

# 2021 AWARDS FOR EXCELLENCE

ENTRY INFORMATION KIT



**REIV**

THE DIFFERENCE

# ENTRIES OPEN 28 JUNE – 6 AUGUST

The REIV Awards for Excellence recognise, reward and celebrate excellence in real estate practices and professionalism.

Participating in the Awards helps you to highlight your most outstanding qualities, biggest successes and creative initiatives over the past 12 months.

In 2021, entrants in 33 categories will be recognised for their achievements, service to clients, strategies and commitment to the industry, to name a few.

## KEY DATES

Submissions Open	28 June
Entries Close	6 August
Finalists Announced	20 September
Winners presented	21 October

## AGENCY CATEGORIES

Best Website Award

Commercial Agency of the Year<sup>+</sup>

Community Service Award<sup>+</sup>

Corporate Promotion Award

Innovation Award<sup>+</sup>

Marketing and Communications Award

Residential Agency of the Year

- Large<sup>+</sup>
- Medium<sup>+</sup>
- Small<sup>+</sup>

Project Marketing Award

PropertyData Sales Agency of the Year<sup>\*</sup>

- Metro
- Regional

Residential Marketing Awards

- Budget under \$10k
- Budget over \$10k

Residential Property Management Team of the Year<sup>+</sup>

Residential Sales Team of the Year<sup>+</sup>

## INDIVIDUAL CATEGORIES

Achievement Award<sup>+</sup>

Business Broker of the Year<sup>+</sup>

Business Development Manager of the Year<sup>+</sup>

Buyers' Agent of the Year<sup>+</sup>

Commercial Property Manager of the Year<sup>+</sup>

Commercial Salesperson of the Year<sup>+</sup>

Marketer of the Year<sup>+</sup>

Operational Leadership Award<sup>+</sup>

Operational Support Award<sup>+</sup>

Outstanding New Agent of the Year

Owners Corporation Manager of the Year

Property Valuer of the Year

Residential Property Manager of the Year<sup>+</sup>

- Maximum of 4 direct reports
- 5 or more direct reports

Residential Salesperson of the Year<sup>+</sup>

- Maximum of 4 direct reports
- 5 or more direct reports

## WHY ENTER?

### Entering is easy and free

If you have the time to answer six (6) short questions, then you have the time to enter the Awards.

The criteria makes it easier and less time consuming to prepare your submission. Plus, entry is free - REIV does not charge a fee to enter the Awards.

### Create your point of difference

Isn't it time to put yourself or your agency in front of clients looking for the best?

Winning an Award is a major achievement and could be the difference to set you apart from competitors.

### More agents can now enter

The 2021 competition allows for a range of real estate professionals to enter, more than ever before.

### Wide range of categories

There's something for everyone. The 2021 categories recognise all facets of the real estate industry.

## Looking for more commercial & industrial awards? Why not enter the C&I Marketing Awards

*\*Not open for submissions. To be eligible for this Award, the agency must be a subscriber of PropertyData. The Award will be judged on sales performance during the award period.*

*+Winner of this Award progresses through as a finalist to the REIA National Awards for Excellence. Becoming a finalist in the REIA Awards provides even greater marketing opportunities.*

# 2021 REIV Awards for Excellence

The following pages provide further detail on each award category, judging criteria, eligibility and the terms and conditions of the 2021 competition.

All entries must be submitted online at [reiv.com.au/awards](http://reiv.com.au/awards)

The REIV Awards for Excellence are presented to eligible REIV members who have shown excellence in the respective Award category/s during the period of 1 July 2020 – 30 June 2021 (Award period)

## Tips for preparing your entry

### Understand the guidelines

Clear guidelines and limits are provided in the Terms and Conditions of Entry and category criteria, ensure you adhere to them when preparing your entry.

Make sure you thoroughly read the criteria for the category/s you are entering and address all questions. Ensure your answers are detailed, specific and relevant to the question being asked. Demonstrate genuine, noteworthy achievements that can be verified with clients and/ or third parties.

### Don't rush

Schedule time prior to the close of entries to prepare your submission. Don't leave it to the last minute. Preparing an Award entry can be a valuable experience, allowing time to reflect on personal and business successes. It can often result in ideas for future planning or strategies.

### Work as a team

When entering an Agency Award, involve the whole team in discussions. Allocate team members a role in preparing specific entry material. Review the entry before submission as a group.

If entering an Individual Award, involve colleagues in the preparation of your submission. You'll be surprised at the assistance and input they can offer.

A third party may be able to assist with proof reading, correcting any grammatical errors and ensure acronyms are fully explained previously.

### Appoint a central co-ordinator

It is a good idea to appoint a central co-ordinator in your team to be responsible for ensuring responsible parties are on track to meet the entry deadlines, collating and uploading the final entry for submission.

