



Hello again fellow agents

Auswide is pleased to announce that we are now able to offer 12 point CPD Training to NSW Agents, and will be conducting these Sessions throughout NSW from late January next year. And, our existing Clients will be entitled to a special discount.

See more details on this in the lower section of the next column and by clicking onto our Website CPD & SERVICES BAR.

PERSONALISING YOUR WEBSITE

There are quite a few Agents whose websites talk about "WE", and not anywhere on their site are either the Names of the Principals or Staff mentioned; or any photos of them.

Prospective Clients and Customers like to do business with "people" not "faceless entities". Putting names and faces on your site creates a more personal invitation to do business with you.

So, if this applies to your office, get your Website changed and load up the photos of all the staff, including the casuals and part-timers - make your business look really personal and maybe even bigger than it is.

THE SIXTH COMMANDMENT OF SUCCESS

THOU MUST REALISE THAT PLANS ARE ONLY DREAMS WITHOUT ACTION.

THEY WHOSE AMBITION CREEPS INSTEAD OF SOARS, WHO ARE ALWAYS UNCERTAIN, WHO PROCRASTINATE INSTEAD OF ACT, STRUGGLE IN VAIN AGAINST FAILURE.

ONLY ACTION GIVES TO LIFE ITS STRENGTH, ITS JOY, ITS PURPOSE. HOW WILL YE PROCLAIM YOUR ABILITIES IF YOU ARE ALWAYS A SPECTATOR AND NEVER A PLAYER?



Commandment VI

They say that there are three types of people in business; those that:

Watch it happen;
Make it happen; and
Say, "What the *** happened?"

The players of Commandment VI are those that "Make it happen".

The Ten Commandments of Success is one of an exclusive suite of Training programs that are available from Auswide.

SOME THOUGHTS OF THE LATE RON TACCHI - an International Speaker and Motivator from Australia



1. NEEDS distort PERCEPTION.
2. AGE is relative. A 70 year old with an imagination is younger than a 30 year old without a dream.
3. LUCK is when PREPARATION and OPPORTUNITY intersect.

4. If you don't take care of your body, where else do you plan to live in the future?

5. The SECRET of SUCCESS of every person who has ever been successful lies in the fact that they formed the HABIT of doing those things the average person will NOT do CONSISTENTLY.

WHO AM I?



I came with you when you came into this world, and I will be with you always.

I came as your helper to record your life and support you with inspiration of the events we have both shared.

I am easily controlled; you only have to assert your authority over me.

Show me exactly what you want, and after a few lessons I will do it automatically.

I am completely at your command. I am your servant and can lift you to greatness or, if you tell me, I can assist you to fail.

Whatever you ask of me I will provide you with. You may use me for success, mediocre performance or failure; it makes no difference whatever to me.

Be too easy with me, and allow me to control you, and I could destroy you.

Be strong with me, control and train me, and I will place the world at your feet.

Of the 100 plus responses we got from our last Newsletter no one got it right. So, if you think you know the answer contact us, and, if you are correct, we will give the first 5 correct persons a FREE Product of their choice valued up to \$396.00. The 5 lucky winners will be announced in our next Newsletter.

AUSWIDE and REAL ESTATE TRAINING SOLUTIONS (RETS) form alliance for CPD TRAINING

AUSWIDE and RETS (a Registered Training Organisation) specializing in real estate training in NSW have formed an alliance which enables Auswide to now provide CPD Training to NSW Agents and Staff.



From late January we will be conducting face to face CPD Training at a very competitive rate of \$170 per person, with even better deals for multiple persons from the same office attending. See our Website for details - CPD TRAINING BAR.

Now, a little about RETS. RETS provides second to none customer service and support to all of their clients, which includes a 7 day support hotline to all of their enrolled students, and are experts at correspondence training, having offered e-learning since their inception (the first real estate RTO in NSW to offer this type of training). RETS also provides training via hardcopy correspondence, or can customise face to face training specific to meet client needs.

RETS most popular courses include the Certificate of Registration for real estate agents, and they have just recently commenced the Certificate of Registration course for strata agents – both available online. RETS are expert at running real estate traineeships for entry level staff looking to gain their Certificate of Registration and further qualifications. To find out more about all of RETS courses go to www.rets.com.au.

EFFECTIVE USE OF WINDOW DISPLAYS



Window displays will continue to account for less and less buyer enquiry each year as prospective purchasers continue to use the Websites to "browse".

