancy relationship between the tenant and the new lessor. Practical examples are:

- A property is sold with the tenancy being a term of the Contract of Sale
- A change of ownership structure during the tenancy

**Note:** In instances where there is a change of managing agent as well as a change of owner, both the Attornment Notice and a section 206 notice should be given to the tenant.

The section 242 Attornment Notice is not a prescribed form, but there are a suite of forms available on **Realworks** to be used for this purpose.

Most property managers prefer to stay out of QCAT, but this is not always possible. If you do need to represent your client at QCAT, you will be required to have met all the prescribed requirements for your ability to represent the client and have evidence of your client's interest in the tenancy matter. If a section 206 and or section 242 notice has been provided to tenants during the course of the tenancy, these documents have to be included in your QCAT application.

# Upcoming training events

## Registration and Licensing Courses November - December 2018

### COMPREHENSIVE 3 DAY REGISTRATION CLASS

Training times for all sessions:  
9am – 4.30pm

|          |                  |
|----------|------------------|
| BRISBANE | 13 – 15 November |
|          | 28 – 30 November |
|          | 18 – 20 December |

|            |                  |
|------------|------------------|
| GOLD COAST | 7 – 9 November   |
|            | 28 – 30 November |
|            | 18 – 20 December |

|                |                  |
|----------------|------------------|
| SUNSHINE COAST | 21 – 23 November |
|----------------|------------------|

|           |                  |
|-----------|------------------|
| TOOWOOMBA | 12 – 14 December |
|-----------|------------------|

|        |                  |
|--------|------------------|
| CAIRNS | 12 – 14 November |
|--------|------------------|

### WEEKEND INTENSIVE REGISTRATION COURSES

Training times for session:  
8.30am – 5.30pm

|            |                  |
|------------|------------------|
| GOLD COAST | 17 – 18 November |
|------------|------------------|

## Career Networking Events

|                |             |
|----------------|-------------|
| BRISBANE LUNCH | 15 November |
|----------------|-------------|

|                  |             |
|------------------|-------------|
| GOLD COAST LUNCH | 30 November |
|------------------|-------------|

## Specialised Courses

November - December 2018

### BUSINESS DEVELOPMENT DAY FOR PROPERTY MANAGERS Feature Day – 16 November 2018

#### PROPERTY MANAGEMENT

|                               |   |                                  |
|-------------------------------|---|----------------------------------|
| Property Management Breakfast | BRISBANE : 21 November<br>7.15am – 8.45am     | \$30 members<br>\$40 non-members |
|                               | GOLD COAST: 6 December<br>7.15am – 8.45am     | \$30 members<br>\$40 non-members |
|                               | SUNSHINE COAST: 5 December<br>7.15am – 8.45am | \$30 members<br>\$40 non-members |

Go to [REIQ.com](http://REIQ.com) for more information.

# Commercial property managers have duty of care for fire safety

*The Commercial Chapter offers support and advice to commercial agents of all levels of experience.*

Committee member Doug Smith said rookie commercial agents, or those agents who straddle two disciplines – residential, with some part-time commercial work thrown in, might appreciate a refresher on a couple of the finer points of commercial property management.

Commercial property managers are required to advise tenants of their obligations under the amended *Building Fire Safety Regulations 2008* and the *Fire and Emergency Services Act 1990*.

It is now required that all commercial occupiers develop fire safety evacuation plans, display fire evacuation diagrams and conduct

training of all occupants, in particular staff members, according to legislation requirements.

You need to inform the tenant that it is their responsibility to ensure safe passage of all parties, to the premises' exits.

The landlord's responsibility is to ensure that common areas allow a clear route to safely evacuate the building.

The tenants must have:

- Fire safety evacuation plan and diagram (diagram to be displayed at all times)
- Fire safety training provided to all staff according to legislation

- Flood plan (if applicable)

The Queensland Fire & Emergency Service website has a toolkit and checklist for responsibilities and requirements regarding all aspects of fire safety.

Also, bear in mind that there are specialist companies that offer services in this area including training, development of procedures, plans, diagrams and signage:

Should commercial tenants not comply, fines could be imposed for non-compliance following spot checks periodically performed by Queensland Fire Services.

**For more information visit:**  
[www.qfes.qld.gov.au](http://www.qfes.qld.gov.au)



**gil wright & associates**  
BUSINESS VALUATIONS

Queensland's Longest Established Business Valuation Firm

[www.gwabusinessvaluations.com.au](http://www.gwabusinessvaluations.com.au)

## ***Do you know the value of your Business?***

### ***Financial institutions are lending against rent rolls...***

Speak to the experts in Real Estate Business Valuations. With over 30 years' experience in valuing businesses, **Gil Wright & Associates Business Valuations** has specialised in Real Estate Sales & Rent Roll Business Valuations undertaking in excess of 1,000 real estate business valuations for firms located throughout Australia.

**Gil Wright & Associates Business Valuations** are panel valuers for the majority of financial institutions of Australia.

### ***Know your position and make your next move!***

***If you are looking to buy, sell or finance....***Contact us on (07) 3342 0160 or [valuers@gwabusinessvaluations.com.au](mailto:valuers@gwabusinessvaluations.com.au)

***We Know business!***

# Social snapshot for October

## facebook

**f** Technology on the front line of the real estate profession was on show at the REIQ RealTech conference on Wednesday (10 October). The event was an opportunity for real estate professionals to see not only what technology is here and operating in the profession now, but also what is on the horizon, and what trends may emerge in the future. Missed it? Read more in our latest blog!

**f** Good luck Justin Nickerson and Mitch Peereboom as you head off to New Zealand to represent Queensland in the Australasian Auctioneering Championships! Justin (Apollo Auctions) is the reigning Australasian champion and will now be aiming for the three-peat, having won in 2016 and 2017. Mitch, who was with Harcourts when he won the runner-up REIQ Auctioneer of the Year title (pictured), will be contesting his first Australasian Auctioneering Championship and is a rising star of the auctioneering community. Good luck, gentlemen! For more info about the event go to [www.auctionchampionships.com](http://www.auctionchampionships.com)

**f** The Brisbane skyline will come alive with fireworks when Sunsuper Riverfire celebrates the end of the annual Brisbane Festival tomorrow night. For the more than 8,000 people who call Kangaroo Point home, this means the best seats in the house! The Kangaroo Point Cliffs are listed as one of the vantage points to see the spectacular show. More than 84 per cent of dwellings in Kangaroo Point are units or townhouses and, according the latest REIQ Queensland Market Monitor, the median unit price in this suburb is \$512,250. The REIQ wishes you a great long weekend!



## REIQblog.com

### REIQblog.com

#### Renting Law Reform: Why (and how to) Share Your Views

The State Government's ongoing review of the Residential Tenancies and Rooming Accommodation Act (2008) is entering its sixth year, and this week they have announced a new round of consultation, called Open Doors to Renting Reform. The Government is seeking the views of landlords, tenants and property managers, before they announce a raft of changes to the legislation that governs this sector.

#### #RealTech2018: an opportunity to learn and be amazed

Technology on the front line of the real estate profession was on show at the REIQ RealTech conference on Wednesday (10 October). The event was an opportunity for real estate professionals to see not only what technology is here and operating in the profession now, but also what is on the horizon, and what trends may emerge in the future.

Speakers unveiled innovative thinking that encouraged agents to engage with technology.

## Instagram



An extraordinary presentation on "A Digital Mind" from Dr Michael Rosemann. "People don't just want more for less... they want all for nothing!" #RealTech2018 #realestate #technology #realestateagent



My kind of gal @sarahmoran has rocked up to #RealTech2018 with a suitcase full of robots!



## WE KNOW YOU LIKE US, BUT IF YOU WANT TO KEEP UP WITH ALL THE LATEST REAL ESTATE NEWS, WE NEED YOU TO FOLLOW US!

Facebook has tweaked its algorithm (again) and is focused on minimising content from businesses like us in favour of showing you content from friends and family.

We think that's great. You should keep in touch with friends and family. They're important. But if you're also interested in keeping up with real estate news from REIQ, simply click 'Follow' on our Facebook page and you'll still see our content in your news feed. Easy!

Go to [www.facebook.com/theREIQ](http://www.facebook.com/theREIQ) and click Follow.

## Do you really need a mentor or a career coach?



WORDS BY KEVIN TURNER

*Best I start with a question. Do you know the difference between a mentor and the coach?*

There is a big difference and it will depend a lot on you – how long you have been around, who you have worked with in the past and your attitude right now.

A mentor is someone who will be a help to a new person in the industry, simply because a mentor is already successful and is able to describe the activities that are needed to make someone else successful.

A coach, on the other hand, is someone who can be your "unreasonable friend". A coach is what an experienced salesperson will need because, while they know what to do, they need someone to keep them accountable for doing it. That is the real role of a coach.

If you are new to the industry, you will find a mentor will be able to help you decide what you need to do to be successful, how long it will take and then help you draft out a business plan.