### Be honest

You may not excel in every judging criteria or your response to every question, but that is ok. Do not be afraid to outline steps that have/are being taken to address any gaps or identified weakness.

## How to enter

1. Identify the award category/s you would like to enter and check eligibility.
2. Create a login and password on the online Awards portal: [reiv.com.au/awards](http://reiv.com.au/awards)  
Once set up you will receive a confirmation email. Keep the details in a safe place for future reference. If you have entered in previous years, your original login details will still be valid.
3. Draft your submission and collate necessary information as per the criteria. Note: Answers to the criteria questions must be entered directly into the relevant field in the online portal. You cannot upload your answers in PDF, Word or other format. Consider drafting your responses offline and copy and pasting into the portal. Supporting material, however, may be uploaded in PDF format.
4. When ready to submit, log into the Awards portal, confirm entry details and enter your submission.  
Don't forget to upload a high resolution colour photo or logo to compliment your entry:
  - For agency categories, upload a 300 dpi colour version of your agency logo (Both EPS and JPEG formats are preferred)
  - For individual categories, upload a 300 dpi colour portrait photo of yourself, head and shoulders only (Both EPS and JPEG formats are preferred)
5. Entries must be submitted by Friday 6 August 2021 by 5.00pm.  
Changes can be made to your entry up to this date, but not after. Hard copy submissions or supporting material will not be accepted and/or passed onto judges.

## Contact Us

REIV Events  
Phone: 03 9205 6666  
Email: [events@reiv.com.au](mailto:events@reiv.com.au)

# TERMS & CONDITIONS OF ENTRY

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

## ELIGIBILITY

An entry/entrant will be deemed ineligible if the individual or agency are the subject of/to, or are aware, or could reasonably be aware of:

- An inquiry under Section 25, 28 or 59 of the Estate Agents Act 1980.
- A defendant or a respondent in criminal or civil proceedings in Australia or elsewhere in connection with or in relation to:  
bankruptcy; bullying; culpable driving; defamation; discrimination; dishonesty; drugs; fraud; harassment; insolvency; misleading or deceptive conduct; money laundering; occupational health and safety; paedophilia; pornography; privacy; taxation; the sale, purchase, letting or management of real estate or a business; trust moneys; violence.
- As a defendant or as a respondent you were subject to an adverse finding, whether or not it resulted in a conviction or an order being recorded or made against you, by a court or a tribunal in Australia or elsewhere in connection with or in relation to any of the matters set out above.
- You have provided an enforceable undertaking to Consumer Affairs Victoria or the Australian Competition and Consumer Commission.
- You were subject to an adverse finding by an REIV Hearing Panel in connection with or in relation to a member-to-member complaint or dispute.

## Agency categories

To be eligible to enter any agency category in the REIV Awards for Excellence, the agency must be an REIV member at the time of entry and remain so until winners are announced at the Awards for Excellence Dinner in October. Note: this means you must have paid your membership for the 2021/22 financial year.

At all relevant times, membership fees and other amounts payable to REIV must be fully paid and not in arrears. If the agency's membership is 'on hold' due to non-payment of fees, other amounts or breaches, the entrant will be ineligible for an award.

An entry/entries submitted into any agency category must be approved and signed by the Principal or Officer-in-Effective Control of the agency.

For additional eligibility requirements, please refer to the criteria for the category/s you wish to enter. When determining the size of an agency, REIV will take into account all branch offices of the agency.

## Individual categories

To be eligible to enter any individual category in the REIV Awards for Excellence, the entrant must be a REIV licensed or representative member at the time of entry and remain so until winners are announced at the Awards for Excellence Dinner in October.

Note: this means you must have paid your membership for the 2021/22 financial year.

REIV Affiliates may only enter, if they are employed by a REIV Agency member for:

- Business Development Manager of the Year
- Marketer of the Year
- Operational Leadership Award, or
- Operational Support Award, categories.

Student members are not eligible to enter.

For additional eligibility requirements, please refer to the criteria for the category/s you wish to enter

## Declaration

Entrants must complete a declaration through the online Awards portal confirming you agree:

- You cannot withdraw your entry, add to, amend or substitute with another entry after submission.
- You confirm the information in your entry is true and correct and the matters on which your entry is based occurred entirely within the award period.
- Your entry becomes the property of REIV and will not be returned to you.

Should your contact details change between the lodgement of your submission and the Awards for Excellence Gala Dinner, please contact REIV Events via email to [events@reiv.com.au](mailto:events@reiv.com.au)

## DISQUALIFICATION

REIV reserves the right to disqualify an entry before, during or after the contest judging, official announcement of winners and awards presentation if it is determined that:

An entry or entrant breaches or fails to comply with any of the stated eligibility, terms and conditions, ceases to be a member or the information provided within is/was false, misleading or deceptive or is likely to mislead or deceive.