So, agents are now faced with what to do with all that window space and maximising its use. Some agents

have installed electronic single screen units in their huge window area and use this to promote their Listings, and some agents don't operate at street level, avoiding the need for one.

For the majority of Agents who still have a window display, it is most critical that they use it to:

1. attract more sellers (see important copy following)
2. promote their general image and heighten its profile (common sense approach- make it look good)
3. appease your sellers by putting their property there (hardly works in getting enquiry, so is the least important to you - but not to them)

The window display must, even more now, reflect SUCCESS because buyers and sellers alike prefer to do business with successful agents. To this end, at least a third of the window should have SOLD properties displayed

A window full of FOR SALE properties doesn't make a SUCCESS STATEMENT. A prospective seller looking in a number of agents' windows, will see a few do not have any SOLDs, one has a couple and one has quite a few - who would they see as a "results" agent? A recent check of 10 agents in a coastal town near Newcastle revealed only 2 agents with more than 10% SOLDs and the SOLDs were so small and not red, and hard to see at a casual glance.

Similarly, buyers will most probably perceive that an agent that is SELLING must have the best stock at the best prices compared to other agents who have a lot of unsold (or overpriced) stock.

And, the general public when passing your window and seeing SOLDs will both consciously and subconsciously form an opinion about your office. When talking with their friends and acquaintances on the subject of real estate they will remember the SUCCESSFUL agent with the high level of SOLDs in their window display.—33% is recommended. They will talk about you rather than the others who are not being perceived as getting any SOLD results because they don't "advertise" the fact.

Some proud agents even put the SOLD sticker over the Property description with the sold PRICE on a big red background (a third of the size of the property display. This is IMPACTING, and one near Ashfield has 50% that way – boy that's POWERFUL. So, who do you think gets most of the Listings and Sales in the area?

THE HOME SIDE ADVANTAGE



Question: Where do clients have their meetings with their solicitor, accountant and their bank manager?

Answer: At their office, where all professionals do.

We all know that the away team doesn't win often and if you meet with sellers on their territory, guess who has the advantage? Who's really in control?

When you list the property you need to advise your clients that your regular formal meetings with them (every 7 - 10 days) will be held at your office. They will hardly ever object, but if they do, have you got the ability to press your point, or do they get the home side advantage?

Also, how much of a price reduction are you going to get when they're sitting in the comfort of their home, surrounded with all that's dear to them, and holds all those wonderful memories? And, when you get a serious offer, aren't you better able to get them to be more negotiable away from their home turf?

Additionally, when you are negotiating with buyers, aren't you more likely to get the best offer from them back at the property that they want to call "home?"

FAIR WORK ACT 2009 – RECORD KEEPING



The Fair Work Act which came into force in 2009 requires employers to make and keep accurate and complete records for all of their employees and issue pay slips to each employee.

It is important that your record keeping practices are in-line with the current law, as Employers can be fined for not keeping these records, or for making false or misleading entries.

A summary of the records required to be kept for each employee is set out below. Records must be kept for 7 years and can be in electronic form. So double check before getting rid of those old boxes stashed in archives.

1. General records

- The nature of employment (full time, part time, permanent, casual, etc).
- When the employment commenced.
- If employment has ceased, when and why it ceased.

2. Hours of work records

- For casual staff, the total hours worked in the pay period.
- For other employees, any overtime hours worked (but only if penalty or overtime loading must be paid for overtime).

3. Pay records

- The employee's rate of pay.
- Details of any allowances, penalty payments, loadings etc.
- The gross and net amounts actually paid to the employee, including any deductions from the gross amount.

4. Leave records

- The amount of any accrued leave, any leave taken and the current balance.
- The gross and net amounts actually paid to the employee, including any deductions.

5. Pay Slips

An employer must provide pay slips to each employee within one working day of pay day (even if an employee is on leave). Pay slips can be in electronic or hard copy.

Pay slips must include:

- details of the payments, deductions and superannuation contributions for each pay period;
- the date of payment;
- the dates of the pay period;
- the gross and net amount of payment;
- any loadings, monetary allowances, penalty rates; and
- where an employee is paid a salary, the salary amount as at the last day in the pay period

6. Other records

- Superannuation contributions made on behalf of the employee.
- Details of agreements (e.g. flexibility agreement under a modern award) which apply.

If you have previously bought any of our Procedures Manuals you will need to update the Section on Records and Files.

If you would like to comment on our Newsletters, we would welcome your feedback. And, if you would like us to cover a topic that interests you, please let us know.

Until our next Newsletter, best regards.

Alan Fleming