



REIA National Awards for

Excellence 2021



ENTRY KIT

Entries are open now!



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ENTRIES ARE NOW OPEN!

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

In 2021, state and territory member REI entrants in 20 categories will be celebrated for their knowledge, skill and innovation.

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.

HOW TO ENTER

Step 1

Download the REIA National Awards for Excellence 2021 Entry 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. 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.

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 **Friday 9 April 2021 at midnight**. 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 **12 April 2021**. Winners will be announced at the REIA National Awards for Excellence gala dinner to be held at Mindil Beach Resort in Darwin on **Thursday 10 June 2021 from 6.30pm**.

ELIGIBILITY

● Agency Categories

To be eligible to enter any agency category in the REIA National Awards for Excellence 2021, the agency must have won the agency category at the state or territory member REI awards in 2020 and be a current 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 2021, the individual must have won the individual category at the state or territory member REI awards in 2020 and be a current 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 commit to confidentiality in a signed statement. Judges must 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.

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 **Friday 9 April 2021 at midnight** and judging will commence **12 April 2021**.

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.
- Supporting material may be uploaded in PDF format.

No alterations will be permitted after **9 April 2021**. 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 2021 dinner.

FINALISTS & WINNERS

Details of all the state and territory REI finalists will be published in a special April 2021 edition of the REIA electronic newsletter "REIA News".

Winners will be announced at the REIA National Awards for Excellence gala dinner on 10 June 2021.

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 banner

Each finalist will receive:

- A certificate
- Finalists banner

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 lodgement, please contact (02) 62824277 or email reia@reia.com.au

ACHIEVEMENT AWARD

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 2020.
- 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
- 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

The submission must include an online statement, addressing the following criteria:

Significant achievement (maximum 500 words)

Give at least two examples of outstanding achievements during the submission period and explain why you believe these are significant and how it helped you develop in your role.

The types of examples you may consider include a significant sale, ensuring retention or outstanding rent roll growth, an innovative approach to a situation that led to greater efficiencies or results, effective marketing and technologies, quality customer service.

Supporting material: You may wish to include client testimonials marketing material or other evidence. You may upload up to two pages and supporting material must relate to the submission period.

Business Challenges & Risk Management (maximum 500 words)

Give at least two examples of challenges or major risk management issues that you have encountered during the submission period 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 at least two examples of how you have displayed outstanding service to clients during the submission period 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 submission 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)

Provide two examples of how have you demonstrated leadership during the submission period. 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.

BUYER'S AGENT OF THE YEAR

This award recognises excellence in buyers' agency practice and is intended for individuals.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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

The submission must include an online statement addressing the following criteria:

Significant achievement (maximum 500 words)

Give at least two examples of outstanding achievements during the submission period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.

Building Relationships (maximum 500 words)

Outline the techniques and strategies you use to build effective working relationships with sales agents.

Service to Clients (maximum 500 words)

Provide an example of how you have provided outstanding service to a client. Describe how you managed the client's acquisition from start to finish, considering the client's brief, market conditions, due diligence undertaken and the strategies used in negotiation/auction preparation. Outline the challenges or risk you encountered and explain how you came them.

Supporting material: You may wish to include supporting material in the form of information presented to the client, written testimonials etc. You may upload up to three pages and all supporting material must relate to the submission period.

Appraisals

(maximum 500 words)

Provide an appraisal of a property that you have presented to a client. The appraisal should be uploaded in PDF format and must relate to the submission period.

Leadership

(maximum 500 words)

Describe how you provide leadership in the industry. Outline any activities you have personally undertaken during the submission period to raise the profile of buyers' agents and professional standards.

Professional Development

(maximum 500 words)

Outline any professional development activities you have undertaken during the submission period and how they have improved performance.

BUSINESS BROKER OF THE YEAR AWARD

This award recognises excellence in business broking and is intended for individuals.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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

The submission must include an online statement addressing the following criteria:

Significant achievement (maximum 500 words)

Give at least two examples of outstanding achievements during the submission period 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 at least two examples of challenges or major risk management issues that you have encountered during the submission period 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 at least two examples of how you have displayed outstanding service to clients during the submission period 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 submission 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)

Provide two examples of how you have demonstrated leadership in business broking during the submission period. 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 business brokers complement other property professionals in meeting consumer needs.

