



AUSWIDE
REAL ESTATE SOLUTIONS

Hello again fellow agents

There seems to be a slowing of the economy as Retailers experience a drop in sales and other sectors face diminishing revenue streams. Public confidence is waning and there is in many areas a slowing in the property market. Economists are still concerned about the USA and Europe facing another economic crisis, albeit not as bad as before, but it could be a big problem for the rest of the world. And China, on whom we depend critically is slowing as demand for its products lessen as a result of Europe's and the USA's problems. The second chance of a Global Financial Crisis still exists, and we might not be "lucky" next time say some economists!

THE FOURTH COMMANDMENT OF SUCCESS

**THOU MUST PREPARE FOR DARKNESS
WHILE TRAVELLING IN THE SUNLIGHT**

**REALISE THAT NO CONDITION IS
PERMANENT. THERE ARE SEASONS IN
YOUR LIFE JUST AS IN NATURE. NO
SITUATION THAT CONFRONTS THEE,
GOOD OR BAD, WILL LAST.
ALWAYS HAVE FAITH THAT
CONDITIONS WILL CHANGE.**

There are cycles in life as well as business. After every boom in real estate there is a "correction" as we are seeing in many areas across Australia.

These "corrections" are, in many cases, many cases long overdue. Whilst it seems that the Reserve Bank believes that interest rates will not rise at least until November it still remains that caution needs to be exercised in appraising property over the next 4 months until the end of this year.

FREE INFORMATION PACK

IS YOUR OH&S POLICY UP TO DATE?

Do you have an updated OH&S Policy that covers Workplace Harassment, Drugs & Alcohol, and Smoking? If not, then you are in breach of the law. Also, you may not be aware that the national OHS laws, owners and operators of businesses with 20 workers or less are also required (like employers of over 20 workers) to identify foreseeable workplace hazards, assess the risk of harm from those hazards, then eliminate or control the risks.

And the business's OH&S Policy must include these issues in it. If your OH&S Policy needs revision then we have available an updated 40 page version in MS Word format which contains all national requirements and forms, and you can easily customise it for your office.

Contact us for a **FREE** Information Pack.



Commandment IV



Just over 20 months ago, Kevin Turner started *REUNCUT*, featuring leading trainers and agents sharing "on air".

REUNCUT is a FREE daily update for agents that is packed with advice on new marketing trends and general tips on building a better and stronger business and yes its FREE every day. Kevin teamed up with Australasia's foremost

authority on Real Estate Best Practice – Robert Bevan - to present this informative and right up to the moment snapshot of what is happening in the industry delivered FREE daily to your desktop, iPod or mobile device. **There are now over 8,000 subscribers, and in excess of 160,000 hits a month.**

There are so many training opportunities for agents, but they sometimes cost thousands of dollars and require big chunks of time away from the market, and that's one of the reasons *REUNCUT* has become so popular. Each weekday, *REUNCUT* features some fast facts from Robert Bevan, as well as some of Australia and New Zealand's leading trainers about the market, tips on running better businesses and loads more – all that packed into a fast paced 5 minute capsule. Go to www.reuncut.com and subscribe **FREE** now.



PERSISTENCE IS THE KEY

According to Arron Shiner of Elliott Shiner First National at Mount Druitt the top operators are those that canvass "till they drop". He was a Guest Speaker at the REUNCUT.COM Seminar at Homebush last month and provided the following statistics:
48% of Salespeople give up after the first contact
25% give up after the third contact

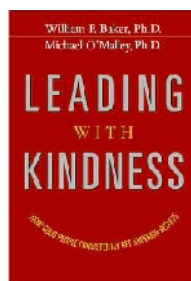
12% give up after the fourth contact

5% give up after the third contact

and the final **10%** get **80%** of the business because they keep up the canvassing.

Arron contacts his "farm area" 24 times a year by letters, SMS, phone and door knocking. They know who he is, he brags about his successes, and people like dealing with successful people who they also trust and know through the regular contact.

Arron had a good year last year- he sold 90% of his 120 listings – do the maths! Check out his website: aaronshiner.com



HOW GOOD PEOPLE CONSISTENTLY GET SUPERIOR RESULTS

In this recent Book by William Baker and Michael O'Malley they state that they were able to define the key attributes of kind leaders which included **humility, authenticity, gratitude, integrity, humour and compassion**, and describe their meanings in the context of organisational life and their relationship to organisational performance.

For each of the six attributes they identified, they offer a rich analysis of their essence and their particular relevance to sound leadership.



AUSWIDE
REAL ESTATE SOLUTIONS

They conclude that good leaders do three things particularly well: **set expectations, provide honest assessments and feedback, and promote growth.**

Their research reveals that great leaders are able to pass along four invaluable gifts to followers that enable followers to subsequently develop into fine leaders of unique character and style. Those gifts are the 4 Ss of **self-confidence, self-control, self-awareness and self-determination** gifts that allow them to manage with self-possession, aplomb and maturity. Check out their Website for more details on them and their interesting book at: www.leadershipnow.com

THE NEW FAIR WORK ACT CODE

The Code arose from the Fair Work Act 2009 ("Act") which came into force on 1 July 2009. The Act expanded protection for employees from unfair dismissal as follows:

1. Employees with more than six months' service with an employer who employs more than 15 workers can now bring an unfair dismissal claim against the employer upon termination: and

2. Employees with at least 12 months' service with an employer Who employs less than 15 workers ("Small Business") may be able to bring an unfair dismissal claim upon termination.

