



**REIA**

REAL ESTATE INSTITUTE  
OF AUSTRALIA

2019 AWARDS FOR

**excellence**

2019 REIA AWARDS  
FOR EXCELLENCE

**ENTRY KIT**

<http://www.reia-awards.com.au/>

## 2019 REIA AWARDS FOR EXCELLENCE

# Entry kit

## Entries are now open!

The REIA Awards for Excellence encourage, promote and recognize excellence in the real estate profession.

In 2019, state and territory member REI entrants in 16 categories will be celebrated for their knowledge, skill and innovation.

### Agency categories

Commercial Agency of the Year  
Communications Award  
Innovation Award  
Large Residential Agency of the Year  
Medium Residential Agency of the Year  
Small Residential Agency of the Year

### Individual categories

Achievement Award  
Buyer's Agent of the Year  
Business Broker of the Year  
Commercial Property Manager of the Year  
Commercial Salesperson of the Year  
Corporate Support  
Community Service  
Residential Property Manager of the Year  
Residential Salesperson of the Year  
President's Award

## Why enter?

### Entering is easy

If you have time to answer 5 short questions, then you have time to enter.

The criteria makes it easier and less time consuming to prepare your submission.

### More agents can now enter

As long as you work for a member agency, then you're eligible to enter.

With entry now open to more agents than ever before, winning really means you are the best of the best.

### Wide range of categories

There's something for everyone! The wide range of categories recognises all facets of the real estate industry.

### Feedback from industry experts

Each category is judged by a panel of qualified industry experts and you'll have the opportunity to find out what they thought of your submission.

### Draw attention to yourself

Winning an award is a major achievement and a good news story – and we'll help you shout it from the rooftops!

**So, don't be shy. Your achievements deserve the opportunity to be recognised. Enter the Awards for Excellence today!**

Go to <http://www.reia-awards.com.au/>

## Tips for preparing your submission

### Stay focused

Clear guidelines and limits are provided and category criteria, so stick to them when preparing your submission.

Make sure you thoroughly read the criteria for the category you are entering and address all the questions. Ensure your answers are detailed, specific and relevant to the question and demonstrate genuine, significant achievements that can be verified with clients and third parties.

### Don't rush

Part of the value in preparing a submission is the opportunity to reflect on your personal and business success, so don't leave it to the last minute. Schedule some quiet time to write your submission in advance of the deadline.

### Work as a team

Involve your whole team in discussions when preparing your entry. Many minds make for light work! Even if you are entering an individual category, make sure you get others involved – you'll be amazed at the input they can offer.

### Appoint a central co-ordinator

It's a good idea to appoint one person in your agency to be responsible for keeping everyone on track to meet the entry deadline and for pulling together any supporting documentation required for the final submissions.

### Be honest

You might not be able to tick every box for every question, but that's OK. Don't be afraid to explain why and outline the steps being taken to address any gaps.

### Review

Sit down with your team after submissions have closed to discuss any areas of weakness identified as a result of preparing your submissions. The journey can be as rewarding as the destination.

## 2019 REIA AWARDS FOR EXCELLENCE

# Terms and Conditions of Entry

All information set out in this document forms the Terms and Conditions of Entry for the 2019 REIA Awards for Excellence.

To be eligible to enter the Awards for Excellence, entrants must agree to abide by these Terms and Conditions of Entry and satisfy the eligibility requirements outlined in this document and in the criteria for the category or categories they wish to enter.

### How to enter

#### Step 1

Download the Awards for Excellence Kit and read through it thoroughly.

#### Step 2

Create a login and password on the online Awards portal which is accessible via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com). You will receive a confirmation email. Keep your details secure and do not forward them on to anyone.

#### Step 3

Draft your submission, addressing each question stated in the criteria, in the order specified. Ensure your submission complies with the requirement details in the criteria.

Please note: your answers to the criteria questions must be entered directly into the relevant field in the online awards portal. You cannot upload your answers in PDF, Word or other format. Draft your answers offline and then cut and paste them into the relevant fields in the portal. Note only submissions for the REIA Communications Award under the Skills criterion allows for supporting material and this may be uploaded in PDF format.