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 2020.
- 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
- 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

The submission must include an online statement addressing the following criteria:

Significant achievements (maximum 500 words)

Specify the agency's two most significant achievements during the submission period. Outline why you believe these were significant, how you achieved success and how it contributed to business improvement.

The type of examples you may consider include growth (both in size and revenue), expansion through additional staff, outstanding results, implementation of systems, introduction of new services, use of technology, significant sales and/or property listings etc.

Achievements can include progressing or building upon projects, services etc. commenced prior to the submission period and/or previously submitted to the Awards for Excellence program. Where this is the case, specific details of what new results and improvements have been achieved must be highlighted.

Supporting material: You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages and all supporting material must relate to the submission period.

Business development plan (maximum 500 words)

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

Supporting material: You may choose to upload a copy of your business plan.

Professional development (maximum 500 words)

Outline the professional development strategies that you used during the submission period to develop your staff to their maximum potential and how these have improved business performance.

Marketing (maximum 500 words)

Highlight the most successful marketing strategies you employed during the submission period.

Supporting material: You may upload up to three pages and all supporting material must relate to the submission period.

Service to clients (maximum 500 words)

Provide two examples of how your agency has displayed outstanding service to clients during the submission period. Describe how your agency achieves a point of difference when delivering excellent service to clients.

Additional Information to be provided:

Provide the following details about the agency; size of team; number of offices; geographic coverage of the agency; services delivered (e.g. sales, property management, strata management etc.) and the percentage of business attributable to each service. Note: This information will not be scored. It will simply be used by the judges to better understand the entrant's business model.

COMMERCIAL PROPERTY MANAGER OF THE YEAR

This award recognises outstanding achievement in commercial property management and it is intended for individuals rather than agencies. It covers individuals working in small, medium and large agencies; and independent or franchise agencies.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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

The submission must include an online statement addressing the following criteria:

Property Management portfolio and responsibilities (maximum 500 words)

Please confirm whether you practice as an individual with your own specific portfolio please state the number of properties in your personal portfolio and list your responsibilities to its management.

Significant Achievement (maximum 500 words)

Give at least two examples of outstanding achievements during the submission period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value. It may be a business development activity and/or a property management activity.

Supporting material: You may wish to upload supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages and all supporting material must relate to the submission period.

Business Challenges and Risk Management (maximum 500 words)

Give at least two examples of challenges or major risk management issues that you have encountered during the submission period for example rental disputes, repairs and maintenance issues, termination and NCAT 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 during the submission period 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 at least two examples of how you have displayed outstanding service to clients during the submission period 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.

Professional Development (maximum 500 words)

Outline any professional development activities you have undertaken during the submission period and how they have improved your performance.

The types of activities outlined may include both formal and informal professional development; for example, compulsory Continuing Professional Development courses, in-house training, coaching, role playing sessions etc.

Leadership and contribution to the industry (maximum 500 words)

Provide two examples of how you support and/or provide leadership to other staff in your agency or in the industry in general during the submission period. 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.

COMMERCIAL SALESPERSON OF THE YEAR

This award recognises excellence in selling and listing and is intended for 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 2020.
- 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
- 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

The submission must include an online statement, addressing the following criteria:

Significant Sales Activity (maximum 500 words)

Provide details of how your sales performance has improved during the submission period. Outline any year-on-year improvement (e.g. percentage increase in sales). Explain what strategies and processes you have employed to achieve this improvement.

Supporting material: may include but not limited to, data feeds, audited statements, third party independent data provider endorsements etc. You may upload up to five pages and all supporting material must relate to the submission period

Significant Listing Activity (maximum 500 words)

Specify your most significant listing and/or sales achievement during the submission period. Outline why you believe it was significant and how you achieved success. The types of examples you may consider include a significant sale, a complex situation that made the sale challenging, an innovative approach to the sale, effective marketing techniques that attracted attention etc.

Supporting material: You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to 3 pages and all supporting material must relate to the submission period.

Quality Client Service (maximum 500 words)

Provide two examples of how you have displayed a commitment to quality client service during the submission period. Describe how you achieve a point of difference when delivering outstanding service to your clients.