To find a good mentor, I would suggest looking for someone who is currently a successful agent and then make contact to see if they will spare you some time. My experience is that

successful people are willing to share their knowledge and they are more than happy to spend some time with you if you offer to buy them a cup of coffee.

If you decide to do that, do not waste their time.

Go prepared with some questions (even consider sending them the questions before you meet), ask intelligent questions and don't try to get all the answers you'll need in just one meeting. You may need to talk to more than one person.

If someone is willing to meet with you and answer your questions, make sure you take some notes and then decide on the one two or three activities you will undertake immediately based on what you've been told. There is nothing more insulting than asking someone's opinion and then not acting on it.

Ask the person you meet if they'd be prepared to receive an update on your activities from time to time as you share with them some of your successes. However, do not become a stalker!

Contacting them back and updating what you are doing will be motivating for both you and the person who is helping you.

Having a mentor when you first start in the industry is a great way to learn from someone else's mistakes and rise above the crowd by standing on someone else's shoulders.

When looking for a coach, I recommend developing a totally different approach. A good coach will charge for their time and services and so your approach and selection process should be different.

When you appoint a coach, you want someone who can hold you accountable and will challenge you. So challenge them and see how they respond. You could do that by asking

*Successful people are willing to share their knowledge and they are more than happy to spend some time with you if you offer to buy them a cup of coffee.*

some questions like:

- What do you know about me and my career?
- What would your plan be for me to help me grow?
- What benchmarks would you suggest we set?
- How will we measure your success?

Remember, you are looking for someone who will be your 'unreasonable friend' not someone who makes you feel comfortable.

**Kevin Turner hosts a free daily podcast for real estate agents, business owners and property managers – Real Estate UNCUT. Subscribe at [www.reuncut.com.au](http://www.reuncut.com.au)**

# Soaring suburbs defy doom and gloom forecasts

WORDS BY KARINA SALAS, REIQ RESEARCH ANALYST

*Property values are about to fall off a cliff, according to the tabloid media, but the facts tell a different story, with almost 70 Queensland suburbs delivering double digit capital growth over the past 12 months.*

Whilst Australian families hold more than 50 per cent of their household wealth in housing, home-buyers and investors are always on the search for the top performing suburbs driving wealth creation.

This analysis identifies the Queensland suburbs achieving a double digit annual house price growth for the 12 months to June 2018. Houses located on blocks with an area above 2400m<sup>2</sup> were taken out of the analysis. And, only suburbs with a volume of annual sales above 20 for the past year were included in the analysis.

## Top performing suburbs for the year to June 2018

The table below identifies a total of 68 suburbs in Queensland reporting a double digit capital growth for houses in the range of 10 per cent and over 150 per cent.

Eleven suburbs reached an annual price growth of more than 20 per cent.

These suburbs were Blackwater, Spring Mountain, Collinsville, Minyama, Hamilton, Hollywell, Miles, Mount Coolum, Dundowran Beach, Boonah and Idalia.

The best performer in Queensland for the year to June 2018 was Blackwater, which was one of the towns heavily affected by the mining downturn in 2013. The annual median house price in Blackwater increased more than 150 per cent for the past year, from \$37,500 in June 2017 to \$94,250 in June 2018.

The improved coal mining confidence is one of the key factors driving the recovery of the property sector in Blackwater and some other mining towns. However, house prices in Blackwater still remain nearly 80 per cent below the June 2013 median price of \$468,000. Other mining towns have followed a similar performance.

## Top performers in the southeast corner

A total of 41 suburbs in the southeast corner dominated the list of top performers for capital growth in Queensland, comprising about 60 per cent of all 68 suburbs included on the list.

A total of 15 suburbs located in the Sunshine Coast Statistical Division (including Sunshine Coast LGA and Noosa Shire) were included on the list of top performers. Houses in Minyama, located in the Kawana Waters urban centre, achieved the largest capital growth in the region of 45.8 per cent, ranking as the fourth strongest performer in Queensland. Minyama is a very exclusive suburb in the Sunshine Coast LGA, surrounded by water and offering one of the most popular marinas in the southeast corner.

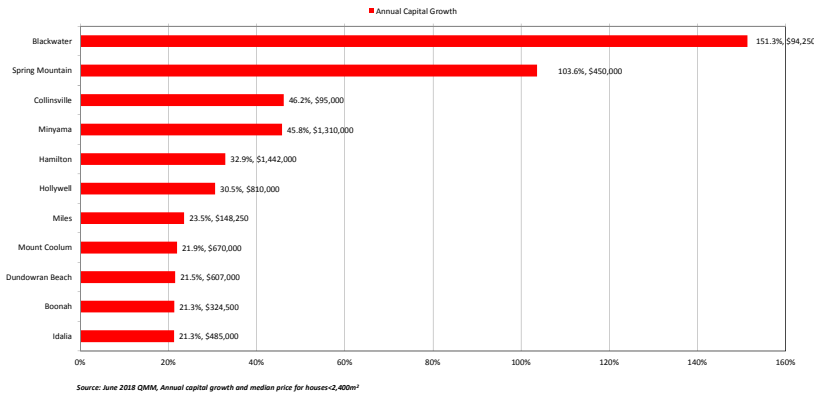
A total of 13 suburbs in Brisbane LGA made the list of top performers for the

| Top Performing Suburbs in Queensland                          |                      |                   |               |                   |                         |             |                |                |               |                   |                         |
|---|----------------------|-------------------|---------------|-------------------|-------------------------|-------------|----------------|----------------|---------------|-------------------|-------------------------|
| House Market < 2,400m <sup>2</sup> - Annual Data to June 2018 |                      |                   |               |                   |                         |             |                |                |               |                   |                         |
| Qld Ranking   | Suburb               | LGA               | Sales Volumes | Median Price (\$) | 1 Yr Capital Growth (%) | Qld Ranking | Suburb         | LGA            | Sales Volumes | Median Price (\$) | 1 Yr Capital Growth (%) |
| 1   | Blackwater           | Central Highlands | 58            | \$94,250          | 151.3%                  | 35          | North Mackay   | Mackay         | 77            | \$270,000         | 13.2%                   |
| 2   | Spring Mountain      | Ipswich           | 25            | \$450,000         | 103.6%                  | 36          | Whitfield      | Cairns         | 66            | \$540,000         | 13.1%                   |
| 3   | Collinsville         | Whitsunday        | 25            | \$95,000          | 46.2%                   | 37          | Graceville     | Brisbane       | 101           | \$932,500         | 13.0%                   |
| 4   | Minyama              | Sunshine Coast    | 60            | \$1,310,000       | 45.8%                   | 38          | Hendra         | Brisbane       | 74            | \$1,100,000       | 12.7%                   |
| 5   | Hamilton             | Brisbane          | 56            | \$1,442,000       | 32.9%                   | 39          | Shorncliffe    | Brisbane       | 27            | \$840,000         | 12.4%                   |
| 6   | Hollywell            | Gold Coast        | 52            | \$810,000         | 30.5%                   | 40          | Moranbah       | Isaac          | 88            | \$185,000         | 12.1%                   |
| 7   | Miles                | Western Downs     | 22            | \$148,250         | 23.5%                   | 41          | Coes Creek     | Sunshine Coast | 36            | \$442,500         | 12.0%                   |
| 8   | Mount Coolum         | Sunshine Coast    | 73            | \$670,000         | 21.9%                   | 42          | Cooloola Cove  | Gympie         | 72            | \$317,500         | 12.0%                   |
| 9   | Dundowran Beach      | Fraser Coast      | 31            | \$607,000         | 21.5%                   | 43          | Battery Hill   | Sunshine Coast | 44            | \$578,000         | 12.0%                   |
| 10  | Boonah               | Scenic Rim        | 38            | \$324,500         | 21.3%                   | 44          | Seven Hills    | Brisbane       | 50            | \$940,000         | 11.9%                   |
| 11  | Idalia               | Townsville        | 62            | \$485,000         | 21.3%                   | 45          | Nundah         | Brisbane       | 87            | \$755,000         | 11.9%                   |
| 12  | Rasmussen            | Townsville        | 57            | \$347,500         | 19.9%                   | 46          | Monkland       | Gympie         | 31            | \$240,000         | 11.6%                   |
| 13  | Yaroomba             | Sunshine Coast    | 27            | \$749,000         | 19.7%                   | 47          | Bongaree       | Moreton Bay    | 129           | \$470,000         | 11.6%                   |
| 14  | Biloela              | Banana            | 38            | \$272,750         | 18.6%                   | 48          | Clifton Beach  | Cairns         | 40            | \$557,500         | 11.5%                   |
| 15  | Burnett Heads        | Bundaberg         | 60            | \$317,000         | 18.1%                   | 49          | Morochydore    | Sunshine Coast | 169           | \$639,000         | 11.2%                   |
| 16  | Tivoli               | Ipswich           | 31            | \$295,000         | 18.0%                   | 50          | Twin Waters    | Sunshine Coast | 72            | \$823,000         | 11.2%                   |
| 17  | Cashmere             | Moreton Bay       | 44            | \$690,000         | 18.0%                   | 51          | Cambooya       | Toowoomba      | 28            | \$322,500         | 11.2%                   |
| 18  | Walloon              | Ipswich           | 21            | \$370,000         | 16.7%                   | 52          | Tewantin       | Noosa          | 235           | \$572,500         | 11.2%                   |
| 19  | Sunshine Beach       | Noosa             | 42            | \$1,400,000       | 16.7%                   | 53          | Coolum Beach   | Sunshine Coast | 130           | \$675,250         | 11.2%                   |
| 20  | Noosa Heads          | Noosa             | 91            | \$1,070,000       | 16.0%                   | 54          | Kedron         | Brisbane       | 127           | \$744,500         | 11.1%                   |
| 21  | Hope Island          | Gold Coast        | 64            | \$739,750         | 15.7%                   | 55          | Sunrise Beach  | Noosa          | 79            | \$820,000         | 11.0%                   |
| 22  | Ripley               | Ipswich           | 46            | \$374,000         | 15.4%                   | 56          | Oakey          | Toowoomba      | 39            | \$241,500         | 11.0%                   |
| 23  | Sandgate             | Brisbane          | 57            | \$705,000         | 15.2%                   | 57          | D'aguilar      | Moreton Bay    | 26            | \$416,000         | 10.9%                   |
| 24  | North Ward           | Townsville        | 44            | \$575,000         | 15.0%                   | 58          | Mountain Creek | Sunshine Coast | 203           | \$610,000         | 10.9%                   |
| 25  | Paddington           | Brisbane          | 146           | \$1,150,000       | 14.7%                   | 59          | Flinders View  | Ipswich        | 74            | \$371,500         | 10.9%                   |
| 26  | Palm Cove            | Cairns            | 34            | \$606,000         | 14.3%                   | 60          | Highland Park  | Gold Coast     | 84            | \$570,000         | 10.7%                   |
| 27  | Charters Towers City | Charters Towers   | 25            | \$142,500         | 14.0%                   | 61          | Rosewood       | Ipswich        | 46            | \$291,000         | 10.7%                   |
| 28  | Pelican Waters       | Sunshine Coast    | 181           | \$761,000         | 13.9%                   | 62          | Bulimba        | Brisbane       | 105           | \$1,300,000       | 10.6%                   |
| 29  | Coote Bay            | Livingstone       | 25            | \$313,000         | 13.8%                   | 63          | Kirkwood       | Gladstone      | 26            | \$353,500         | 10.5%                   |
| 30  | Mount Ommaney        | Brisbane          | 26            | \$944,000         | 13.7%                   | 64          | Woodgate       | Bundaberg      | 40            | \$402,500         | 10.3%                   |
| 31  | Fernvale             | Somerses          | 38            | \$357,500         | 13.5%                   | 65          | Railway Estate | Townsville     | 38            | \$309,500         | 10.1%                   |
| 32  | The Range            | Rockhampton       | 75            | \$380,000         | 13.4%                   | 66          | Auchenflower   | Brisbane       | 53            | \$1,070,000       | 10.0%                   |
| 33  | Landsborough         | Sunshine Coast    | 42            | \$432,500         | 13.4%                   | 67          | Rainbow Beach  | Gympie         | 30            | \$489,500         | 10.0%                   |
| 34  | Sunnybank            | Brisbane          | 92            | \$832,500         | 13.3%                   | 68          | Ormeau Hills   | Gold Coast     | 81            | \$530,000         | 10.0%                   |