#### Step 4

When you are ready to submit your entry, login to the online Awards portal to confirm your entry details and enter your submission.

You will also need to upload a high resolution colour photo or logo to the online Awards portal as follows:

- For **agency categories**, upload a 300 dpi colour version of your agency logo (EPS format is preferred).
- For **individual categories**, upload a 300 dpi portrait photo of yourself, head and shoulders only (JPEG format is preferred).

#### Step 5

Entries must be submitted via the online Awards portal by **Thursday 31 January 2019 at 5.00pm**. Changes can be made to your submission up to this date, but not after.

Hard copy submissions will not be accepted.

#### Step 6

The judging panel will assess submissions with judging commencing 4 February 2019. Winners will be announced at the REIA National Awards for Excellence gala dinner to be held at Crown Towers in Perth on **Thursday 21 March 2019**.

### Eligibility

#### Agency categories

To be eligible to enter any agency category in the REIA National Awards for Excellence 2019, the agency must have won the agency category at the state or territory member REI awards in 2018 and be a financial member of their state or territory Real Estate Institute.

For additional eligibility requirements, please also refer to the criteria for the category you wish to enter.

#### Individual categories

To be eligible to enter any individual category in the REIA National Awards for Excellence 2019, the individual must have won the individual category at the state or territory member REI awards in 2018 and be a financial member (or the agency they are employed by) of their state or territory Real Estate Institute.

For additional eligibility requirements, please also refer to the criteria for the category you wish to enter.

### Judging

A judging panel of four/five judges representing member REIs will be appointed by REIA and allocated relevant award categories based on their knowledge and expertise in the category to be judged.

They may or may not be directly involved in the real estate industry.

Every effort will be made to ensure that judging panels do not have any conflict of interest, and that judging processes are transparent. Judges will be required to declare any possible conflict of interest and to commit to confidentiality in a signed statement. Judges may not have any formal association with a submitting agency or individual and must withdraw from judging any such submission. In such circumstances, REIA may appoint a replacement judge.

The judges' scores will determine the winner in each category.

Judges will independently assess each submission against the criteria for the category. Each criterion is of equal value. Entrants will be assessed on their performance against the criteria, not against the performance of other entrants in the category.

There will only be one (1) winner in each category, unless exceptional circumstances exist.

Award submissions close **31 January 2019 at 5.00pm** and judging will commence 4 February 2019 and close **22 February 2019**.

## 2019 REIA AWARDS FOR EXCELLENCE

# Terms and Conditions of Entry (Continued)

### Submission guidelines

All entry details requested in the online Awards portal must be provided prior to or when entering a submission.

All submissions must comply with the page and size limits stated in the criteria for each category. Submissions not meeting these requirements will be penalized by the judges. Entrants must:

- Enter the answers to the criteria questions directly into the relevant fields in the online Awards portal. You cannot upload your answers in PDF, Word or other format. Draft your answers offline then cut and paste them into the relevant field in the portal.
- Not include any other material attachments or affection other than the responses to the criteria.
- Not include any additional items or supporting material in your submission, except where requested in a specific category (i.e. Communications Award). Supporting material may be uploaded in PDF format.

No alterations will be permitted after **5.00pm on 31 January 2019**. Entrants may make changes up to this date.

Submissions will not be released. It is the responsibility of the entrant to take a copy of their submission before submitting online.

There is no entry fee; however entrants are responsible for any costs associated with preparing submissions and attending the REIA National Awards for Excellence 2019 dinner.

### Finalists and winners

Details of all the state and territory REI finalists will be published in the February 2019 edition of the REIA electronic newsletter "REIA News".

Winners will be announced at the REIA National Awards for Excellence gala dinner on 21 March 2019.

Awards for entrants in individual categories will be presented to the entrant and not their employer.

### Prizes

Winning an REIA Award for Excellence provides a powerful marketing edge for you and your agency and greater recognition within the real estate industry.

Each winner will receive:

- A trophy and certificate
- Winners logo

Each finalist will receive:

- A certificate
- Finalists logo

In addition, winners will be featured, with photographs and/or agency logos in "REIA News" and receive publicity on the REIA website.

### Communications

Communications from REIA will be sent to the mailing address and/or email address supplied by the entrant in the entry section of the online Awards portal.