Business Challenges & Risk Management (maximum 500 words)

Give at least two examples of challenges or major risk management issues that you have encountered during the submission period 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)

Outline 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. Ensure examples are time specific to the submission period.

Service and support to your agency and other staff (maximum 500 words)

Outline 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)

Outline your career goals and the strategies to achieve your goals during the submission period. What strategies do you have in place to further develop your knowledge and skills.

Leadership and contribution to the industry (maximum 500 words)

Provide two examples of how you support and/or provide leadership to other staff in your agency or in the industry in general during the submission period. 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.

BUSINESS DEVELOPMENT MANAGER OF THE YEAR

This award recognizes excellence in business development management.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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

The submission must include an online statement, addressing the following criteria:

Significant business development achievements (maximum 500 words)

Give three examples of outstanding business development achievements during the submission period and explain why you believe these are significant.

Commitment to quality customer service (maximum 500 words)

Give three examples of when you have displayed a commitment to quality customer service during the submission period. Describe how you achieve a point of difference when delivering excellent service to clients.

Business Challenges and Risk Management (maximum 500 words)

Give at least two examples of challenges or major risk management issues that you have encountered during the submission period 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.

**Service and support to your agency and other staff
(maximum 500 words)**

Outline the most important responsibilities you believe you have to your agency. Describe your personal contributions to the success of the agency and your fellow staff during the submission period, and explain why these made a difference.

**Commitment to professional and ethical standards
(maximum 500 words)**

Give two examples of how you have displayed a commitment to professional and ethical standards of practice during the submission period.

**Personal milestones and career goals
(maximum 500 words)**

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

OPERATIONAL SUPPORT PERSON OF THE YEAR

This award for excellence recognizes outstanding individuals working in operational support positions.

Entrants must work in a support position, including (but not limited to) administration, office management, reception, personal assistant etc.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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

The submission must include an online statement, addressing the following criteria:

Contribution to the Agency (maximum 500 words)

Briefly outline your current role and responsibilities. Describe the skills and qualities that make you an outstanding operational support professional and explain how you apply these to your role.

Supporting material: You may wish to include supporting material in the form of written testimonials, letters of appreciation etc. You may upload up to three pages.

Support for Team Members (maximum 500 words)

Provide two examples of the most effective ways you provide support to your fellow team members. Highlight how this support has enabled you to build strong relationships with them.

Conflict Resolution (maximum 500 words)

Provide one example of how you have successfully resolved a conflict with a fellow team member or a client and how in doing so demonstrated quality customer service during the submission period.

Initiative (maximum 500 words)

Describe a situation where you have demonstrated initiative. Explain the reasons for undertaking the initiative, the efficiencies that resulted and how this was communicated with the agency and how the agency benefited.

Professional Development (maximum 500 words)

Outline any professional development activities you have undertaken during the submission period and how they have improved your performance.

OPERATIONAL LEADERSHIP AWARD

This award for excellence recognizes outstanding individuals working in operational leadership positions.

An operational leadership role is defined as a person responsible for controlling or administering an organization or group of staff. This would include head of department, line/operations manager, supervisor, principal, administrator, director and managing director.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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

The submission must include an online statement, addressing the following criteria:

Contribution to Agency (maximum 500 words)

Briefly outline your current role and responsibilities. Describe the skills and qualities that make you an outstanding operational leader and explain how you apply these to your role.

Supporting material: You may wish to include supporting material in the form of written testimonials, letters of appreciation etc. You may upload up to three pages and all supporting material must relate to the submission period.

Support for Team Members (maximum 500 words)

Provide two examples of the most effective ways you provide support to your team members. Highlight how this support has enabled you to build strong relationships with them.

Conflict Resolution (maximum 500 words)

Provide one example of how you have successfully resolved a conflict with a team worker or a client and how in doing so demonstrated quality customer service during the submission period.

Initiative (maximum 500 words)

Describe a situation where you have demonstrated initiative. Explain the reasons for undertaking the initiative, the efficiencies that resulted and how this was communicated with the agency and how the agency benefited.

Professional Development (maximum 500 words)

Outline any professional development activities you have undertaken during the submission period and how they have improved your performance.

