



AUSWIDE

REAL ESTATE SOLUTIONS

NEWSLETTER

March 2011



Hello again fellow agents

What's in the future for the Property Industry from a better perspective?

Well, there will be from a Legislative perspective a huge change. On 1st July next year a new National Legislation Package to bring all States and Territories under one set of Licensing Laws and Regulations will be introduced.

Gone, hopefully, will be the worst of State's and Territory's complex and tardy processes for Licensing. Imagine us being able to adopt a national system where you can move from one State to another and not have to go through a new Licensing requirement process. See the next page of our Newsletter for some "advance" information.

THE SEVENTH COMMANDMENT OF SUCCESS

THOU MUST SWEEP THE COBWEBS FROM THY MIND BEFORE THEY IMPRISON THEE.

THE MIND IS ITS OWN PLACE AND IN ITSELF CAN MAKE A HEAVEN OF HELL OR A HELL OF HEAVEN.

SWEEP OUT ALL NEGATIVE THOUGHTS AND REPLACE THE DEBRIS WITH POWERFUL POSITIVE BELIEFS ABOUT THYSELF. THEN COMMIT THYSELF TO THESE CHANGES TAKING EFFECT.



Commandment V11

Negative thoughts are the "I can't" type. If you say and believe that, then that's what will happen. However, if you change your thinking to "I can", and say it often and believe in yourself, then that's what will happen. Whether you believe you "can" or you "can't," you will be right.



Commitment is the key. And, when one is really committed a whole stream of events issues from the decision raising in one's favour all manner of unforeseen incidents and meetings and material assistance, which no person could have dreamed would have come their way.

Until one is committed, there is hesitancy the chance to draw back, always ineffectiveness.

Concerning all acts of initiative (and creation), there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too.

The followers of Commandment VII have the philosophy of: "When the going gets tough, the tough get going".

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

ANSWER TO WHO AM I?



Of the 150 plus responses we got from agents and staff only one person got it right. Keiron Rickwood from Harcourts Port Macquarie, who I believe remembered the Answer from some time ago when we both worked for The Property Shop Group chose as his winning **FREE** Product valued at \$154 the Power Point Listing Presentation, which he is putting to good use.. The ANSWER - "Your Sub-conscious".

EFFECTIVE COMMUNICATION TECHNIQUES

We deal with a wide cross section of clients and they are all very different; so we need to communicate very effectively if we are going to communicate accurately.

We know we need to be aware of people's feelings and emotions if we are going to *identify* with them, and then work at creating and maintaining a good relationship with them. We need to ask them the *right* questions, listen to their responses, and be very observant of their body language as they respond.

Sometimes, vital clues as to their individuality and emotional state can be pretty revealing from how they communicate.

The experts say the three ways we effectively communicate are - what we say, how we say it, and body language. And, according to these experts the break up of these 3 in the communication package is:

- ☐ What we say - 7%
- ☐ How we say it - 38%
- ☐ Body language- 55%

So you can see that it is vital to use your own body language effectively and to be able to read the body language of those you communicate with.

When you use the phone you are only using 45% of your ability to "read" the person you are communicating with.



Face to face is the only way to communicate truly effectively. So don't try and negotiate or handle difficult situations by phone or correspondence.

RISK MANAGEMENT – YOUR OH&S POLICY!

Do you have an updated 2010 OH&S Policy that covers Workplace Harassment, Drugs & Alcohol, and Smoking? If not, then you are in breach of the law.

Auswide has available a comprehensive updated Information Package comprising:

1. a 20 page OH&S Schedule of issues affecting Agents with detailed overview and solutions, and a
2. 40 page OH&S Policy Document which contains all National and State Legal requirements and forms

Both are in MS Word format, and you can easily customise for your office. Cost is only \$154.00. Check out our Products Page on the website or contact us for a free Information Pack.

SOME POSITIVE THOUGHTS FOR BUSINESS

1. Teamwork makes it happen. A team will outperform a group of individuals every time. Remember: "What affects everyone can best be solved by everyone". And, a team without goals is just another ineffective committee.