If you have not received an acknowledgement of receipt of your submission within 48 hours of lodgment, please contact (02) 62824277 or email [lindy.saines@reia.com.au](mailto:lindy.saines@reia.com.au)

## 2019 REIA AWARDS FOR EXCELLENCE

# Achievement

**This award recognises excellence amongst newcomers to the industry in all sectors of the real estate profession.**

**Entrants must have held their licence or registration (including provisional status) for no more than two years at the time of their state/territory submission close date.**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential

## Entry details

Each criterion is of equal value.

### SIGNIFICANT ACHIEVEMENT

(MAXIMUM 500 WORDS)

Give examples of outstanding achievements in 2018 and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.

### BUSINESS CHALLENGES & RISK MANAGEMENT

(MAXIMUM 500 WORDS)

Give examples of challenges or major risk management issues that you have encountered during 2018 and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.

### INNOVATION

(MAXIMUM 500 WORDS)

Describe any new ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.

### COMMITMENT TO QUALITY CLIENT SERVICE

(MAXIMUM 500 WORDS)

Give examples of how you have displayed outstanding service to clients in 2018 and explain why you believe these are significant. Provide an example of how you have achieved a point of difference in the delivery of excellent service to clients.

### SERVICE AND SUPPORT TO YOUR AGENCY AND OTHER STAFF

WORDS)

(MAXIMUM 500

Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.

### PERSONAL MILESTONES AND CAREER GOALS

(MAXIMUM 500 WORDS)

Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills?

### LEADERSHIP AND CONTRIBUTION TO THE INDUSTRY

(MAXIMUM 500 WORDS)

How have you demonstrated leadership in 2018? Explain how you have contributed to the industry and why you think these contributions will improve your agency practice and its standing within the real estate industry. Discuss the ways your role complements other property professionals in meeting consumer needs.

## 2019 REIA AWARDS FOR EXCELLENCE

# Buyer's Agent

**This award recognises excellence in buyer's agency practice and is intended for individuals. Each REIA member is eligible to nominate one nominee (individual).**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential

## Entry details

Each criterion is of equal value.

### SIGNIFICANT ACHIEVEMENT

(MAXIMUM 500 WORDS)

Give examples of outstanding achievements in 2018 and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.

### BUSINESS CHALLENGES & RISK MANAGEMENT

(MAXIMUM 500 WORDS)

Give examples of challenges or major risk management issues that you have encountered during 2018 and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.

### INNOVATION

(MAXIMUM 500 WORDS)

Describe any new ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.

### COMMITMENT TO QUALITY CLIENT SERVICE

(MAXIMUM 500 WORDS)

Give examples of how you have displayed outstanding service to clients in 2018 and explain why you believe these are significant. Provide an example of how you have achieved a point of difference in the delivery of excellent service to clients.

### SERVICE AND SUPPORT TO YOUR AGENCY AND OTHER STAFF

(MAXIMUM 500 WORDS)

Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.

### PERSONAL MILESTONES AND CAREER GOALS

(MAXIMUM 500 WORDS)

Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills?

### LEADERSHIP AND CONTRIBUTION TO THE INDUSTRY

(MAXIMUM 500 WORDS)

How have you demonstrated leadership in buyer's agency in 2018? Explain how you have contributed to the industry and why you think these contributions will improve buyer's agency practice and its standing within the real estate industry. Discuss the ways buyer's agents complement other property professionals in meeting consumer needs.

## 2019 REIA AWARDS FOR EXCELLENCE

# Business Broker of the Year

**This award recognises excellence in business broking and is intended for individuals. Each REIA member is eligible to nominate one nominee (individual) representing business broking.**

**The submission must include a written statement on the form provided with these guidelines, addressing the following criteria:**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential

## Entry details

Each criterion is of equal value.

### SIGNIFICANT ACHIEVEMENT

(MAXIMUM 500 WORDS)

Give examples of outstanding achievements in 2018 and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.

### BUSINESS CHALLENGES & RISK MANAGEMENT

(MAXIMUM 500 WORDS)

Give examples of challenges or major risk management issues that you have encountered during 2018 and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.

### INNOVATION

(MAXIMUM 500 WORDS)

Describe any new ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.