The types of activities outlined may include both formal and informal professional development; for example compulsory Continuing Professional Development courses, in-house training, coaching, role playing sessions etc.

MARKETING & COMMUNICATIONS AWARD

This award recognises excellence in marketing, advertising or communications of the agency. Entrants must be agencies, not individuals. Each REIA member is eligible to nominate one agency for this award. In an instance where an REIA member has more than one communications category, they must decide which entrant to put forward to the national level.

The submission must include an online statement, addressing the criteria. Attachments are permitted for the Skills criterion.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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

Marketing & Communications Strategy (maximum 500 words)

Provide a summary of your overall marketing and communication objectives and strategies during the submission period and demonstrate how this ties into your overall business plan.

Skills (maximum 500 words)

Provide examples of two advertisements (print or electronic) or brochures you have prepared during the submission period 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. It would be advantageous to outline why you have selected specific media channels, e.g. print, social media, newsletters, etc. Attachments should be less than 5MB each

Achievements (maximum 500 words)

Outline how your communications strategy has contributed to business achievements for your agency during the submission period.

Information in this section could include how you track your engagements with clients, measurable financial results and increased branding awareness in the marketplace.

Compliance with legislation (maximum 500 words)

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

Benefit to industry and consumers (maximum 500 words)

Outline how your communications strategy/activities provide benefits to both consumers and to the wider real estate industry.

MARKETER OF THE YEAR

This award recognizes excellence in business development management.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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

The submission must include an online statement, addressing the following criteria:

Marketing Campaign (maximum 500 words)

Outline your best marketing campaign of a residential, business or commercial property during the submission period. Clearly detail your involvement in the marketing of the property and the work that you personally carried out. Stipulate if a conjunction agent was involved and if you sold the property or someone else did.

You may choose to include the following information: details of the property, your listing presentation; any research conducted; marketing strategies used; number of days on market; copies of ads; website links; media editorial; brochures; independent supporting evidence of the sale price achieved; any follow up after settlement.

Supporting material: You may wish to upload up to 10 pages and all supporting material must relate to the submission period.

Research (maximum 500 words)

Outline the research you conducted to determine the best marketing strategy to employ for your client. List any external providers you used to obtain such information.

Marketing (maximum 500 words)

Outline a unique component of your marketing strategy that you used during the submission period that had a significant impact on the sale result.

Campaign Outcome (maximum 500 words)

What contributing factors played a role in the success of the marketing campaign and subsequent sale? Did the sale price of the property exceed the estimated selling price?

Examples of contributing factors may include market conditions, property features, vendor's motivations, special circumstances etc.

Supporting material: You must attach a copy of the Agency Agreement

Professional Development (maximum 500 words)

Outline any professional development activities you have undertaken in the submission period and how they have improved your performance.

INNOVATION AWARD

This award recognises innovation in the industry. Due to the nature of this Award, an entrant may be an agency, organization with branch offices or a marketing franchise group.

The submission must include an online statement addressing the following criteria.

The following statements must also be addressed:

1. I have not entered this particular innovation into the awards before OR
2. I have entered this particular innovation into the awards before

If option 2 has been selected please address the following issues in the first criteria

Explain the new ideas or concepts that you have implemented to ensure this innovation meets the definition of a 'newly' introduced idea or product'.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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

Innovation **(maximum 500 words)**

Outline the essential elements of the innovation made in your business and its contribution to the success of your business during the submission period. Include dates relevant to the development time-line and a description of how the innovation has improved your business efficiency.

Supporting material: You may wish to include supporting material in the form of case studies or examples that support the success of the innovation. You may upload up to 5 pages and all supporting material must relate to the submission period.

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)**

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

Benefit to industry **(maximum 500 words)**

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

Benefit to consumers **(maximum 500 words)**

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

COMMUNITY SERVICE AWARD

This award recognises the outstanding contribution of an agency or an individual involved in community service. The selection of entrants by REIA member 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 practicing agents) at the time of nomination and at the time of award presentation.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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

The submission must include an online statement addressing the following criteria:

Community service program (maximum 500 words)

Provide details of your community service program during the submission period. The submission must include an endorsement of how the funds were raised, the time spent and the amount of monies raised or contributed by an agency (NOT their franchise) or an individual and the community service in receipt of the donated or contributed monies.