2. The road to success is always "under construction".

3. Don't ask: "Are we going to do it?" rather: How are we going to do it?"

4. Do we: "over promise" and "under deliver"; or "under promise" and "over deliver"?

5. Everyone has an invisible sign hanging from their neck that reads: "Make me feel important". Never forget that.

6. You become successful by making others successful.

7. Build the quality in at the start. It might be too late at the finish.

8. Asking for help is a strength, not a weakness.



STAFF RETENTION AND MOTIVATION TIPS

The actual monetary cost to an office when staff need replacement is many thousands of dollars. As well, the inconvenience of going through the staff cycle again and again is soul-destroying and team spirit in the office is affected. So more effort must be used to retain good staff.

Staff must be made to feel part of the business; they should be motivated (based on what motivates them), rewarded and given career opportunities and access to regular training.

All of us are motivated by different factors; interesting work, impressive office, a challenging job, increased responsibility, recognition, good wages and bonus, friendly working atmosphere, feeling of importance, opportunities for advancement, good working conditions, pride in the job, independence, team spirit, etc.



Establish with each staff member their five most important 'motivators' and ask them to rate each out of 10. This will give you an insight into what is extremely important, or not very important, to them. Then work on the particular aspects that will bring out the best in

their performance, bearing in mind that goal setting is a prerequisite for achievement rewards. Review their motivators regularly, say every six months. They *can* change.

ARE WE AFRAID OF OUR VENDORS?

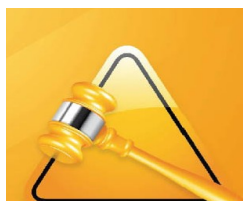
Neil Burling, a great auctioneer many of you would know, has always had a philosophy that as agents: 'We are too nice to our vendors.' Over time this truism is always far more evident when the market is on the way down or the vendor wants "above market". Some agents are too passive (even evasive) in telling vendors the facts.

They continue to molly coddle vendors because they are "afraid" to tell them the "bad" news. Regrettably, many of these agents could be heading for extinction unless they adopt a change of attitude. Agents must always be assertive with vendors, because most of them will not have respect for, or give an agent their trust and confidence if they are not honest, even if the news is bad.

You have to change your mindset about how to sell in this type of market; your vendor interests are only going to be best served by assertively giving them the "bad" news, (not be "nice" and get them to hang out for a better offer- which won't likely happen) and getting them the result they want.

Don't worry what price your vendor wants, just find the buyer who wants the property and you will be amazed at the sale price. You must not think other than: "I can get my vendor a sale but only at the price a buyer will pay, not what I think I should be able to sell it for, or what is a fair price".

Deals will be lost if you don't convince your vendors that they must seriously consider accepting the first offer that comes along, because if they don't, the next one will most likely be less. As the property becomes "stale". "Fear of Loss" is a great motivator of people, so being assertive, not passive, with vendors will prove very beneficial.



THE PROPOSED NATIONAL LICENCING SYSTEM FOR THE PROPERTY INDUSTRY

The National Licensing System will remove Licensing inconsistencies across State and Territory borders and provide for a more mobile workforce. A single National Licence will allow holders to operate anywhere in Australia.

The System is aimed at reducing red tape, improving business efficiency and competitiveness and productivity of the national economy.

There will be four Licence Categories:

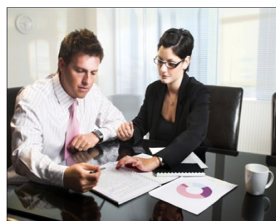
1. Estate Agent
2. Strata Managing Agent
3. Business Agent
4. Auctioneer

and two sub-licences:

1. Estate Agent's Representative, and
2. Business Agent's Representative

The proposed schedule for the process of introduction is:

- First 6 months of 2011-Establish the National Occupational Licensing Authority
- Second half of 2011-Draft the Regulation, and release the Consultation Regulation Impact Statement for public comment
- End 2011- Ministerial Council to consider finalised regulations and Impact Statement
- Early to mid 2012-Regulations to be adopted nationally
- 1 July 2012 Commencement of new Licensing System



A Certificate IV level qualification is proposed from the National Training Package (CPP07 Property Services Training Package) for Licensing. New Training Courses will need to be developed by Registered Training Organisations (RTOs) to meet the National Training Package.

It should be noted that the majority of the Federal Advisory Committee supported the deregulation of the sale of livestock, and hence there will be no longer be a Stock & Station Agents' Licence.

Until our next Newsletter, best regards.

Alan Fleming