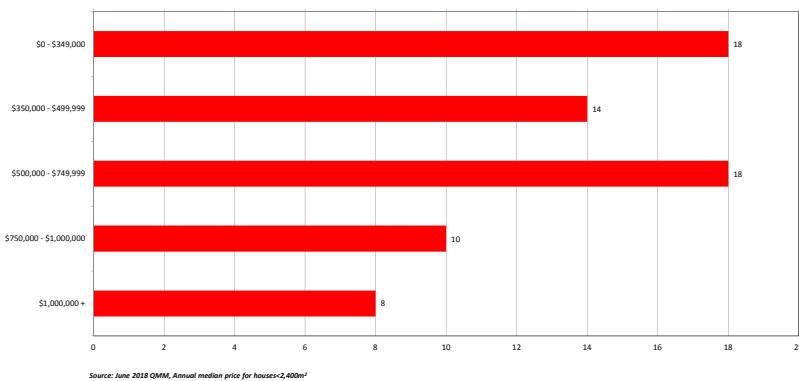
Source: June 2018 QMM, Issue 39



### Top Performers Suburbs for Houses in Queensland



### Number of Top Performers by Price Range



past year. Hamilton was the fifth strongest performer in Queensland and the best performer in Brisbane LGA. House prices in Hamilton increased 32.9 per cent for the past year, to \$1,442,000. Hamilton was also the most expensive suburb included on the list of Queensland top performers.

Other suburbs in Brisbane LGA reaching a capital growth for houses of 10 per cent or higher were Sandgate, Paddington, Mount Ommaney, Sunnybank, Graceville, Hendra, Shorncliffe, Seven Hills, Nundah, Kedron, Bulimba and Auchenflower.

Ipswich had six suburbs on the list, the Gold Coast had four and Moreton Bay had three. Redland and Logan had no suburbs on the list.

Hollywell in the Gold Coast is listed as the sixth performer in Queensland, with houses reaching a capital growth of 30.5 per cent for the past year. Hollywell offers waterfront lifestyle with a price range of \$810,000, well below the \$1 million club, making Hollywell an affordable waterfront suburb.

### Top performers in regional Queensland

This analysis identified 27 suburbs outside the southeast corner reporting a double digit capital growth in house prices for the past 12 months.

Townsville dominated the list in regional Queensland, with four suburbs reaching double digit house price growth. Idalia in Townsville ranks 11th on the state list and first on the Townsville LGA list. Idalia is a rapidly expanding suburb, located 10 minutes to the CBD, offering access to shopping centres, restaurants and beautiful landscaping around parks, lakes and the Ross River.

Cairns and Gympie had three suburbs on the list of top performers.

Palm Cove was the best performer in Cairns, ranking 26th within the Queensland tally. House prices in Palm Cove increased 14.3 per cent, to \$606,000 in June 2018.

Cooloola Cove in Gympie ranked 42th on the list as house prices increased 12 per cent for the past year, to \$317,500 in June 2018. This suburb offers affordable and coastal living options.

The Whitsunday only reported Collinsville on the list, which is ranked third throughout the state. Collinsville is a mining town, reporting an annual capital growth for houses of 46.2 per cent, to \$95,000 in June 2018.

Other regions reporting at least one suburb on the list were Bundaberg, Toowoomba, Banana, Charters

Towers, Fraser Coast, Gladstone, Isaac, Livingstone, Mackay, Rocky, Scenic Rim, Somerset and Western Downs.

### Price range for top-performing suburbs

Two different price ranges dominate the list of top-performing suburbs. The very affordable bracket with a price range below \$350,000 and the price bracket above \$500,000 and below \$750,000.

18 top performing suburbs reported a median house price range below \$350,000. Most of these suburbs are located in regional Queensland.

Similarly, 18 top performers reported an annual median house price range between \$500,000 and \$749,999. 13 of these suburbs are located in the southeast corner.

Only 8 top performing suburbs reported an annual median price range above \$1 million. All these suburbs are located in Brisbane, Noosa or the Sunshine Coast LGA.

### Conclusion

It is not a surprise that a large number of top performing suburbs in Queensland are located in the southeast corner with the Sunshine Coast SD suburbs leading the list. Brisbane LGA is the region holding the second largest number of top performers in Queensland.

In light of the improved coal mining confidence, house prices for a few regional mining towns, such as Blackwater, Collinsville, Biloela and Moranbah, have also commenced a recovery path. However, prices in these regions remain well below their peak price prior to the mining downturn.

The majority of top-performing suburbs offer housing opportunities in the very affordable price bracket below \$350,000 and in the family lifestyle price bracket between \$500,000 and \$750,000.

The well-worn caveat "past performance is not an indicator of future performance" is relevant for this analysis. However, an in-depth understanding of past performance allows positioning the market within the growth cycle. And, this information forms the basis for a forecast analysis which should also consider other indicators like population growth, employment opportunities, infrastructure investment, health and education services, just to mention the most critical factors.

# Two common tax issues for your real estate agency business

WORDS BY BDO PARTNER, EDDIE CHUNG

*Nothing is more certain than death and taxes. As an owner of a real estate agency business, you have an obligation to comply with the tax system and pay your fair share of taxes. This may be more straightforward than it sounds because the income tax rules are so complex these days that anyone who does not have a degree in taxation would struggle to comprehend all of the tax rules that are applicable to them.*

To add insult to injury, there are often hefty penalties associated with non-compliance and ignorance of the law is no defence. While you may rely on qualified professionals to assist, you are still the one signing your tax returns, which makes you ultimately responsible for the information disclosed to the tax office. Therefore, you really should have some understanding of how the tax rules apply to you, even if you are not necessarily across all the minuscule of the law.