Rationale (maximum 500 words)

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

Benefit to the community (maximum 500 words)

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

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.

Each REIA member is eligible to nominate one agency representing residential practice.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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.

The submission must include an online statement addressing the following criteria:

Agency activity (maximum 500 words)

Provide details of how your overall business performance has improved over the submission period. Outline any year-on-year improvement (e.g. percentage increase in sales, percentage increase in rent roll etc.). Explain what strategies you have employed to achieve this success.

Supporting material: including, but not limited to data feeds, audited statements, third party independent data provider endorsements etc. You may upload up to 10 pages and all supporting material must relate to the submission period.

Significant Achievements (maximum 500 words)

Specify the agency's two most significant achievements during the submission period. Outline why you believe these were significant, how you achieve success and how it contributed to business improvement.

The types of examples you may consider include growth (both in size and revenue), expansion through additional staff, outstanding sales or property management results, implementation of systems, introduction of new products or services, use of technology etc.

Supporting material: You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages and all supporting material must relate to the submission period.

Business development plan (maximum 500 words)

State three main priorities in your business plan. Explain their purpose and how you are working to achieve them.

Supporting material: You may choose to upload a copy of your business plan.

Professional development (maximum 500 words)

Outline the professional development strategies the agency used during the submission period to develop staff to their maximum potential and how these have improved business performance.

Marketing (maximum 500 words)

Highlight the most successful marketing strategies you employed during the submission period.

Service to clients (maximum 500 words)

Provide two examples of how your agency has displayed outstanding service to your clients during the submission period. Describe how your agency achieves a point of difference when delivering excellent service to clients.

Additional information to be provided:

Provide the following details about the agency: size of team; number of offices; geographic coverage of agency; services delivered (e.g. sales, property management, strata management etc.) and the percentage of business attributable to each service. Note this information will not be scored. It will simply be used by the judges to better understand the entrant's business model.

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.

Each REI member is eligible to nominate one agency representing residential practice.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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.

The submission must include an online statement, addressing the following criteria:

Agency activity (maximum 500 words)

Provide details of how your overall business performance has improved over the submission period. Outline any year-on-year improvement (e.g. percentage increase in sales, percentage increase in rent roll etc.). Explain what strategies you have employed to achieve this success.

Supporting material: including, but not limited to data feeds, audited statements, third party independent data provider endorsements etc. You may upload up to 10 pages and all supporting material must relate to the submission period.

Significant Achievements (maximum 500 words)

Specify the agency's two most significant achievements during the submission period. Outline why you believe these were significant, how you achieved success and how it contributed to business improvement.

The type of examples you may consider including growth (both in size and revenue), expansion through additional staff, outstanding sales or property management results, implementation of systems, introduction of new products or services, use of technology etc.

Supporting material: You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages and all supporting material must relate to the submission period.

Business development plan (maximum 500 words)

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

Supporting material: You may choose to upload a copy of your business plan.

Professional development (maximum 500 words)

Outline the professional development strategies the agency used during the submission period to develop staff to their maximum potential and how these have improved business performance.

Marketing (maximum 500 words)

Highlight the most successful marketing strategies you employed in during the submission period.

Service to clients (maximum 500 words)

Provide two examples of how your agency has displayed outstanding service to clients during the submission period. Describe how your agency achieves a point of difference when delivering excellent service to clients.

Additional information to be provided:

Provide the following details about the agency; size of team; number of offices, geographic coverage of agency, services delivered (e.g. sales, property management, strata management etc.) and the percentage of business attributable to each service. Note: This information will not be scored. It will simply be used by the judges to better understand the entrant's business model.

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 where the business entity 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. Each REIA member is eligible to nominate one agency representing residential practice.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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.

The submission must include an online statement addressing the following criteria:

Agency activity (maximum 500 words)

Provide details of how your overall business performance has improved over the submission period. Outline any year-on-year improvement (e.g. percentage increase in sales, percentage increase in rent roll etc.). Explain what strategies you have employed to achieve this success.

Supporting material: including, but not limited to data feeds, audited statements, third party independent data provider endorsements etc. You may upload up to 10 pages and all supporting material must relate to the submission period.