In the case of disqualification after the Awards ceremony, the entrant will be required to return the award and immediately cease to use award promotional material and resources. The REIV, at its discretion, also reserves the right to make a public announcement.



# TERMS & CONDITIONS OF ENTRY

## TERMS OF ENTRY

REIV does not charge a fee to enter the Awards. Entrants are responsible for any costs associated with entering or attending the REIV Awards for Excellence and/or the REIA National Awards for Excellence.

REIV reserves the right to change or update any aspects of the award categories and criteria.

If the submission is entered into a category for which it does not qualify, REIV reserves the right to move the submission to an appropriate category, without prior consent from the entrant.

If the REIV considers there are insufficient eligible entries for one or more categories, or if there are no eligible entries for an Award category by the deadline, it may, at its discretion:

- Extend the deadline for entries for the respective category/s or
- In lieu of extending the deadline, not present an Award in that category/s.

It is the entrant's responsibility:

- To ensure (if you or another agency/s were jointly engaged on the subject matter of your entry) the other agency/s submit their entries in conjunction with your entry. Your entry alone will be ineligible if this circumstance applies.
- To ensure the correct category has been entered.
- To ensure the entry is submitted/completed by the close of entries date.

## JUDGING

An independent judging panel will be appointed by REIV for each Award category. Judges are selected for their knowledge and expertise in the category to be judged. They may, or may not, be directly involved in the real estate industry in Victoria.

Every effort will be made to ensure that judging panels do not have any conflict of interest, and that judging processes are transparent. Judges are required to sign a declaration and confidentiality agreement.

The identities of the judges specific to your category will remain confidential and will not be disclosed.

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

Judges reserve the right to decline to present an Award in a particular category if a minimum standard of excellence has not been reached.

There is no specified number of finalists predetermined for each category. Finalists will be determined based on judges' recommendations only. The judges' scores and comments determine the winner and finalists in each category.

The judges' decision is final and no correspondence will be entered into.

## PUBLICITY & WARRANTIES

The REIV may use any part or all of your entry to promote by any medium the Awards, Award winners and also to promote future REIV Awards or their equivalents.

Your contact details may be provided to agencies engaged by the REIV to promote the Awards. Any approaches regarding advertising/promotion is at the discretion and expense of the entrant and is presented as an opportunity to the entrant only.

Winning an REIV Award for Excellence provides a powerful marketing tool for you and your agency.

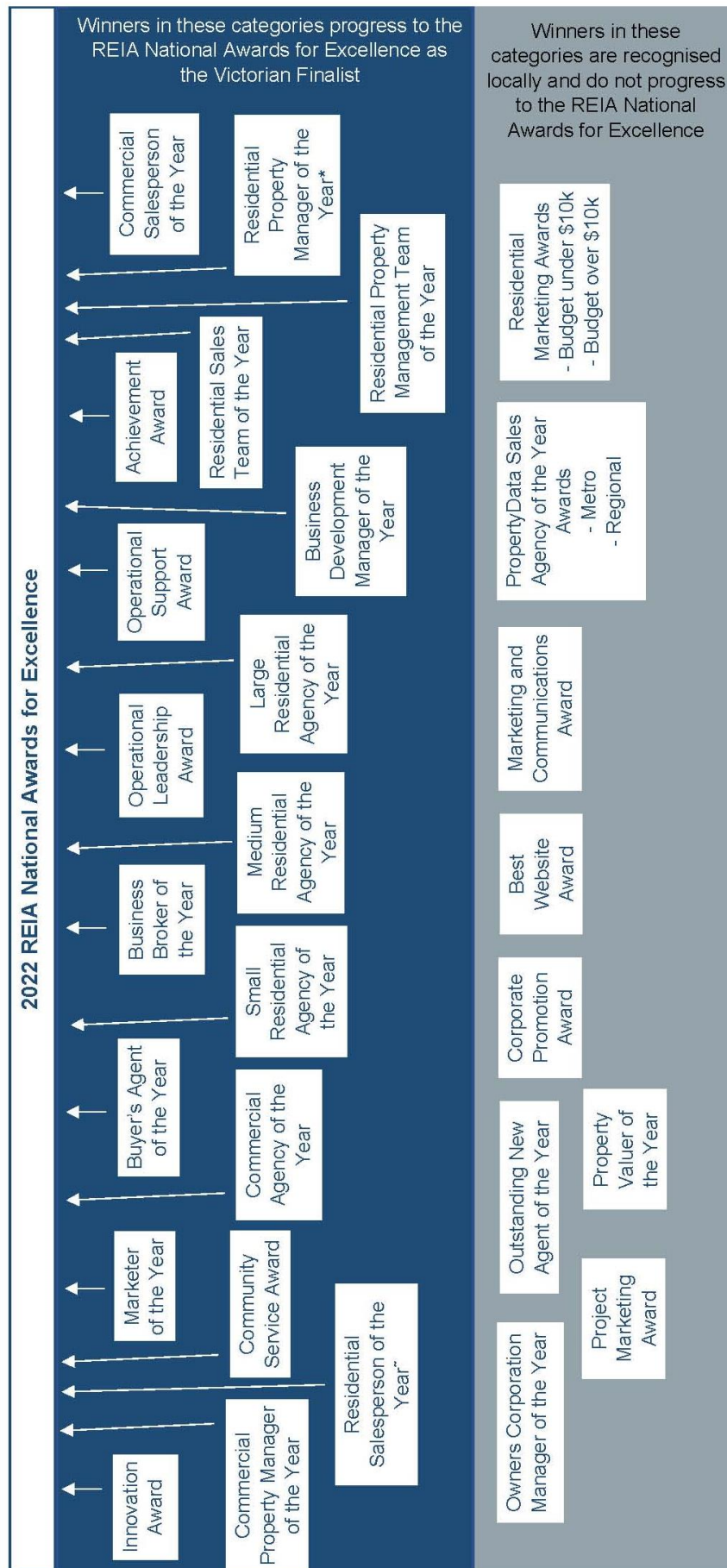
Following the Awards each winner/finalist will receive a REIV Award logo, specifying your Award title and certificate. This Award logo and/or certificate may only be used strictly in accordance with the terms and conditions of the Licence Agreement. A copy of the Licence Agreement will be provided to you for signing and return. The Award logo and/or Certificate cannot be used for any promotion or other purposes until the Agreement has been signed, returned to REIV and REIV has formally acknowledged receipt.