Below are two of the most common tax issues that may be relevant to your real estate agency business:

## **Structuring**

How you structure your business will have a direct impact on how you are taxed.

However, taxation should only be one of a number of factors you should consider when it comes to structuring and should never be the sole or dominant purpose behind the structure you ultimately adopt. Other pertinent factors to consider include how your structure may protect your assets inside and outside of your business, whether it could accommodate multiple unrelated business owners, how it aligns with the business' future succession and exit strategy, and the establishment and ongoing costs of the structure.

Invariably, structuring would involve configuring a number of entities together to form a structure to ensure

that you get the best commercial and taxation outcomes. It is likely that there will be trade-offs between one structure over another when you start considering your different needs.

For instance, while using a discretionary trust to carry on your real estate agency business may provide income splitting opportunities and the potential application of the 50% capital gains tax (CGT) discount if and when the trust eventually sells the business, it may not allow you to introduce business partners into the business easily without tax and/or stamp duty impost and it may be difficult for you to retain profits in the business without the profits being subject to individual marginal tax rates.

On the other hand, if you use a company to trade, then the profits of the business will only be taxed at the corporate tax rate, rather than marginal tax rates that apply to individuals, to the extent that the cash profits are retained in the company. However, your ownership of the shares in the company will need to be carefully considered. For instance, if you are a director of the company but you also own the shares in the company, the structure may not be terribly effective for asset protection because as a director, your risk of being sued is heightened under the director's duties provisions in the Corporations Act; if you are sued, the shares you own in the company may be at risk. This is particularly relevant

if you own valuable assets in the company like your business premises.

Therefore, structuring requires a cost benefit analysis under which you need to weigh up all your needs and prioritise them to arrive at the best structure to fit your specific set of circumstances.

While it is possible for you to change your structure down the track, such subsequent structural changes may give rise to significant taxation and stamp duty liabilities. Generally, the more value is created in the business, the higher the potential taxation and duty impost when you want to change the structure, which is why getting the structure right upfront is always better than trying to change it later.

## **Division 7A**

As alluded to above, due to the appeal of the corporate tax rate, which is significantly lower than the higher marginal tax rates that are applicable to individuals, it is not surprising that a lot of business owners would use a private company to carry on their business.

At present, the default corporate tax rate is 30% while a company carrying on a small business may be eligible for the reduced corporate tax rate of 27.5%. By way of comparison, the highest marginal tax rate applicable to individuals for the year ending 30 June 2019 is 47% inclusive of the Medicare Levy.

One of the most common mistakes

business owners make if they use a company to trade is that they often treat the monies of the company as if the monies belong to them, which could create some real tax problems.

At law, a company is a separate legal entity that is a distinctly different entity from you as an individual. The tax law recognises this demarcation and taxes the profits of a company at the corporate tax rate while the profits derived by an individual (or flowed through to an individual via a trust) are taxed at marginal tax rates. If a company distributes its after-tax profits to an individual as a dividend, then the individual will effectively be taxed on the before-tax profits (before tax paid by the company) at their marginal tax rates but will be entitled to reduce their tax liability by the tax already paid by the company (known as 'franking credits').

Before the Division 7A rules were introduced, a nice little technique for people to access the profits of the company without paying marginal tax rates involved an individual shareholder borrowing funds from their company but those funds really represented the cash profits generated by the company; as the funds borrowed was a loan, rather than a dividend, the individual would not need to pay any tax on the loan, albeit the cash profits were physically extracted from the company.

To combat this perceived exploitation of the tax system, the Division 7A provisions were introduced, which essentially operates to tax the entity that ends up with the benefits of the

cash profits at the tax rates applicable to that entity. To achieve this intended tax outcome, these rules operate such that if you (or another entity associated with you) as a shareholder owe money to your company at the end of the financial year and the company has a 'distributable surplus' (which is essentially retained profits), you are generally treated as if the company has paid you an unfranked dividend for the loan amount. This is of course a terrible result because the deemed dividend would be taxable in your hands without the benefit of any franking credits as a tax offset, even though the company has already paid tax on the profits in the past.

There are generally a number of ways you can achieve a better tax outcome in spite of the Division 7A rules:

1. Pay back the amount you owe to the company on or before the earlier of the actual lodgement date and lodgement due date of the company's tax return for the year at the end of which you owe monies, which can be effected by you physically putting the monies back into your company or arranging for your company to pay you a 'paper dividend' within that time frame;
2. Enter into a 7-year Division 7A loan agreement with the company for the amount you owe within the same time frame, which is essentially a 7-year unsecured loan that requires annual minimum repayments on a principal and interest basis over 7 years; or
3. Enter into a 25-year Division 7A loan agreement with the company for

the amount you owe within the same time frame, which is essentially a 25-year secured loan that requires annual minimum repayments on a principal and interest basis over 25 years.

If you opt to enter into a Division 7A loan agreement, the relevant terms and conditions must be strictly followed for it to be effective. For instance, if you wish to enter into a 25-year secured loan arrangement, you must cause your company to take a secured mortgage over real property and the value of the property must be at least 110% of the loan amount.

Failing to incorporate or comply with the terms and conditions of the loan that are prescribed by Division 7A rules would render the loan void for Division 7A purposes. If the loan agreement is void for Division 7A purposes, you will find yourself being assessed on an unfranked dividend for the loan amount you owed the company at the end of the year upfront without the benefit of the tax already paid by the company.

The moral of the story is – treat the company's monies separately from your own at all times. If you need to extract cash profits out of the company, pay yourself franked dividend, pay yourself market value remuneration, or enter into a Division 7A loan agreement to avoid the deemed dividend at all costs.

*Important disclaimer: No person should rely on the contents of this article without first obtaining advice from a qualified professional person. This article is provided on the terms and understanding that the author and BDO (QLD) Pty Ltd are not responsible for the results of any actions taken on the basis of information in this article, nor for any error in or omission from this article. The article is provided for general information only and the author and BDO (QLD) Pty Ltd are not engaged to render professional advice or services through this article. The author and BDO (QLD) Pty Ltd expressly disclaim all and any liability and responsibility to any person in respect of anything, and of the consequences of anything, done or omitted to be done by any such person in reliance, whether wholly or partially, upon the whole or any part of the contents of this article.*



# Landlord's **duty of care** revisited

WORDS BY MICHAEL GAPES, PARTNER

*In the recent decision of the Western Australia Court of Appeal of Taylor v Fisher [2018] WASCA 126, the Court revisited a landlord's duty of care to tenants.*

## **Background**

In On 20 March 2013, Emily Taylor (the appellant), was showering at her rental property when her left elbow came into contact with a ceramic soap holder on the wall of the shower recess, causing her to suffer a deep laceration to her left elbow.

The appellant issued proceedings against the owner of the property in the District Court of Western Australia seeking damages. Prior to the liability only trial, the parties had agreed the quantum of damages in the sum of \$200,000 plus medical expenses of \$23,060.32.

The soap holder had been damaged and repaired with glue prior to the appellant's family moving into the property. The appellant claimed that, at all material times, the soap holder was damaged and posed a danger to users of the shower.

## **The decision at trial**

The appellant alleged that the owner was negligent by failing to rectify the damaged soap holder, or to take any precautions to protect the appellant, or warn her of the risk of harm that it posed to her, which she claimed was reasonably foreseeable in the circumstances.

The owner did not dispute that he owed the appellant a duty of care, however, he denied that the soap holder posed a foreseeable risk of harm to the appellant and that he breached any duty of care owed to her.

The appellant obtained expert evidence from a professor of ceramic engineering. The appellant's expert concluded that the damage to the soap holder was likely to have resulted from a failure of the adhesive (used to previously repair the soap holder), leading to the exposed sharp, fractured surface on the remainder of the soap holder.

Upon an analysis of the evidence, the trial judge concluded that the soap holder gradually deteriorated over the period of the appellant's family's tenancy, with two separate porcelain pieces breaking away from the soap holder very shortly before the alleged incident. In addition, the trial judge noted that on the available evidence, the soap holder became a danger to users of the shower no earlier than about a week before the appellant suffered the injury.

The standard of care in common law negligence was explained with reference to Justice Mason's statement in *Wyong Shire Council v Shirt* [1980] HCA 12, which summarised the questions to be considered in determining whether there has been negligent conduct (that is, a breach of a duty of care), namely:

- Firstly, whether a reasonable person in the owner's position would have foreseen that his conduct involved a risk of injury to the appellant, or to a class of persons including the appellant; and
- Secondly, what a reasonable person would do by way of response to the risk, including consideration of the magnitude of the risk and the degree of the probability of its occurrence, along with the expense, difficulty and inconvenience of taking alleviating action and any other conflicting responsibilities which the owner may have.

The trial judge reaffirmed that the duty of care owed by the owner to

*This case serves as a timely reminder for all property managers to ensure that rental properties are regularly and thoroughly inspected for potential hazards and safety issues.*

the appellant was to take reasonable care to avoid foreseeable risks of harm to her having regard to all the circumstances of the case.