### COMMITMENT TO QUALITY CLIENT SERVICE

(MAXIMUM 500 WORDS)

Give examples of how you have displayed outstanding service to clients in 2018 and explain why you believe these are significant. Provide an example of how you have achieved a point of difference in the delivery of excellent service to clients.

### SERVICE AND SUPPORT TO YOUR AGENCY AND OTHER STAFF

(MAXIMUM 500 WORDS)

Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.

### PERSONAL MILESTONES AND CAREER GOALS

(MAXIMUM 500 WORDS)

Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills?

### LEADERSHIP AND CONTRIBUTION TO THE INDUSTRY

(MAXIMUM 500 WORDS)

How have you demonstrated leadership in business broking in 2018. Explain how you have contributed to the industry and why you think these contributions will improve your agency practice in 2019.

## 2019 REIA AWARDS FOR EXCELLENCE

# Commercial Agency of the Year

**This award recognises excellence in agency practice. It covers the commercial sector, including small, medium and large agencies. The agency may have multiple offices in one city or regional location, but may not be a multiple city or national franchise group. An office within a franchise may enter this category provided it is made clear the entry and all claims against selection criteria relate only to that specific office. Each REIA member is eligible to nominate one agency representing commercial practice. This award is not judged on sales figures.**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential

## Entry details

Each criterion is of equal value.

### AGENCY ACHIEVEMENTS

(MAXIMUM 500 WORDS)

Outline the key achievements of the agency during 2018.

### BUSINESS DEVELOPMENT PLAN

(MAXIMUM 500 WORDS)

State the main priorities in your business plan and include an explanation for choosing these priorities.

### PROFESSIONAL DEVELOPMENT

(MAXIMUM 500 WORDS)

Describe professional development strategies that you used in 2018 to develop your staff to their maximum potential. Highlight goals you wish to achieve in developing your staff in the future.

### MARKETING

(MAXIMUM 500 WORDS)

Highlight the most successful marketing strategies you employed in 2018.

### SIGNIFICANT SALES AND/OR PROPERTY MANAGEMENT LISTINGS

(MAXIMUM 500 WORDS)

Give examples of success in property sales and/or property management in 2018. Your examples must focus on properties and means for achieving success, not volume or value. Describe why your agency has been able to achieve this success.

### SERVICE TO CLIENTS

(MAXIMUM 500 WORDS)

Give examples of how your agency has displayed outstanding service to clients in 2018. Describe how your agency achieves a point of difference when delivering excellent service to clients.

## 2019 REIA AWARDS FOR EXCELLENCE

# Commercial Property Manager of the Year

**This award recognises excellence in property management in the commercial sector and covers individuals working in small, medium and large agencies; and independent or franchise agencies. Each REIA member is eligible to nominate one nominee (individual).**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential

## Entry details

Each criterion is of equal value.

### SIGNIFICANT LISTINGS AND PROPERTY MANAGEMENT ACHIEVEMENT

(MAXIMUM 500 WORDS)

Give examples of outstanding listing and property management achievements in 2018 and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.

### BUSINESS CHALLENGES & RISK MANAGEMENT

(MAXIMUM 500 WORDS)

Give examples of challenges or major risk management issues that you have encountered during 2018 and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.

### INNOVATION

(MAXIMUM 500 WORDS)

Describe any new ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.

### COMMITMENT TO QUALITY CLIENT SERVICE

(MAXIMUM 500 WORDS)

Give examples of how you have displayed outstanding service to clients in 2018 and explain why you believe these are significant. Provide an example of how you have achieved a point of difference in the delivery of excellent service to clients.

### SERVICE AND SUPPORT TO YOUR AGENCY AND OTHER STAFF

(MAXIMUM 500 WORDS)

Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.

### PERSONAL MILESTONES AND CAREER GOALS

Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills?

### LEADERSHIP AND CONTRIBUTION TO THE INDUSTRY

How have you demonstrated leadership in commercial property management in 2018? Explain how you have contributed to the industry and why you think these contributions will improve your agency practice and its standing within the real estate industry. Discuss the ways commercial property managers complement other property professionals in meeting consumer needs.