As a result of these improved rights for employees, the Code was introduced to ensure that Small Businesses are able to dismiss employees fairly without being subject to often costly unfair dismissal claims. If a Small Business employer complies with the Code in dismissing an employee, the dismissal will be held not to have been unfair.

The Code contains a checklist of questions that should be completed by employers at the time of termination. The answers determine the reasons for termination and whether the employee has the right to bring an unfair dismissal claim

The Government recently changed the checklist in a move to address criticisms of this document by Fair Work Australia (the national workplace relations tribunal). The new checklist clarifies the questions to assist employers assess and record their reasons for dismissing an employee. For example, the question that asks if the employee was dismissed because of a genuine redundancy now continues "*In other words, was the dismissal because you didn't require the person's job to be done by anyone because of changes in the operational requirements of your business?*"

A new question has also been added to the checklist that asks the employee whether it complied with any applicable redundancy consultation requirements and considered whether the employee could be redeployed within the business. The new checklist is available from http://www.deewr.gov.au/WorkplaceRelations/NewWorkplaceRelations/Documents/FactSheets/FactSheet_9.pdf

While it is not a requirement of the Code for the checklist to be completed, it is strongly recommended that any employer with fewer than 15 staff complete the checklist upon the termination of every employee and retain it together with all correspondence relating to the termination. The completed checklist and correspondence will be extremely useful in defending an unfair dismissal claim, if one is commenced by the terminated employee.



HAPPY WIFE – HAPPY LIFE

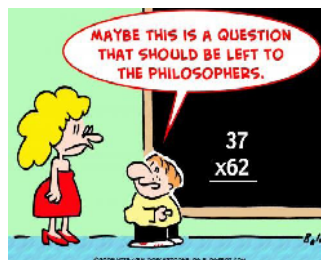
IT'S ABOUT "HOW THEY FEEL" NOT "WHAT THEY THINK!"

We are now seeing women make over 90% of the buying decisions whatever the product. Whether men like to think they do the decision making for the family or not, they really don't, especially when it comes to real estate. And property dealings for buyers and sellers is "an emotional" ie. "a feeling" experience."

Asking buyers "how they feel" about a property allows them (especially the women) to easily express themselves. Asking what they think can elicit a "not sure" response. Why? Because it's so much easier to tap into their conscious (and, quite often, their) feelings rather than "think" about it.

Feelings are always spontaneous. Thinking takes time because the process involves it going through each individual's "filter" to analyse. "Not sure" is often the response from asking "what they think". "Yes" or "no" answers come quickly from asking "what they feel". And thinking gives some people headaches and gets them confused.

Given the woman makes the final decision shouldn't you focus on her, rather than the other half? After all, he does what she decides or else", doesn't he, if he wants a happy life?



A MATHEMATICAL FORMULA

If **A = 1, B = 2, C = 3** etc
then **H-A-R-D-W-O-R-K =**
 $8+1+18+4+23+15+18+11 = 98\%$
and **K-N-O-W-L-E-D-G-E =**
 $11+14+15+23+12+5+4+7+5 = 96\%$
But **A-T-T-I-T-U-D-E =**
 $1+20+ 20+9+20+21+4+5 = 100\%$
So, whilst **HARDWORK** and **KNOWLEDGE** get you close, **ATTITUDE** will get you there!

However, **B-U-L-L-S-H-I-T =** $2+21+12+12+19+8+9+20 = 103\%$ will take you "over the top" - and **A-S-S-K-I-C-K-I-N-G =** $1+19+19+11+19+19+9+14+7 = 118\%$
So, next time someone asks you for more than 100% you know what's required!

NSW TRUST ACCOUNT AUDIT REQUIREMENTS

According to Registered Auditors Standard Protocols all Audits, including annual Trust Fund Audits, require the Auditor to sight copies of written Procedures. In the case of Agents this includes those under the Supervision Guidelines covering:

1. Instructing employees as to year duties in regard to daily or next day banking procedures, and
2. Requiring the licensee to conduct a review of trust account cash flow on a monthly basis, inclusive of verification that the amounts received have been banked to the trust account.

If you do not have those documented Procedures, or the related 2 Trust Account Checklists required by the Act, then contact us for details on how we can assist.

Until our next Newsletter - Best regards

Alan Fleming

Auswide Real Estate Solutions is a division of Company Eighty Eight Pty Ltd (ABN 52 003 626 784)
Suite 20, 7 Bortfield Drive, Chiswick 2046 | P 02 9712 0327 | M 0407 771 355 | E info@auswiderealestatesolutions.com.au