The trial judge held that despite the owner's knowledge that the soap dish had previously been broken and repaired, he was not satisfied that the risk of injury from the soap holder was foreseeable at the time the owner leased the property to the appellant's family.

The trial judge noted that the owner was required to inspect the property from time to time in order to avoid any foreseeable risk of injury from defects which would be obvious to a reasonable person and of which an appropriate inspection might make him aware. However, the trial judge was not satisfied that the owner's failure to inspect the soap holder gave rise to a breach of his duty of care.

The trial judge concluded that the risk of injury from contact with the soap dish was not reasonably foreseeable and a reasonable person in the position of the owner would not have taken the measures proposed by the appellant in order to prevent the risk of injury. On that basis, the trial judge found that the owner had not breached the duty of care owed to the appellant and her claim was dismissed.

## The appeal

The appellant filed a Notice of Appeal in the Western Australia Supreme Court, in which she argued that the trial judge:

- Was wrong to find that the risk of injury was not foreseeable; and
- Should have found that the owner breached the duty of care which he owed to her by failing to replace the soap dish prior to her suffering injury.

In relation to the first ground of appeal, the Court of Appeal agreed with the trial judge's conclusion that a reasonable person in the position of the owner would not have foreseen the risk of the soap holder deteriorating in such a way as to become a risk to the safety of users of the shower.

In relation to the second ground of appeal, the Court of Appeal did not consider that a reasonable person in the position of the owner would have considered that the risk of possible deterioration and consequent injury necessitated replacement of the soap holder before any deterioration was evident.

On the above basis, the appeal was dismissed.

## Conclusion

Whilst the owner ultimately succeeded, this case serves as a timely reminder for all property managers to ensure that rental properties are regularly and thoroughly inspected for potential hazards and safety issues and landlords are notified of those issues.

If a property manager is in any doubt as to whether an identified issue constitutes a safety hazard, they should err on the side of caution and seek expert advice from a licensed tradesperson.

In addition, property managers should monitor any items that have previously been broken and repaired to ensure that the repairs are not deteriorating, resulting in a safety hazard.



# Best practice tips for periodic inspections

WORDS BY ANDREW PERSIJN, SPECIAL COUNSEL

*In the August edition of the Journal, we reviewed the legislative requirements for entry and exit inspections and provided best practice tips in order to reduce the risk of litigation.*

In this article, we consider how timely and thorough periodic inspections (which are properly evidenced in detailed inspection reports) can greatly enhance the prospects of successfully defending personal injury claims.

## Periodic inspections

Pursuant to section 185 of the Residential Tenancies and Rooming Accommodation Act 2008 (Qld) (**the RTRA Act**), the lessor is responsible for ensuring that the property is fit for the tenant to live in, is clean and the property and inclusions are in good repair.

Property managers should ensure that they conduct a thorough inspection of the property in accordance with the requirements of their Property Occupations Form 6, or at least every six months. However, it is important for property managers to note that pursuant to section 195(3) of the RTRA Act, entry into a property to conduct a periodic inspection must not be made less

than three months after the previous inspection.

Further, pursuant to section 193 of the RTRA Act, property managers are required to give a tenant at least seven (7) days' notice of their intention to conduct an inspection of the property.

During their periodic inspections, property managers should complete a detailed inspection report regarding the condition of the property. The inspection report should include all repair and maintenance requests reported to the property manager by the tenant during the inspection and property managers should note all issues that they have identified during the inspection.

Even when standard form inspection reports are used, the report must provide a thorough and accurate description of the condition of the property. Simply advising the lessor client that no repairs are required, or that the property is in a good or reasonable condition, may be

construed by the lessor that the property is free from any potential safety hazards.

Property managers should conduct a thorough inspection of both the internal and external areas of the property. Specifically, they should check to ensure the external areas, such as driveways, concrete paths, and pavers are clean and free from mould or mildew and other potential safety hazards.

A thorough inspection of internal and external staircases should also be conducted to ensure that the stair treads and handrails are in good condition and secure. Merely conducting a visual inspection is not sufficient. Property managers should walk up and down the staircase, checking for any movement in the treads and also check the underside of the stairs.

Property managers should thoroughly shake the handrails to ensure that they are secure. If the staircase does not have a handrail, property



*Adequately inspect  
the property and  
identify defects.*

managers should consider whether it is necessary to seek the lessor's instructions to install one. Similarly, property managers should ascertain whether there is adequate lighting on all staircases.

Property managers should seek instructions from their lessor client if the cost of engaging a contractor is in excess of the limit of expenditure permitted under the Property Occupations Form 6. All contractors should, of course, be appointed in writing by using an REIQ Contractor Appointment Form (available on Realworks).

If a property manager identifies any safety issues during the periodic inspection, such as loose treads on a staircase, they should request (in writing) that the tenant refrain from using the staircase until such time as repairs have been completed and place a barrier around the safety hazard and erect a warning sign to ensure that the tenant and visitors to the property refrain from using the area until repairs have been effected.

We also recommend that agents take photographs of any repair or maintenance issues identified during their inspections. These should be preserved on file and copies sent to their lessor client along with the inspection report.

#### **Post periodic inspection**

After all inspections, property managers should write to their lessor clients advising that an inspection has been carried out and enclose a copy of the inspection report (and

any photographs taken during the inspection).

Property managers should not assume that all lessor clients will read the inspection report and should therefore list all items requiring attention in a covering letter and specially request instructions (if necessary) for all maintenance and repair issues that were identified during the inspection and all maintenance issues reported by the tenant. In this regard, property managers should advise their lessor clients of all repair and maintenance issues, irrespective of the likelihood of the client authorising the repairs. A copy of the covering letter and inspection report must also be kept on the property management file.

Property managers should have a diary or bring up system in place for following up instructions from their lessor clients for all outstanding repair or maintenance issues. All follow up attempts (and indeed all dialogue with clients, including telephone discussions) must be recorded in writing and retained on the property management file.

Furthermore, property managers should have a system in place for following up the tenant to ensure they have complied with any requests made to them during the inspection to repair any damage caused to the property or any cleaning required.

#### **Conclusion**

While the legislative obligations set out the minimum standards required of property managers, best practice

dictates that property managers have comprehensive systems in place to ensure that they fulfil their obligations not only to their lessor clients but to the tenants at rental properties managed by them.

If a property and its inclusions are not maintained in good repair, property managers may be exposed to claims for failing to adequately inspect the property and identify defects that should have been notified to the lessor.

Periodic inspections may quickly become a familiar habit for property managers and the importance of keeping detailed reports of each inspection may seem trivial. However, property managers must remember that thorough inspections are not only essential for complying with legislative requirements, they may also prove an invaluable risk management tool if defending any claims which might arise from the condition of the property.

Best practice is also rewarded if you belong to the REIQ Professional Indemnity Scheme with the potential to have your excess waived **if** you can prove that you have complied with the risk management conditions in the General Conditions section of the policy.

The risk management conditions are not onerous and in relation to property inspections, require you to have a system in place to adequately document the inspection of each property prior to each new tenancy commencing, and at regular subsequent intervals thereafter.

Sarah Moran from Girl Geek Academy,  
REIQ CEO Antonia Mercorella



REIQ Chairman Peter Brewer, Simon Pressley

# #RealTech2018: Smart people embracing smart technology



Riva the Robot



JJ Taylor



Zoian Solano, Sue Niittyaho



Bridget Pressley, Shanael Sharma,  
Tara Christianson



Cameron Edwards







Nigel Dalton from realestate.com



Grant Johnsen, Bevan Gibbs



Maryke Olivier, Jane Shorley



Kelly Twohy



Angelo Senna, Andrew Acton



Tom Dorawa



Cliff Mann

Turn to pages 40,41 for full coverage



# #RealTech2018: an opportunity to learn and be amazed

WORDS BY ANNA GREEN

*Technology on the front line of the real estate profession was on show at the REIQ RealTech conference.*

The event was an opportunity for real estate professionals to see not only what technology is here and operating in the profession now, but also what is on the horizon, and what trends may emerge in the future.

Speakers unveiled innovative thinking that encouraged agents to engage with technology.

The message was clear: Good real estate professionals needn't fear that they will be replaced by robots. Smart real estate professionals will embrace the advantages that the latest technology can bring to their business.

Virtual Reality (VR) and Artificial Intelligence (AI) was a common theme among the presentations and there were many audible 'oohs' and 'aahs' from an impressed audience! For instance, it seems we are not too far away from developing computers that will actually be able to read our mind! It was also clear that cyber security is going to become a huge challenge in future, and that business owners will have to get their cyber ducks in a row if they want to avoid the repercussions (and hefty fines!) that may result from a data breach.

Here are some of the highlights of the

many fascinating presentations on the day:

**Google's Everett H Shiina & Fiona Malone:** *Google innovation and what it means for the real estate industry*

Google Head of Strategic Accounts ANZ Everett H Shiina and Google Cloud Queensland Account Manager Fiona Malone shared insights from the tech giant.