## 2019 REIA AWARDS FOR EXCELLENCE

# Commercial Salesperson of the Year

**This award recognises excellence in selling and covers individuals working as principals, licensed agents or sales consultants; in the commercial sector; small, medium and large agencies; and independent or franchise agencies. Each REIA member is eligible to nominate one nominee (individual) representing commercial practice. This award is not judged on sales figures.**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential

## Entry details

Each criterion is of equal value.

### SIGNIFICANT LISTINGS AND SALES ACHIEVEMENT

(MAXIMUM 500 WORDS)

Give examples of outstanding listing and sales achievements in 2018 and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.

### BUSINESS CHALLENGES & RISK MANAGEMENT

(MAXIMUM 500 WORDS)

Give examples of challenges or major risk management issues that you have encountered during 2018 and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.

### INNOVATION

(MAXIMUM 500 WORDS)

Describe any new ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.

### COMMITMENT TO QUALITY CLIENT SERVICE

(MAXIMUM 500 WORDS)

Give examples of how you have displayed outstanding service to clients in 2018 and explain why you believe these are significant. Provide an example of how you have achieved a point of difference in the delivery of excellent service to clients.

### SERVICE AND SUPPORT TO YOUR AGENCY AND OTHER STAFF

(MAXIMUM 500 WORDS)

Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.

### PERSONAL MILESTONES AND CAREER GOALS

(MAXIMUM 500 WORDS)

Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills?

### LEADERSHIP AND CONTRIBUTION TO THE INDUSTRY

(MAXIMUM 500 WORDS)

How have you demonstrated leadership in commercial sales in 2018? Explain how you have contributed to the industry and why you think these contributions will improve your agency practice and its standing within the real estate industry. Discuss the ways commercial salespersons complement other property professionals in meeting consumer needs.

## 2019 REIA AWARDS FOR EXCELLENCE

# Corporate Support Person of the Year

**This award recognises excellence amongst support staff in either the residential or commercial sectors. It is intended for individuals who must hold a general support position, e.g. receptionist, office manager. Each REIA member is eligible to nominate one nominee (individual).**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential

## Entry details

Each criterion is of equal value.

### PERSONAL PRESENTATION AND PRACTICES

(MAXIMUM 500 WORDS)

Describe the three most important aspects of personal presentation and practices that you display in the real estate agency.

### PERSONABLE AND POLITE MANNER

WORDS)

(MAXIMUM 500

Describe the three most effective ways you communicate in your day-to-day work.

### RELATIONS WITH CLIENTS/CUSTOMERS

(MAXIMUM 500 WORDS)

Describe the three most successful qualities that have enabled you to establish good relations with clients and customers.

### SUPPORT FOR FELLOW WORKERS

(MAXIMUM 500 WORDS)

Describe three successful examples or situations that exhibit your outstanding support for fellow workers.

### INITIATIVE

(MAXIMUM 500 WORDS)

Describe three work situations in which you have displayed initiative.

### EFFECTIVE COMPLETION OF ADMINISTRATIVE DUTIES

WORDS)

(MAXIMUM 500

Describe the three most important factors you consider when undertaking administrative duties.

## 2019 REIA AWARDS FOR EXCELLENCE

# Communications Award

**This award recognises excellence in marketing, advertising or communications. Entrants must be agencies, not individuals. Each REIA member is eligible to nominate one agency for this award.**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- Entrants are not judged on the size of their budget, but rather the ability to deliver information effectively and in a way that appeals to the market the agency operates in
- Supporting material should only be provided where specified and must not exceed specified limits. Supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential
- Attachments are permitted for the Skills criterion.

## Entry details

Each criterion is of equal value.

### STRATEGY

(MAXIMUM 500 WORDS)

Provide details of your 2018 communications strategy.

### SKILLS

(MAXIMUM 500 WORDS)

Provide examples of two advertisements (print or electronic) or brochures you have prepared during 2018 and/or provide your website address and describe its features. Describe key aspects of your marketing and advertising procedures that you feel set you apart in the industry.

### ACHIEVEMENTS

(MAXIMUM 500 WORDS)

Describe how your communications strategy has contributed to business achievements for your agency in 2018.