Significant Achievements (maximum 500 words)

Specify the agency's two most significant achievements during the submission period. Outline why you believe these were significant, how you achieved success and how it contributed to business improvement.

The type of examples you may consider including growth (both in size and revenue), expansion through additional staff, outstanding sales or property management results, implementation of systems, introduction of new products or services, use of technology etc.

Supporting material: You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages and all supporting material must relate to the submission period.

Business development plan (maximum 500 words)

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

Supporting material: You may choose to upload a copy of your business plan.

Professional development (maximum 500 words)

Describe professional development strategies that you used during the submission period to develop your staff to their maximum potential and how these have improved business performance.

Marketing (maximum 500 words)

Highlight the most successful marketing strategies you employed during the submission period.

Service to clients (maximum 500 words)

Provide two examples of how your agency has displayed outstanding service to clients during the submission period. Describe how your agency achieves a point of difference when delivering excellent service to clients.

Additional information to be provided:

Provide the following details about the agency; size of team; number of offices, geographic coverage of agency, services delivered (e.g. sales, property management, strata management etc.) and the percentage of business attributable to each service. Note: This information will not be scored. It will simply be used by the judges to better understand the entrant's business model.

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. This award is not judged on scale.

Each REIA member is eligible to nominate one nominee (individual).

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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

The submission must include an online statement, addressing the following criteria:

Property management portfolio and responsibilities (maximum 500 words)

Please confirm whether you practice as a individual with your own specific portfolio and state the number of properties in your personal portfolio and list your responsibilities to its management.

Significant listings and management achievement (maximum 500 words)

Give three examples of how you have demonstrated excellence in property management during the submission period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.

Supporting material: You may wish to upload supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages and all supporting material must relate to the submission period

Business Challenges & Risk Management (maximum 500 words)

Give at least two examples of challenges or major risk management issues that you have encountered during the submission period 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.

Service to clients and customers (maximum 500 words)

Give three examples of how you have displayed outstanding service to lessors and tenants during the submission period and explain why you believe these are significant. Provide examples of how you have achieved points of difference in the delivery of excellent service to tenants and lessors.

Service and support to your agency and other staff (maximum 500 words)

Outline the most important responsibilities you believe you have to your agency. Describe your personal contributions to the success of the agency and your fellow staff during the submission period and explain why 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 during the submission period? 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.

RESIDENTIAL PROPERTY MANAGEMENT TEAM OF THE YEAR

This award recognizes outstanding achievement by teams in residential property management. Team definition: minimum of two team members working under the name of the lead property manager.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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

The submission must include an online statement addressing the following criteria:

Team Performance (maximum 500 words)

Provide details of how overall team performance has improved over the submission period. Explain what strategies were employed to achieve this improvement.

Significant Achievement (maximum 500 words)

Specify the team's most significant achievement during the submission period. Outline why you believe it was significant and how you achieved success.

The type of examples you may consider include achieving retention or significant growth for the rent roll, managing complex rental situations, innovative approaches which have led to greater efficiencies or results, effective marketing techniques etc.

Supporting material: You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages and all supporting material must relate to the submission period.

Business Development (maximum 500 words)

Provide details of the business development strategies the team have used during the submission period. Explain how the strategies have resulted in the growth and development of the property management business. Highlight any year-on-year improvement.

Supporting material: Including, but not limited to, data feeds, audited statements, third party independent data provider endorsements etc. You may upload up to five pages and all supporting material must relate to the submission period.

Culture (maximum 500 words)

Describe the strategies and activities used during the submission period to build an outstanding team culture.

Professional Development (maximum 500 words)

Outline any professional development activities undertaken by the team during the submission period and how they have improved the team's performance.

The types of activities outlined may include both formal and informal professional development; for example, compulsory Continuing Professional Development courses, in-house training, coaching, role playing sessions etc.

Additional information to be provided:

Provide the following details about the team: size of team and roles; size of rent roll (less than 500, 500-1000, more than 1000); property types within rent roll; and geographic coverage of rent roll. Note: this information will not be scored. It will simply be used by the judges to better understand the entrant's role and responsibilities.