Ms Malone shared a peek behind the scenes in a presentation on what it's like to work at Google. The Google culture is underpinned by innovation and the filter for every decision is, 'will it benefit the user?'

"We live by the mantra that if you focus on the user everything else will follow," she said.

Google focuses on openness and transparency and weekly TGIF meetings with the company founders give all employees an opportunity to find out what the latest strategies are and to ask questions.

Mr Everett talked about the advent of AI and Google's vision for applications that make the most of this technology.

He said that AI is not new, but that we just didn't have the computing power

to harness its true potential before.

At Google AI is being incorporated in many applications, including in the fields of machine learning, natural language processing, speech systems, robotics and vision. New and exciting applications are being developed within many sectors, including real estate.

Mr Everett said security is going to become a very important factor as technology evolves because it's going to make us vulnerable to new threats. Google places a premium on security and they have more than 700 engineers on board who work exclusively on improving their security systems.

**Girl Geek Academy CEO Sarah Moran:** *Hackers, hustlers and hipsters – why we need you to build the internet*

At Girl Geek Academy Ms Moran leads a team of skilled digital professionals who are on a mission to increase the number of women with successful STEM careers.

In her presentation she unpacked their philosophy of having hackers, hustlers and hipsters in a team to successfully create new technology. It is important



Pictured: Sarah Moran, Nigel Dalton, Dr. Michael Rosemann, Danielle Lewis and Everett H. Shiina.

to understand why each of these roles are important and to know with which one you identify.

**Prof Michael Rosemann:** *A digital mind.*

Michael Rosemann is professor for Information Systems and the Executive Director, Corporate Engagement at QUT. The take-home message of his presentation was that consumers are moving faster than companies when it comes to technology, and that it is necessary to change the way we think to keep up.

Consumers are not going to thank companies for incorporating the latest technology – they expect it. Companies need to be one step ahead by inventing solutions that surpass their expectations. Prof Rosemann said it is no longer good enough to do things the same way we've always done simply because it's been successful in the past.

**Realestate.com.au Chief Inventor Nigel Dalton:** *2018: A great leap forward in artificial intelligence for real estate consumers*

Nigel Dalton was highly entertaining as he unveiled some of the existing AI and VR technologies that are available already, or that are currently being developed.

New inventions come into existence every day and inventors are already working on computers that are able to read brain waves as we think them, or that can speak the words we have only thought. Other applications are replicating human speech so well that it is almost impossible to tell that a computer is doing the talking.

"Time, trust and transparency are the

pillars of technology that can make or break online ventures," he said.

Despite all the fascinating new inventions, Mr Dalton is positive that real estate agents will not be replaced by robots one day.

**Scrunch.com CEO Danielle Lewis:** *Influencer marketing in 2018 – brand safety, fake followers & ROI*

Scrunch.com is a company that helps brands connect with influencers.

Influencer marketing focuses on influential people who are paid to talk about a brand, but it is much more than simply finding people who have the most followers on social media. With this marketing strategy data is very important in order to identify who the best influencers for a campaign are.

It is also necessary to have a system in place to measure the results of a campaign, including looking at elements such as reach, internet traffic, engagement, leads and ultimately, sales.

**Start-up Showcase**

This year the REIQ invited three start-ups to showcase their products in 10 minutes in a Shark Tank-style event. The products had to be new, innovative and of benefit to the real estate profession.

**Tom Dorawa – Virtual Tours Creator**

Virtual tours that allow clients to take a walk through a property without getting up from behind their computers are nothing new, but Mr Dorawa believes his solution makes it easy to create tours by using his lightweight camera and easy-to-use software. His company sells the

*"Smart real estate professionals will embrace the advantages that the latest technology can bring to their business."*

necessary hardware to create the photos and provides the software to create the tours at a competitive price.

**Shaneal Sharma – Houseroo**

Mr Sharma explained that Houseroo provides one platform to track the agent, conveyancer, mortgage broker and building and pest inspector during the entire process of selling or buying a property. For real estate agents this means staying in the loop and tracking the entire conveyancing process with an app so that they can act in time if any issues arise.

**Walid Sharif – Udrew**

Mr Sharif said Udrew takes the pains out of home renos by simplifying the process of getting building plans submitted and approved. As long as the local council has also signed up to Udrew, approvals can be given in minutes. For other councils builders can use Udrew to plan and submit their work. Mr Sharif said the potential market is huge, and their application might also be of value to real estate agents who have properties on their list where council approval was not sought prior to renos.

If you missed this year's REIQ RealTech, don't panic, as we're already in the early planning stages for next year!

# Harness the power of emojis ❤️ to get your message out

WORDS BY ANNA GREEN

*On average, 67 per cent of all messages sent on these apps include emojis, so the power of this “language” is worth understanding.*

**M**ore than 10.5 million Australians use messaging apps such as WhatsApp, Facebook Messenger and Snapchat, according to On Message, an Australian specialist messaging agency.

Emojis can often help mitigate misunderstanding intent behind messages. They can soften a harsh word, add sarcasm or change the mood of a conversation without using any words. 🙄

This visual language also adds an element of fun and it speaks to emoji-fluent millennials, which is why it is increasingly being used in marketing messages. After all, a picture is worth a thousand words!

Emoji fever has hit the real estate profession with a real estate-themed emoji keyboard developed by the California Association of REALTORS® (CAR) in 2016. The keyboard features several real estate-themed emojis, such as a Sold sign, swimming pool, a set of house keys, and so on.

US franchise Better Homes & Gardens Real Estate have embraced emojis in their communication strategies too. In 2016, they designed a mock listing for the sale of the White House using emojis, and they’ve also developed easy-to-understand buyers’ and sellers’ guides in emoji.

## Queensland’s mood?

Knowledge of which emojis are used most often can even be used as a way to measure the mood of the nation, or Queensland. On Message has developed an Emoji Tracker ([www.emojitracker.onmsg.com.au](http://www.emojitracker.onmsg.com.au)) that takes the emotional pulse of the country (or state) at any given moment.

How do Queenslanders compare with



the rest of the country? Well, according to the emoji tracker, we’re full of love, with the heart emoji our most used symbol, while every other state is laughing out loud.

Messaging platforms are encrypted, so the trackers turned to Twitter. Analysis revealed that the emoji use on Twitter correlated very closely (94%) with the top 3 messaging apps and so Twitter is the representative source of emoji data.

## 1999

Emojis originated in Japan in 1999, but the rest of the world didn’t start sharing the love (or joy, anger, laughter and pain) until after 2010 when emojis became standard on most mobile operating systems.

In 2015, The Oxford Dictionary named the LOL emoji 😂 their Word of the Year.

But if you’re thinking of liberally sprinkling emojis through your communications to connect with a new generation, a word of caution. Cultural differences, backgrounds and even gender can influence how people translate and receive specific emojis. So that well-intentioned smiley in an email might be frowned upon by a potential client.

It might also create the impression that you are frivolous. The general rule is to avoid using emojis in conversation with someone you don’t know very well.

So while they might be fun 😎 and be the second language of millennials, we don’t recommend including emojis in your official business communication or documents just yet. 🙄



# 9 Instagram tips for real estate professionals

WORDS BY FELICITY MOORE

*Understanding social media starts with understanding the USP each channel brings to the table. Facebook is about relationships and personal connections, Instagram is about beautiful imagery.*

Real estate practitioners who are deciding which channel to jump into (if indeed they only want to choose one) should base their decision on that – do I want to connect with potential clients with my amazing personality and wit, or do I want to attract them with stunning photos? Real estate lends itself to both channels very well.

Here are 9 simple tips and tricks to help you build your Instagram following.

**1. Get to know Insta:** Instagram is a powerful platform. If you aren't familiar with it, you need to get know how it works and how people use it. Create a personal account, follow some friends and some celebrity accounts and take note of what the big-follower accounts have in common. Read what they write, look at the photos. Get to know this platform as a user before you jump into using it as a business.

**2. Business account:** There are features and tools that are helpful to

your cause in the business account type. Either create a business account, or convert your personal account to a business account (easy to do, just click the button).

**3. Photo album:** You can put up to 10 images in one post. Real estate professionals generally speaking have ready access to stunning photography – use them!

**4. Stories:** Using Instagram stories well is the key to making your time and money invested in this platform convert to followers and those followers into clients. Stories are only available for 24 hours (unless you add them to the highlight reel) and are an opportunity to add fun to your brand. Don't include a call to action in your stories! This is a fun engagement opportunity, not a selling tool.

**5. IGTV:** IGTV launched with a great fanfare because many pundits predicted it as a play for the YouTube market. IGTV allows videos of up to one hour (only for big accounts with

lots of followers). Most of us will be able to post videos of 10 minutes. This is still too long for most real estate practitioners and their followers, so we don't advise you to worry about this yet. Also, we're not convinced of traction yet.

**6. Simplify posting:** Not all posts work equally well across Instagram and Facebook, but where it is possible, it's handy to have your Insta account linked to your Facebook business page. When a post will suit both platforms it's easy to slide the toggle across and post simultaneously.