### COMPLIANCE WITH LEGISLATION

(MAXIMUM 500 WORDS)

Describe how your communications activities comply with relevant legislation in your state or territory.

### BENEFIT TO INDUSTRY AND CONSUMERS

(MAXIMUM 500 WORDS)

Describe any potential benefits to consumers and to the wider real estate industry.

## 2019 REIA AWARDS FOR EXCELLENCE

# Innovation Award

**This award recognises innovation in the industry. Entrants must be agencies, not individuals.**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Entrants must have introduced a new system, service or product that has made a significant impact and is regarded as above and beyond good business practice. Innovations can include progressing and enhancing existing systems, services and products to produce an innovative approach that is unique to the marketplace. Where this is the case, the new ideas or concepts implemented to ensure the innovation meets the definition of “new system, service or produce” must be highlighted in the first criterion.
- Responses can either be full sentences or dot points, depending on the entrant’s preference
- All information provided as part of your submission will remain strictly confidential

## Entry details

Each criterion is of equal value.

### INNOVATION

(MAXIMUM 500 WORDS)

Describe the essential elements of the innovation made in your business and its contribution to the success of your business in 2018. Describe how the innovation has improved your business efficiency.

### COST

(MAXIMUM 500 WORDS)

Discuss the budget implications of the innovation made in your business and how this has been managed.

### INNOVATIVE PROCESS

(MAXIMUM 500 WORDS)

Describe the innovative process. Include work undertaken internally by your staff and work conducted by external service providers?

### BENEFIT TO INDUSTRY

(MAXIMUM 500 WORDS)

Describe any potential benefits of the innovations you have introduced to the wider real estate industry.

### BENEFIT TO CONSUMERS

(MAXIMUM 500 WORDS)

Describe the benefits of the innovations you have introduced to consumers.

## 2019 REIA AWARDS FOR EXCELLENCE

# Community Service Award

**This award recognises the outstanding contribution of agencies or individuals involved in community service. The selection of entrants by REIA members is at the discretion of each REIA member. There is no requirement for REI members to nominate state award winners, although all entrants must be REI members, employees or corporate affiliate members (operating in the real estate sector however not necessarily practising) at the time of nomination and at the time of award presentation.**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential

## Entry details

Each criterion is of equal value.

### COMMUNITY SERVICE PROGRAM

(MAXIMUM 500 WORDS)

Provide details of your 2018 community service program. Include details on time spent and monies raised or contributed.

### RATIONALE

(MAXIMUM 500 WORDS)

Provide a rationale for your involvement in this community service program.

### BENEFIT TO THE COMMUNITY

WORDS)

(MAXIMUM 500

Describe how this program has made a difference to the wider community.

## 2019 REIA AWARDS FOR EXCELLENCE

# Large Residential Agency of the Year

**This award recognises excellence in agency practice in the residential sector, where a single trading entity employs 21 or more people, including admin and the principal. The entrant can be an independent or a franchise office operating from a single location under its own license**

**OR**

**a trading entity with multiple offices in different locations operating under a single license and aggregating its offices into a single entry.**

**Note: If an independent or franchise business operates from multiple offices in different locations under a single license and employs more than 21 people including the principal, then they must aggregate and enter the Large category.**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential
- This award is not judged on sales figures.

## Entry details

Each criterion is of equal value.

### AGENCY ACHIEVEMENTS

(MAXIMUM 500 WORDS)

Outline the key achievements of the agency during 2018.

### BUSINESS DEVELOPMENT PLAN

(MAXIMUM 500 WORDS)

State the main priorities in your business plan and include an explanation for choosing these priorities.

### PROFESSIONAL DEVELOPMENT

(MAXIMUM 500 WORDS)

Describe professional development strategies that you used in 2018 to develop your staff to their maximum potential. Highlight goals you wish to achieve in developing your staff in the future.

### MARKETING

(MAXIMUM 500 WORDS)

Highlight the most successful marketing strategies you employed in 2018.

### SIGNIFICANT SALES AND/OR PROPERTY MANAGEMENT LISTINGS

(MAXIMUM 500 WORDS)

Give examples of success in property sales and/or property management in 2018. Your examples must focus on properties and means for achieving success, not volume or value. Describe how your agency has been able to achieve this success.