RESIDENTIAL SALESPERSON OF THE YEAR

This award recognises outstanding achievement by individuals in residential sales and is intended for individuals working as principals, licensed agents or sales consultants; in 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 2020.
- 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
- 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

The submission must include an online statement, addressing the following criteria:

Sales Activity (maximum 500 words)

Provide details of key business metrics during the submission period, including: ratio of appraisals to listings; ratio of listings to sales; and geographic coverage of agency. How do these metrics compare to 12 months ago? Outline any year-on-year improvement including any new ideas that contributed to your success.

Supporting material: including but not limited to, data feeds, audited statements, third party independent data provider endorsements etc. You may upload up to 10 pages and all supporting material must relate to the submission period

Significant Achievement (maximum 500 words)

Specify your most significant listing and selling achievement during the submission period. Outline why you believe it was significant and how you achieved success. The types of examples you may consider could be significant or record sales for the local area, complex situations that may have drawn out or made the sale challenging; an innovative approach to the sale; an effective marketing technique that attracted attention etc.

Supporting material: You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to 3 pages and all supporting material must relate to the submission period.

Service to Clients (maximum 500 words)

Provide two examples of how you have displayed a commitment to quality customer service during the submission period. Describe how you achieve a point of difference when delivering outstanding service to your 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.

Leadership (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.

Business Challenges and Risk Management (maximum 500 words)

Give examples of challenges or major risk management issues that you have encountered during the submission period, explain how you overcame them. Include details of a difficult client or assignment expectations.

Professional Development (maximum 500 words)

Outline any professional development activities you have undertaken in the submission period and how they have improve your performance.

The types of activities outlined may include both formal and informal professional development; for example, compulsory Continuing Professional Development courses, in-house training, coaching, role playing sessions etc.

Additional information to be provided:

Where the entrant is supported by sales support staff, please provide a statement which outlines: the number of full-time staff (or equivalent) involved in the operations of the entrant; the specific duties which these staff members undertake on behalf of the entrant; whether these support staff are responsible for brining in new clients; and the qualifications of the sales support staff. Note: This information will not be scored. It will simply be used by the judges to better understand the entrant's business model.

RESIDENTIAL SALES TEAM OF THE YEAR

This award recognizes outstanding achievement by teams in residential sales. Team definition: minimum of two team members working under the name of the lead agent.

IMPORTANT NOTES

- All information submitted must relate to 2020.
- 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
- 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.

The submission must include an online statement addressing the following criteria:

Team Activity (maximum 500 words)

Provide details of the following key business metrics for the submission period; size of team and roles; ratio of appraisals to listings; ratio of listings to sales; geographic coverage of your agency. How do these metrics compare to 12 months ago? Outline any year-on-year improvement.

Supporting material: including, but not limited to, data feeds, audited statements, third party independent data provide endorsements etc. You may upload up to 10 pages and all supporting material must relate to the submission period.

Significant Achievement (maximum 500 words)

Specify the team's most significant achievement during the submission period. Outline why you believe it was significant and how you achieved success.

The types of examples you may consider include achieving a significant sale for the local area, an innovative approach to the sales process, effective marketing techniques etc.

Supporting material: You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages and all supporting material must relate to the submission period.

Innovation **(maximum 500 words)**

Detail any innovative sales strategies or techniques introduced during the submission period and how they have contributed to the success of the team. Outline how you believe these will assist the team in the short term (next 12 months) and the longer term (next five years).

Culture **(maximum 500 words)**

Describe the strategies and activities used during the submission period to build an outstanding team culture.

Business Challenges and Risk Management **(maximum 500 words)**

Give examples of challenges or major risk management issues that you have encountered during the submission period, explain how you overcame them. Include details of a difficult client or sale expectations.

Professional Development **(maximum 500 words)**

Outline any professional development activities undertaken by the team during the submission period and how they have improved the team's performance.

The types of activities outlined may include both formal and informal professional development; for example compulsory CPD courses; in-house training, coaching, role playing sessions etc.

Additional information to be provided:

Provide the following details about the agency; size of team; number of offices; geographical coverage of agency; services delivered and the percentage of business attributable to each service. Note: This information will not be scored. It will simply be used by the judges to better understand the entrant's business model.

REIA PRESIDENT'S AWARD

The President's Award recognises and celebrates outstanding contribution 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.

Each nomination will be made via the Awards online portal.

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