**7. Highlight reel:** Use your highlight reels as compelling selling tools. Get some pretty covers (easily made with Canva, or Googled or you can get your graphic designer to make them). What highlight reels should you have? Make the most of your professional property photographs, so have one called Property, maybe one called Auctions, maybe one called Our Area, with images from your farm area, and maybe one called Fun that shares your and your team's personality.

**8. Tag approval:** One of the keys to successfully growing your Instagram account is to have a winning formula – simple! (Ha!) One of our favourite property accounts to follow is @capecoderesidential, by Anne-Marie Russell. This West End-based account has more than 12,000 followers and is one of the biggest accounts belonging to a Queensland property-related sole operator. Take a look at the photos of Anne-Marie's account and you can see that there is a blue and white theme to almost every photo. If you've gone to the trouble of having a streamlined look to your posts, having someone tag you with an off-brand image can wreck your beautiful look. Set your account to requiring tag approval before pictures appear in your feed. Simple!

**9. Understand #hashtags:** Instagram allows a maximum of 30 hashtags per post, however, Hootsuite recently quoted a study that found engagement falls away significantly after five hashtags. Choose the most engaging four property-related hashtags and add one for humour. Social media means being social, so don't be afraid to add humour or personality to your brand.



Jamie Smith

## If you can dream it, you can win it

*Jamie Smith, winner of this year's REIQ Rookie of the Year award, is the embodiment of the belief that one can achieve anything you dare to dream.*

When Mr Smith attended the 2017 REIQ Awards of Excellence as a guest he had no inkling that he was going to enter the world of real estate soon thereafter, let alone be announced as a winner at the very same event only one year later.

"That night (in 2017) I started to consider real estate as a career option, and I did actually visualise going to the awards the next year," he said. "But I never imagined that I would be in a position to win. That would have been crazy."

But even crazy dreams come true sometimes, and a year later Mr Smith was stacking up the achievements while still being so

green in a new profession. Apart from taking home the 2018 REIQ Rookie of the Year award, winning a Century21 platinum award and being chosen as Century21 Master, he was also named as one of the REIQ Young Guns for 2018.

Mr Smith, who is a sales agent at Century21 on Duporth in Maroochydore, said the recognition brought by such accolades after a short time in the profession came as a confirmation that he was in the right place, and that his approach to always put the client first and not focus on making more money or sales was the best one.

"I always try to service the client to the best of my ability and I can imagine that it was my relationship with my clients that put me in the position to win this award," he said.

Mr Smith said the real estate profession is a very competitive one, and that it usually is a slow process for rookies to establish themselves. His advice to people who are new

to the profession is to focus on providing the client with only the best value and that the rest will follow.

"The more time you are going to spend obsessing about that dollar figure the more debilitating it will become. I decided early on to shift my focus away from counting the amount of sales and to think about how many clients I can service in a day instead. It is much better from a motivational standpoint to think about how many people you have helped," he said.

This philosophy is one that will pay off, Mr Smith said. "The customer can smell sales talk a mile away. It is the person who wears their heart on their sleeve and who is genuine in their efforts who will be successful."

Many rookies find it hard to get into the profession without any experience, but Mr Smith, who turned 28 this year, said experience in real estate is not all that counts. "I had no real estate experience, but I had about 15 years of experience in various industries that helped me to develop the ability to communicate and connect with people. My advice is to stop thinking about what the organisation can do for you, but to focus on what you can offer them."

Mr Smith is quick to acknowledge the role his mentor, Damian Said, played in helping him find his feet when he first started out. "I would not have been able to be where I am today without his knowledge and experience to guide me."

Winning the REIQ Rookie of the Year award has made him realise that dreams do come true and it has put many new goals within his reach. "I can now aim to achieve Century 21 Centurion status and obviously focus on winning the REIQ Salesperson of the Year award," he said.

*"I always try to service the client to the best of my ability."*



Brett Anderson

## Brett toasts excellent service

*The Secret Life of a Real Estate Professional is a series showcasing the diverse and surprising activities that some real estate professionals engage in when they're away from the office. This month we meet Brett Andreassen, who used to spend his nights mixing magic cocktails in a bar before becoming a successful real estate sales agent.*

Fourteen years later Brett's bartending days might be long forgotten, but the valuable lessons in providing clients with only the best service are clearly not.

It's true that most customers will give buying property more thought than ordering the next mojito, but Brett says he's learned more than just being an attentive tapster during those early days. "It's taught me to provide only the best customer service that I possibly can," he said.

Today Brett is working as sales consultant at Plum Property in Toowong and there are many reasons to toast his success. Not only has he moved to the top of the ladder in a relatively short time, but he also bagged the coveted REIQ Residential Salesperson of the Year Award in 2015. He has been a finalist in this category every year from 2012 to 2018.

Brett grew up in Durack and Inala in the south-west of Brisbane and had just finished school when he started working as a bartender at the Treasury Casino. "I had just turned 18 but I wasn't really enjoying going out to night clubs and that type of thing, so I thought I might as well work," he said.

He applied for a job at the Treasury Casino and started working the same week.

"I loved working as a bartender," he said. "It was great fun to serve people who were all there with the sole purpose of having a good time." He later started working at Brisbane's iconic Regatta Hotel.

Brett learned many things during those years, including how to mix cocktails with all the necessary flair and bottle throwing that come with the territory. The other important lesson was that hard work paid off.

"I often worked for eight hours straight, and we all competed to get the best tips. Up-selling drinks to earn better tips certainly taught me a thing

or two about sales."

After a while the crazy hours of bartending were getting a bit much, so Brett started to consider other career options. One option was to take his mixology skills cruising by working on passenger ships. The other was real estate.

"People told me that I was good at selling things, so I started to consider the option of going into real estate," he said.

Brett took to real estate like gin takes to tonic, and he soon realised that service delivery was the key to success whether you are selling a beer or selling a house.

"Real estate and hospitality are both service professions. If you genuinely try to provide people with the best service that you possibly can, you will be successful."

These words were put to the ultimate test during the Brisbane floods of 2011 when Brett sent out a text to tell his clients that he was willing to check on their properties if they were worried about any flood damage. The response was overwhelming and he ended up visiting 320 properties over 48 hours. At times he even had to use a dinghy to get there.

"The goodwill I've built up by doing that made it all worthwhile," he said.

Many salespeople might find it hard to work over weekends, but for Brett it's a piece of cake after pulling all-nighters back in the day.

Brett also recently became a dad, and one might assume that it's automatically become his job to do those midnight runs to the cot, but that's not the case. "She's such a good baby that we hardly ever have to get up during the night!" he said.



# WHAT'S NEW

## WHAT'S HOT

By Anna Green. Email your submissions to [agreen@reiq.com.au](mailto:agreen@reiq.com.au)



### Brisbane Toy and Hobby Fair

Let your inner child run free at the Brisbane Toy and Hobby Fair, happening on 4 November from 9:00am to 3:00pm at 8 Castlemaine Street, Coorparoo.

On display will be loads of toys, sport and hobby collectables. Items for sale include die-cast model cars and vehicles, trading cards, action figures, pop vinyls, bobble heads, vintage and current toys, sports collectables, Lego and lots more.

Admission: adults \$5, kids 4-12 and seniors \$3, families (2 adults, 2 children) \$15. More info at [www.ashow.com.au](http://www.ashow.com.au).

### On pointe



One for the ballet lovers!

Italy's celebrated Teatro alla Scala Ballet Company (La Scala Ballet) will be performing for the first time ever in Australia – and only in Brisbane – from 7 to 18 November 2018.

Bringing their 110-strong company (including more than 75 dancers) to QPAC's Lyric Theatre, La Scala Ballet will perform two iconic productions - Don Quixote and Giselle.

More info at [qpac.com.au/lascalala](http://qpac.com.au/lascalala).

### iPhone to the Max

Apple recently released its latest bigger and better iPhone models, but you might have the break the piggy bank.



The iPhone Xs boasts a 5.8-inch screen and the iPhone Xs Max an impressive 6.5-inch screen. The XR has a 6.1-inch screen.

The new phones are covered with super strong glass and they are dust, splash and water-resistant.

The Xs is retailing at between \$1629 and \$1799 depending on the GB size. The Xs Max will set you back between \$2000 and \$2369.

Apple put a slightly cheaper model in the collection for the slightly more cash-strapped. The iPhone XR costs around \$1229.

### Let there be light

LIFX was founded in Melbourne in 2012 and has since grown to a leading innovator in smart home lighting technology.

The company offers 12 products which are sold in over 80 countries. They integrate with other smart home leaders such as Amazon Alexa, Apple HomeKit, Google Home and Nest.



Smart lighting technology means you can turn the lights on or off, or change the mood by changing the hue or intensity in the different areas of your house without lifting a finger. There is a strong focus on user friendliness, and the products can be controlled via voice control or the LIFX app.

More info at [www.lifx.com](http://www.lifx.com).