### SERVICE TO CLIENTS

(MAXIMUM 500 WORDS)

Give examples of how your agency has displayed outstanding service to clients in 2018. Describe how your agency achieves a point of difference when delivering excellent service to clients.

## 2019 REIA AWARDS FOR EXCELLENCE

# Medium Residential Agency of the Year

**This award recognises excellence in agency practice in the residential sector, where a single trading entity employs between 11 and 20 people including the principal and operates from a single location under its own license.**

**The entrant can be an independent trading entity or a single franchise office owned and operated under its own license.**

**Note: If an independent or franchise business operates from multiple offices in different locations under a single license and employs fewer than 21 people in total, including the principal, then they must choose a single office location and enter that office in the Medium or Small category dependent on appropriate staff numbers.**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential
- This award is not judged on sales figures.

## Entry details

Each criterion is of equal value.

### AGENCY ACHIEVEMENTS *(MAXIMUM 500 WORDS)*

Outline the key achievements of the agency during 2018.

### BUSINESS DEVELOPMENT PLAN *(MAXIMUM 500 WORDS)*

State the main priorities in your business plan and include an explanation for choosing these priorities.

### PROFESSIONAL DEVELOPMENT *(MAXIMUM 500 WORDS)*

Describe professional development strategies that you used in 2018 to develop your staff to their maximum potential. Highlight goals you wish to achieve in developing your staff in the future.

### MARKETING *(MAXIMUM 500 WORDS)*

Highlight the most successful marketing strategies you employed in 2018.

### SIGNIFICANT SALES AND/OR PROPERTY MANAGEMENT LISTINGS *(MAXIMUM 500 WORDS)*

Give examples of success in property sales and/or property management in 2018. Your examples must focus on properties and means for achieving success, not volume or value. Describe why your agency has been able to achieve this success.

### SERVICE TO CLIENTS *(MAXIMUM 500 WORDS)*

Give examples of how your agency has displayed outstanding service to clients in 2018. Describe how your agency achieves a point of difference when delivering excellent service to clients.

## 2019 REIA AWARDS FOR EXCELLENCE

# Small Residential Agency of the Year

**This award recognises excellence in agency practice in the residential sector, where a single trading entity employs a maximum of 10 people including the principal and operates from a single location under its own license.**

**The entrant can be an independent trading entity or a single franchise office owned and operated under its own license.**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential
- This award is not judged on sales figures.

## Entry details

Each criterion is of equal value.

### AGENCY ACHIEVEMENTS

(MAXIMUM 500 WORDS)

Outline the key achievements of the agency during 2018.

### BUSINESS DEVELOPMENT PLAN

(MAXIMUM 500 WORDS)

State the main priorities in your business plan and include an explanation for choosing these priorities.

### PROFESSIONAL DEVELOPMENT

(MAXIMUM 500 WORDS)

Describe professional development strategies that you used in 2018 to develop your staff to their maximum potential. Highlight goals you wish to achieve in developing your staff in the future.

### MARKETING

(MAXIMUM 500 WORDS)

Highlight the most successful marketing strategies you employed in 2018.

### SIGNIFICANT SALES AND/OR PROPERTY MANAGEMENT LISTINGS

(MAXIMUM 500 WORDS)

Give examples of success in property sales and/or property management in 2018. Your examples must focus on properties and means for achieving success, not volume or value. Describe why your agency has been able to achieve this success.

### SERVICE TO CLIENTS

(MAXIMUM 500 WORDS)

Give examples of how your agency has displayed outstanding service to clients in 2018. Describe how your agency achieves a point of difference when delivering excellent service to clients.

## 2019 REIA AWARDS FOR EXCELLENCE

# Residential Property Manager Of The Year

**This award recognises excellence in property management in the residential sector and covers individuals working in small, medium and large agencies; and independent or franchise agencies. Each REIA member is eligible to nominate one nominee (individual).**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential

## Entry details

Each criterion is of equal value.

### SIGNIFICANT ACHIEVEMENT

(MAXIMUM 500 WORDS)

Give examples of outstanding achievements in 2018 and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.