## REIA NATIONAL AWARDS FOR EXCELLENCE

As a winner of a REIV Award for Excellence your entry may be eligible to progress through to the REIA National Awards for Excellence in the respective category.

To be eligible for the REIA National Awards for Excellence you must remain a member of REIV in the same membership category to which you held, at your original entry submission date. You must remain a REIV member until winners are announced at the REIA National Awards for Excellence Dinner in 2022. Should your membership cease, REIV, at its sole discretion, may disqualify you as an entrant, finalist or winner. See Winner Pathway diagram on page 6.

## WINNER PATHWAY to REIA NATIONAL AWARDS



\*Only the winner with the highest judges awarded score of the Residential Property Manager of the Year and Residential Property Manager (Executive) of the Year categories progresses through.

~Only the winner with the highest judges awarded score of the Residential Salesperson of the Year and Residential Salesperson (Executive) of the Year categories progresses through.

# 2021 CATEGORIES

CATEGORY	PAGE No.
Achievement Award <sup>+</sup>	08
Best Website Award	09
Business Broker of the Year <sup>+</sup>	10
Business Development Manager of the Year <sup>+</sup>	11
Buyers' Agent of the Year <sup>+</sup>	12
Commercial Agency of the Year <sup>+</sup>	13
Commercial Property Manager of the Year <sup>+</sup>	14
Commercial Salesperson of the Year <sup>+</sup>	16
Community Service Award <sup>+</sup>	18
Corporate Promotion Award	19
Innovation Award <sup>+</sup>	20
Marketer of the Year <sup>+</sup>	21
Marketing and Communications Award	22
Operational Leadership Award <sup>+</sup>	23
Operational Support Award <sup>+</sup>	24
Outstanding New Agent of the Year	25
Owners Corporation Manager of the Year	26
Project Marketing Award	27
Property Valuer of the Year	28
PropertyData Sales Agency of the Year <sup>+</sup>	29
- Metro	
- Regional	
Residential Agency of the Year	30
- Large <sup>+</sup>	
- Medium <sup>+</sup>	
- Small <sup>+</sup>	
Residential Marketing Awards	32
- Budget under \$10k	
- Budget over \$10k	
Residential Property Management Team of the Year <sup>+</sup>	33
Residential Property Manager of the Year <sup>+</sup>	34
- Maximum of 4 direct reports	
- 5 or more direct reports	
Residential Sales Team of the Year <sup>+</sup>	36
Residential Salesperson of the Year <sup>+</sup>	37
- Maximum of 4 direct reports	
- 5 or more direct reports	

<sup>+</sup>Not open for submissions. To be eligible for this Award, the agency must be a subscriber of PropertyData.

<sup>+</sup>Winner of this Award progresses through as a finalist to the REIA National Awards for Excellence to represent Victoria. Note entry must be resubmitted for REIA consideration.

# ACHIEVEMENT AWARD

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

## Eligibility

- Entrants must be individuals rather than a team or business.
- Entrants must have held their licence or registration (including provisional status) for no more than two years prior to the close of entries date.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format.
- 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 within the portal.

- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.
- The winner of this category is eligible to apply for the REIA National Achievement Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Significant achievements</b>	Provide at least two examples of outstanding achievements during the award period and explain why you believe these are significant and how it helped you develop in your role. Types of examples may 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. Your examples must focus on properties and means for achieving success, not volume or value.
<b>Business challenges &amp; risk management</b>	Give examples of challenges or major risk management issues that you have encountered during the award 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. Include how this demonstrated your business and/or personal ethics.
<b>Innovation</b>	Describe any new ideas and innovative procedures and/or services you have implemented and its contribution to your, and your company's, success. This could be in relation to customer service and satisfaction, business efficiencies, cost savings, employee satisfaction or any other matter that adds value to your profession.
<b>Commitment to quality client service</b>	Give at least two examples of how you have displayed outstanding service to clients during the award 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. Include how these examples align/demonstrate with your business/ personal ethics.



# BEST WEBSITE AWARD

*This Award recognises excellence in marketing or communications of the agency.*

## Eligibility

- Entrants must be agencies, not individuals
- Website must be online during the awards period up to the Awards for Excellence Gala on 21 October.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, the new submission must indicate what year-on-year improvements have been made.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Description</b>	<p>Provide a summary of your website including content, design, functionality, unique features, revisions and upgrades over the last 12 months (if applicable).</p> <p>You may like to include an overview on how the site fits into your marketing and communications strategy and why a design or features were chosen.</p>
<b>Key Analytics</b>	<p>Outline the key analytics of the site including unique and return visits, bounce rate, time spent by users on site, and leads generated.</p>
<b>User experience and effectiveness</b>	<p>Describe the user experience and effectiveness of the site. Include how the site meets customer demand and represents industry trends.</p> <p>You may like to include any details on market research conducted in relation to the website during the awards period.</p>

Looking for more recognition for the team?

Why not also enter the Marketing and Communications Award (see page 22)

# BUSINESS BROKER OF THE YEAR

*This Award recognises excellence in business broking.*

## Eligibility

- Entrants must be individuals rather than a team or business.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format.
- 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 within the portal.

- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.
- The winner of this category is eligible to apply for the REIA National Business Broker of the Year Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Significant Achievements</b>	Provide at least two examples of outstanding achievements during the award period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.
<b>Business Challenges &amp; Risk Management</b>	Give examples of challenges or major risk management issues that you have encountered during the award 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. Include how this demonstrated your business and/or personal ethics.
<b>Innovation</b>	Describe any new ideas and innovative procedures and/or services you have implemented and its contribution to your, and your company's, success. This could be in relation to customer service and satisfaction, business efficiencies, cost savings, employee satisfaction or any other matter that adds value to your profession.
<b>Commitment to quality client service</b>	Give at least two examples of how you have displayed outstanding service to clients during the award 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. Include how these examples align/demonstrate with your business/ personal ethics.
<b>Service and support to your company/ agency</b>	Describe how your role and responsibilities support the objectives of your company/ agency. Describe how you supported, encouraged, trained, coached and mentored colleagues during the award period and how your contribution made a difference.
<b>Personal milestones and career goals</b>	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?
<b>Leadership and contribution to the industry</b>	Explain what leadership means to you and provide two examples of how you have demonstrated leadership during the award period. Explain how you have contributed to the profession and why you think these contributions will have a positive impact on your company's practice and standing within the real estate sector.

# BUSINESS DEVELOPMENT MANAGER OF THE YEAR

*This Award recognises excellence in business development.*

## Eligibility

- Entrants must be individuals rather than a team or business.
- Entry is open to REIV Individual Members or REIV Affiliates, if employed by a REIV Agency Member and not eligible for REIV Individual membership.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format.

- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- The winner of this category is eligible to apply for the REIA National Business Development Manager of the Year Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Significant business development achievements</b>	Give three examples of outstanding business development achievements during the award period and explain why you believe these are significant.
<b>Business challenges &amp; risk management</b>	Outline at least two examples of challenges or major risk management issues that you have encountered during the award 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.
<b>Service and support to your organisation</b>	Outline the most important responsibilities you believe you have to your company. Describe your personal contributions to the success of the company and your fellow staff, during the award period, and how your contribution made a difference. This may include how you have supported, encouraged, trained, coached and mentored colleagues.
<b>Commitment to quality client service</b>	Give three examples of when you displayed a commitment to quality customer service during the award period. Describe how you achieve a point of difference when delivering excellent service to clients.
<b>Commitment to professional and ethical standards</b>	Give two examples of how you have displayed a commitment to professional and ethical standards of practice during the award period.
<b>Personal milestones and career goals</b>	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? Have these strategies or goals changed in the past 12 months? And why/how?

# BUYER'S AGENT OF THE YEAR

*This Award recognises excellence in buyers' agency practice.*

## Eligibility

- Entrants must be individuals rather than a team or business.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format. It may include: information presented to the client, written testimonials, etc.
- 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 within the portal.

- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.
- The winner of this category is eligible to apply for the REIA National Buyers' Agent of the Year Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Significant Achievements</b>	Provide at least two examples of outstanding achievements during the award period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.
<b>Building Relationships</b>	Outline the techniques and strategies you use to build effective working relationships with sales agents.
<b>Service to Clients</b>	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 overcame them.
<b>Appraisals</b>	Provide an appraisal of a property that you have presented to a client, where possible. The appraisal should be uploaded in PDF format and must relate to the award period. Alternatively, describe the steps and factors taken into consideration when presenting a property to a client.
<b>Leadership</b>	Describe how you provide leadership in the industry. Outline any activities you have personally undertaken during the award period to raise the profile of buyers' agents and professional standards. You may also like to reference the REIA National Principles of Conduct and how you comply with these.
<b>Professional Development</b>	Outline any professional development activities you have undertaken during the award period and how they have improved your performance. Types of activities may include both formal and informal professional development; for example, Continuing Professional Development courses, in-house training, coaching, role playing sessions, etc.



# COMMERCIAL AGENCY OF THE YEAR

*This Award recognises outstanding agency practice in the commercial sector, including small, medium and large agencies.*

## Eligibility

- Entrants may operate as a single or multiple office network trading under one Victorian corporate licence.
- An office within a franchise may enter this category provided it is made clear the entry and all claims against the criteria relate only to that specific office.

Note: This Award is not judged on sales figures.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Responses can either be full sentences or dot points, depending on the entrants preference.

- Supporting material is encouraged to provide evidence and credibility. It may include: agency business plan, data feeds, third party data provider endorsements, audited statements, marketing material, client testimonials, etc.
- 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 within the portal.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.
- The winner of this category is eligible to apply for the REIA National Commercial Agency of the Year Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Agency Achievements</b>	Outline the key achievements of the agency during the award period. Explain why you consider these achievements to be of significance, how you achieved success and how it contributed to business improvement. Include an outline on any year on year improvements and what strategies were employed to achieve this success.  Achievements may relate to business growth (size/revenue), expansion through additional staff, outstanding results, staff development, contribution to the wider real estate profession, introduction of new services/ systems, use of technology, and/or customer service.
<b>Business Development Plan</b>	State the main priorities in your business plan, their purpose and how you are working to achieve them.
<b>Professional Development</b>	Outline the professional development strategies used during the award period to develop staff; how this development may have improved business performance; and any future plans/ goals for further staff development.
<b>Marketing</b>	Highlight the most successful marketing strategies employed during the award period and why you consider these strategies as successful. Include any detail on measures used to gauge success.
<b>Significant sales and/or property management listings</b>	Provide examples of property sales and/or property management successes during the period. 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.
<b>Service to clients</b>	Provide examples of how your agency has displayed outstanding service to clients. Describe how your agency achieves a point of difference when delivering outstanding service to clients.
<b>Additional information</b>	Provide an overview about your agency including size of team, number of offices, geographic coverage of agency, services delivered (e.g. sales, property management, strata management, etc) and the percentage of the business attributed to each service. This information will not be scored. It will simply be used by the judges to better understand your agency business model.

# COMMERCIAL PROPERTY MANAGER OF THE YEAR

*This Award recognises outstanding achievement in commercial property management.*

## Eligibility

- Entrants must be individuals rather than a team or agency. It covers individuals working in a small, medium or large agency; and independent or franchise agencies.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format. It may include: client testimonials, marketing material, etc.
- 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 within the portal.

- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.
- The winner of this category is eligible to apply for the REIA National Commercial Property Manager of the Year Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Property management portfolio and responsibilities</b>	Provide a statement confirming whether you practise as an individual with your own specific portfolio, include the number of properties in your personal portfolio and list your responsibilities to its management.
<b>Significant achievements</b>	Provide at least two examples of outstanding achievements during the award 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 and/or a property management activity.
<b>Business challenges &amp; risk management</b>	Give examples of challenges or major risk management issues that you have encountered during the award period and explain how you have overcome them. Issues may include rental disputes, repairs and maintenance issues, termination, etc. 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. Include how this demonstrated your business and/or personal ethics.
<b>Innovation</b>	Describe any new ideas and innovative procedures and/or services you have implemented and its contribution to your, and your company's success. This could be in relation to customer service and satisfaction, business efficiencies, cost savings, employee satisfaction or any other matter that adds value to your profession.
<b>Commitment to quality client service</b>	Give at least two examples of how you have displayed outstanding service to clients during the award 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. Include how these examples align/demonstrate with your business/ personal ethics.

# COMMERCIAL PROPERTY MANAGER OF THE YEAR

## ENTRY DETAILS CONTINUED...

<b>Professional Development</b>	Outline any professional development activities you have undertaken during the award period and how they have improved your performance. Types of activities may include both formal and informal professional development; for example, Continuing Professional Development courses, in-house training, coaching, role playing sessions, etc.
<b>Leadership and contribution to the industry</b>	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 award 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.