# Supplier directory

## BANKING



Start Something with  
St. George Bank

Call 13 33 30 or  
visit [www.stgeorge.com.au](http://www.stgeorge.com.au)

## AGENCY SOFTWARE



The leader in property software

Rockend, the leader in property software, provides property solutions REST Professional, fileSMART and PropertyTree to real estate agents in Australia and New Zealand.

[www.rockend.com.au](http://www.rockend.com.au)  
[sales@rockend.com.au](mailto:sales@rockend.com.au)  
1300 657 700

## REAL ESTATE APP



SweepBright empowers real estate agencies to deliver exceptional customer experiences and become significantly more efficient.

14-day Free trial Available at  
[www.SweepBright.com](http://www.SweepBright.com)

Schedule a demo or contact:  
[Lisa@sweepbright.com](mailto:Lisa@sweepbright.com)

## AGENCY FUNDING



- ▶ Advances in 4 hours
- ▶ Personal service
- ▶ Confidential
- ▶ Come & go as you please

1300 738 211  
[www.expresscommission.com.au](http://www.expresscommission.com.au)

## AGENCY SOFTWARE



Rex is the real estate CRM powering Australia and New Zealand's leading real estate agencies.

[sales@rexsoftware.com](mailto:sales@rexsoftware.com)  
[www.rexsoftware.com](http://www.rexsoftware.com)

## PRINTING SUPPLIES



PrintForce is the largest provider of Real Estate printing in Australia and offers the widest range of products available in the country.

Call 07 5556 9777 or  
email [qld@printforce.com.au](mailto:qld@printforce.com.au)

## AUTOMOTIVE



Reward yourself with the many benefits of our Mercedes-Benz Corporate programme.

Find out if you are eligible today by visiting your authorised Mercedes-Benz dealership or [www.mercedes-benz.com.au/corporate](http://www.mercedes-benz.com.au/corporate)

## AGENCY SOFTWARE



Agency Window is a software solution providing real-time, automated, property listings, images and videos streamed directly from your CRM System – it's your 24/7 digital display for Real Estate Agencies.

[www.agencywindow.com](http://www.agencywindow.com)  
0449897037

## MULTIMEDIA



Talk to the experts in real estate multimedia.

Call Industrie Media to find out how we can help you.

T. 1300 505 539

## DATA SERVICES



Australia's #1 provider of property data and insights to help real estate agents prospect, list and sell.

1300 734 318  
[www.corelogic.com.au](http://www.corelogic.com.au)

## SMOKE ALARM COMPLIANCE



Smoke Alarm Solutions is Australia's leading provider of smoke alarm compliance services to the real estate industry.

Don't delay, comply with legislation today!

1300 852 301  
[www.smokealarmsolutions.com.au](http://www.smokealarmsolutions.com.au)

## UTILITY CONNECTION



MAKES MOVING EASY

We arrange hassle-free connections for electricity, gas, phone, internet, pay TV and other moving services for your customers. Experience the difference with us today.

Call us on 1300 664 715

Promote your product or a special offer directly to members of the REIQ 3249 7374 [journal@reiq.com.au](mailto:journal@reiq.com.au)

# GET ORGANISED

Order your 2019 REIQ Diary now!



### The 2019 Elite-Executive REIQ Diary

Complete with; 90 day Ready Reckoner, 1 day to a page (1/2hr intervals), staff leave planner, personal directory, financial summary chart, monthly planners, current and forward year planners, AU & NZ important dates, international dialing and time zones, weights and measures guide.

**\$49.50**

 *the realestate shop*.ONLINE

## THE BEST PRODUCTS FOR THE BEST IN REAL ESTATE

**BUY ONLINE** [therealestateshop.online](http://therealestateshop.online) | **ORDER VIA EMAIL** [reshop@reiq.com.au](mailto:reshop@reiq.com.au) | **PHONE** 07 3249 7344

## Welcome to our new agencies!

|                                    |                |                  |
|------------------------------------|----------------|------------------|
| <b>Steadfast Realty Queensland</b> | BRIGHTON 4017  | Phillip Henley   |
| <b>Longreach Real Estate</b>       | LONGREACH 4730 | Matthew Strong   |
| <b>Golden Wattle Realty</b>        | ROBINA 4226    | Hongmei Song     |
| <b>RealT Properties Pty Ltd</b>    | CLEVELAND 4163 | Jason Dunn       |
| <b>Australian Real Estate Hub</b>  | NEW FARM 4005  | Mylinh Kandalajt |
| <b>McCrae Property Group</b>       | BOWEN 4805     | Kyli McCrae      |

# Who's who at the REIQ?

## Zone Chairs

| Zone                   | Contact                 | Office                                | Email                               |
|------------------------|-------------------------|---------------------------------------|-------------------------------------|
| BUNDABERG              | <b>Le-Anne Allan</b>    | Richardson & Wrench Bargara Beach     | l.allan@randw.com.au                |
| CABOOLTURE / REDCLIFFE | <b>Joshua Kindred</b>   | Kindred Property Group                | Joshua@kindred.com.au               |
| CAIRNS                 | <b>Thomas Quaid</b>     | Quaid Real Estate Pty Ltd             | Thomas.quaid@quaid.com.au           |
| EASTERN SUBURBS        | <b>Peter Barrett</b>    | Pat Barrett Realty                    | peterb@patbarrettrealty.com.au      |
| FRASER COAST           | <b>Damian Raxach</b>    | One Agency Damian Raxach              | damianraxach@oneagency.com.au       |
| GLADSTONE              | <b>Alicia Williams</b>  | Locations Estate Agents               | alicia@locationsestateagents.com.au |
| GOLD COAST             | <b>Andrew Henderson</b> | Professionals John Henderson          | andrew@prohenderson.com.au          |
| IPSWICH                | <b>Darren Boettcher</b> | Boettcher Realty                      | darren@boettcherrealty.com.au       |
| MACKAY                 | <b>Peter McFarlane</b>  | Mackay Property & Management Services | peter@mprs.net.au                   |
| NORTHERN SUBURBS       | <b>Martin Millard</b>   | Harcourts Solutions Group             | martin.millard@harcourts.com.au     |
| ROCKHAMPTON            | <b>Noel Livingston</b>  | Professionals Livingston & Molloy R/E | noellivingston@professionals.com.au |
| SOUTHERN/LOGAN         | <b>Nick Brown</b>       | Edge Property                         | nick@edgeproperty.com.au            |
| SUNSHINE COAST         | <b>Damien Said</b>      | Century 21 On Duporth – Maroochydore  | Damien.c21@century21.com.au         |
| TWB/DARLING DOWNS      | <b>David Snow</b>       | Peter Snow & Co                       | david.snow@petersnow.com.au         |
| TOWNSVILLE             | <b>Wayne Nicholson</b>  | First National Nicholson              | wayne@fnnicholson.com.au            |
| WESTERN SUBURBS        | <b>Phill Broom</b>      | Harcourts Solutions                   | phill@phillbroom.com.au             |

## Chapter Chairs

### Residential Sales

Rebecca Herbst

### Commercial & Industrial

Rauhena Chase

### Property Management

Clint Dowdell-Smith

### Buyer's Agents

Meighan Hetherington

### Auctioneers

Justin Nickerson

### Business Brokers

Michelle Wright

## Business Development Managers

### Karen Woodworth – South East of SEQ

0400 722 183  
kwoodworth@reiq.com.au

### John McSpedden – North East of SEQ

0411 606 999  
jmcspedden@reiq.com.au

## Board Directors

### Chairman

Peter Brewer

### Director

Linda Bland

### Director

Damien Keyes

### Director

Josh Kindred

### Director

Mark Brimble

### Director

John Newlands

### Non-Member Director

Julie Boyd

### Non-Member Director

Anita Brown

### Non-Member Director

Eddie Chung

## Senior Management

### CEO

Antonia Mercorella

### CFO

Rod Facey  
rfacey@reiq.com.au

### GM

Jodi Schmidt  
jschmidt@reiq.com.au

### Media and Communications Manager

Felicity Moore  
media@reiq.com.au

### Membership and Marketing Manager

Sheila Andrews  
sandrews@reiq.com.au

### Legal Counsel

Sean Roberts  
sroberts@reiq.com.au

### ICT Manager

Stephen Collins  
scollins@reiq.com.au



# STANDING AT THE EDGE? DON'T FALL OFF.

## **We'll help you avoid falling off the employment cliff.**

Our experienced team of workplace relations experts is on hand to provide the advice and advocacy you need. We understand the needs of real estate employers and can provide solutions to your workplace issues.

We help resolve more than 500 serious employment disputes every year, including matters before the Fair Work Commission, Fair Work Ombudsman and Human Rights Commission.

We're here for you.

## **Join REEF today for just \$990\* per year**

Call **1300 616 170** or email [admin@reef.org.au](mailto:admin@reef.org.au).  
Download an application form at [www.reef.org.au](http://www.reef.org.au).  
\*(inc GST)

**If you do fall off the employment cliff, we'll help you make a soft landing.**