### BUSINESS CHALLENGES & RISK MANAGEMENT

(MAXIMUM 500 WORDS)

Give examples of challenges or major risk management issues that you have encountered during 2018 and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.

### INNOVATION

(MAXIMUM 500 WORDS)

Describe any new ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.

### COMMITMENT TO QUALITY CLIENT SERVICE

(MAXIMUM 500 WORDS)

Give examples of how you have displayed outstanding service to clients in 2018 and explain why you believe these are significant. Provide an example of how you have achieved a point of difference in the delivery of excellent service to clients.

### SERVICE AND SUPPORT TO YOUR AGENCY AND OTHER STAFF

WORDS)

(MAXIMUM 500

Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.

### PERSONAL MILESTONES AND CAREER GOALS

(MAXIMUM 500 WORDS)

Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills?

### LEADERSHIP AND CONTRIBUTION TO THE INDUSTRY

(MAXIMUM 500 WORDS)

How have you demonstrated leadership in residential property management in 2018? Explain how you have contributed to the industry and why you think these contributions will improve your agency practice and its standing within the real estate industry. Discuss the ways residential property managers complement other property professionals in meeting consumer needs.

## 2019 REIA AWARDS FOR EXCELLENCE

# Residential Salesperson of the Year

**This award recognises excellence in selling and covers individuals working as principals, licensed agents or sales consultants; in the residential sector; small, medium and large agencies; and independent or franchise agencies. Each REIA member is eligible to nominate one entrant (individual) representing residential practice.**

### IMPORTANT NOTES

- All information submitted must relate to 2018.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via [www.reia.awardsplatform.com](http://www.reia.awardsplatform.com)
- In addressing the criteria, include material relevant to individual performance only
- Responses can either be full sentences or dot points, depending on the entrant's preference
- All information provided as part of your submission will remain strictly confidential
- This award is not judged on sales figures.

## Entry details

Each criterion is of equal value.

### SIGNIFICANT LISTINGS AND SALES ACHIEVEMENT

(MAXIMUM 500 WORDS)

Give examples of outstanding listing and sales achievements in 2018 and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.

### BUSINESS CHALLENGES & RISK MANAGEMENT

(MAXIMUM 500 WORDS)

Give examples of challenges or major risk management issues that you have encountered during 2018 and explain how you have overcome them. Include details of a difficult client or assignment and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.

### INNOVATION

(MAXIMUM 500 WORDS)

Describe any new ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.

### COMMITMENT TO QUALITY CLIENT SERVICE

(MAXIMUM 500 WORDS)

Give examples of how you have displayed outstanding service to clients in 2018 and explain why you believe these are significant. Provide an example of how you have achieved a point of difference in the delivery of excellent service to clients.

### SERVICE AND SUPPORT TO YOUR AGENCY AND OTHER STAFF

WORDS)

(MAXIMUM 500

Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.

### PERSONAL MILESTONES AND CAREER GOALS

(MAXIMUM 500 WORDS)

Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills?

### LEADERSHIP AND CONTRIBUTION TO THE INDUSTRY

(MAXIMUM 500 WORDS)

How have you demonstrated leadership in residential sales in 2018? Explain how you have contributed to the industry and why you think these contributions will improve your agency practice and its standing within the real estate industry. Discuss the ways residential salespersons complement other property professionals in meeting consumer needs.

## 2019 REIA AWARDS FOR EXCELLENCE

# REIA President's Award

**The President's Award recognise and celebrate outstanding contributions to the real estate profession by individuals from any/all states and territories over an extended period of time.**

Nominees must have been involved in the real estate industry for at least ten years and will be recommended by REIA members based on their own selection criteria to determine what constitutes a significant contribution to the profession in their state or territory. A maximum of one nominee from each REIA member may be put forward each year.

All entrants must be REI members or employees at the time of nomination and at the time of award presentation. Incumbent REIA directors are not eligible for nomination.

## Entry details

In confirming recipients, the REIA President will take into account:

- how long the nominee has been active in the real estate profession
- professional abilities and achievements
- relevant legislative, market and industry knowledge
- commitment to ongoing professional development
- leadership in the industry including commitment to the professional development of others
- highest professional and ethical standards
- participation in state or territory REI activities and/or contribution to the work of REIA