Recognise the entire team for their excellence –  
Enter the Commercial Agency of the Year Award (see page 13)

# COMMERCIAL SALESPERSON OF THE YEAR

*This Award recognises excellence in selling and listing.*

## Eligibility

- Entrants must be individuals rather than a team or agency. It covers principals, licensed agents or sales consultants in the commercial sector; small, medium and large agencies; and independent or franchise agencies.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format. It may include: data feeds, audited statements, third party independent data provider endorsements, client testimonials, marketing material, etc.
- 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 within the portal.

- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.
- The winner of this category is eligible to apply for the REIA National Commercial Salesperson of the Year Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Significant sales activity</b>	Provide details of how your sales performance has improved during the award 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.
<b>Significant listing achievements</b>	Specify your most significant listing and/or sales achievement during the award period. Outline why you believe it was significant and how you achieved success. Types of examples may 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.
<b>Commitment to quality client service</b>	Provide two (2) examples of how you have displayed a commitment to quality client service during the award period. Describe how you achieve a point of difference when delivering outstanding service to your clients. Include how these examples align/demonstrate with your business/ personal ethics.
<b>Business challenges &amp; risk management</b>	Give at least two (2) examples of challenges or major risk management issues that you have encountered during the award 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. Include how this demonstrated your business and/or personal ethics.
<b>Innovation</b>	Describe any new ideas and innovative procedures and/or services you have implemented and its contribution to your, and your company's, success. This could be in relation to customer service and satisfaction, business efficiencies, cost savings, employee satisfaction or any other matter that adds value to your profession. Describe if this has contributed to your positioning and differentiation in the marketplace. Ensure examples are within the awards period.
<b>Service and support to your agency</b>	Describe how your role and responsibilities support the objectives of your company/ agency. Describe how you supported, encouraged, trained, coached and mentored colleagues during the award period and how your contribution made a difference.

CRITERION CONTINUED OVERLEAF...



# COMMERCIAL SALESPERSON OF THE YEAR

## ENTRY DETAILS CONTINUED...

<b>Personal milestones and career goals</b>	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?
<b>Leadership and contribution to the industry</b>	Provide two examples of how you have demonstrated leadership in the award 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 salespersons complement other property professionals in meeting consumer needs.

Want more recognition? Why not consider entering the  
Business Development Manager of the Year Award (see page 11)

# COMMUNITY SERVICE AWARD

*This Award recognises the contribution of agencies or individuals to community service.*

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility. It may include: agency business plan, data feeds, third party data provider endorsements, audited statements, marketing material, client testimonials, etc.
- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.
- The winner of this category is eligible to apply for the REIA National Community Service Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Initiative</b>	Provide details of your community service program or initiative during the award period. Include details on time spent, money raised or contributions (by your office not the franchise group, if applicable), the extent of you and /or your team's involvement and the time period of the program.
<b>Drivers</b>	Describe the key reasons that attracted you or your business to this particular initiative or community service program. What made you choose the causes you are/ were involved with?
<b>Benefits to the community</b>	Outline any measurable outcomes achieved and describe how this program/ initiative has made a difference to the wider community.
<b>Additional information</b>	Where the entrant is supported by others in their community service activities, please provide a statement which outlines the number of people involved in the community service activities of the entrant and the specific duties they undertook on behalf of the entrant. This information will not be scored. It will simply be used by the judges to better understand the entrant's activities.

# CORPORATE PROMOTION AWARD

*This Award recognises excellence in corporate promotions of the agency.*

## Eligibility

- Entrants must be agencies, not individuals.
- Entry is open to REIV Agency Members or REIV Affiliates, if the office is not eligible for Membership and the company's core business is the buying and selling of real estate.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility. It may include: market research data, advertisements, brochures, other marketing material, client testimonials, etc.

- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, the new submission must indicate what year-on-year improvements have been made.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Methodology</b>	Provide an overview on the methodology adopted to develop the corporate branding. Describe the analysis undertaken to develop the value proposition and brand style guide.
<b>Market Research</b>	Outline the market research/concept testing techniques and methods employed to ensure relevance to your target audience, track engagement with clients, brand awareness and measurable financial results, as a result of the corporate promotions.
<b>Promotion</b>	Summarise and provide examples of the method of promoting your corporate identity/brand to clients and customers.
<b>Business Strategy</b>	Outline your mission statement and how this is integrated into the business philosophy and day to day practice.

Your team has excelled in corporate promotions - consider also entering your agency in the Marketing and Communications Award (see page 22) or recognise an individual in the Marketer of the Year Award (see page 21)

# INNOVATION AWARD

*This Award recognises innovative services, products and ideas developed by member agencies that add value to the property transaction.*

## Eligibility

- Entrants must be agencies, not individuals.
- An entrant may be an agency, organisation with brand offices or a marketing franchise group.
- If the innovation you are entering has been entered into the Awards before, please explain the new ideas or concepts that have been implemented to ensure this innovation meets the definition of a 'newly' introduced idea or product.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility. It may include: case

studies or examples, client testimonials, etc.

- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.
- The winner of this category is eligible to apply for the REIA National Innovation Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Innovation</b>	Outline the essential elements of the innovation made in your business and its contribution to the success of your business in the awards period. Include dates relevant to the development timeline and a description of how the innovation has improved your business efficiency/effectiveness.  This may include the introduction of a new system, service or product, customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession.
<b>Cost</b>	Discuss the budget implications of the innovation made in your business and how this has been managed.
<b>Innovative Process</b>	Describe the process undertaken to recognise, develop, refine and implement the innovation. Include work undertaken internally by your staff and any work conducted by external service providers.
<b>Benefit to industry</b>	Outline any potential benefits of the innovation/s you have introduced to the wider real estate profession.
<b>Benefit to consumers</b>	Describe how your current and potential clients or staff will benefit from the innovation/s introduced.



# MARKETER OF THE YEAR

*This Award recognises outstanding achievement by individuals in property marketing.*

## Eligibility

- Entrants must be individuals rather than a team or business.
- Entry is open to REIV Individual Members or REIV Affiliates, if employed by a REIV Agency Member and not eligible for REIV Individual membership.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format.

- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- The winner of this category is eligible to apply for the REIA National Marketer of the Year Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Marketing Campaign</b>	Outline your best marketing campaign of a residential, business or commercial property during the award period. Clearly detail your involvement in the marketing of the property and the work 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 advertisements, website links, media editorial, brochures, independent supporting evidence of the sale price achieved, and any follow up after settlement.
<b>Research</b>	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.
<b>Marketing</b>	Outline a unique component of your marketing strategy that you used during the award period that had a significant impact on the sale result.
<b>Campaign Outcome</b>	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.
<b>Professional Development</b>	Outline any professional development activities you have undertaken in the award period and how they have improved your performance.

# MARKETING AND COMMUNICATIONS AWARD

*This Award recognises excellence in marketing, advertising or communications of an agency.*

## Eligibility

- Entrants must be agencies, not individuals.
- Entry is open to REIV Agency Members or REIV Affiliates, if the office is not eligible for Membership and the company's core business is the buying and selling of real estate.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility. It may include: marketing material, advertisements, social media posts, newsletters, etc.

- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years to the Marketing Award. Where an entrant has entered the same/ similar category in previous years, REIV will conduct a comparison of the entries.
- The winner of this category is eligible to apply for the REIA National Marketing and Communications Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Marketing and Communications Strategy</b>	Provide a summary of your overall marketing and communications objectives and strategy during the awards period. Include the target audience, key messages, objectives of the strategy, and demonstrate how this ties into your overall business plan.
<b>Skills</b>	Provide examples of two advertisements (print and/or electronic), brochures or any other collateral that you have prepared during the award 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. Include an outline as to why you have selected specific media channels, e.g. print, social media, radio, newsletters, etc.
<b>Achievements</b>	Outline how your communications strategy has contributed to business achievements for your agency during the awards period. Information could include how you track your engagements with clients, measurable financial results and increased brand awareness in the marketplace.
<b>Compliance with Legislation</b>	Describe how your communication activities comply with relevant legislation in Victoria and uphold the REIV Rules of Practice.
<b>Benefit to industry and consumers</b>	Outline how your communications strategy/ activities provide benefits to both consumers and to the wider real estate industry.

Recognise an individual team members' contribution.  
Enter them in the Marketer of the Year Award (see page 21)

# OPERATIONAL LEADERSHIP AWARD

*This Award recognises outstanding individuals working in operational leadership positions.*

## Eligibility

- An entrant must be an individual member or be employed by an REIV member agency.
- Entry is open to REIV Individual Members or REIV Affiliates, if employed by a REIV Agency Member and not eligible for REIV Individual membership.
- An operational leadership role is defined as a person responsible for controlling or administering an organisation or group of staff. This includes a head of a department, line/operations manager, supervisor, principal, administrator, director and managing director.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.

- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format. It may include: written testimonials, letters of appreciation, etc.
- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- The winner of this category is eligible to apply for the REIA National Operational Leadership Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Contribution to Agency</b>	Briefly outline your current role and responsibilities. Describe the skills and qualities that make you an outstanding operational leader and how you apply these to your role.
<b>Support for Team Members</b>	Provide two (2) examples of the most effective ways you provide support to team members. Highlight how this support has enabled you to build strong relationships with them and how it has made a difference to the business.
<b>Conflict Resolution</b>	Provide one example of how you have successfully resolved a conflict with a team member or client. Outline how in doing so you demonstrated quality customer service during the award period.
<b>Initiative</b>	Describe a situation where you have demonstrated initiative and drive. Explain the reasons for undertaking the initiative, the efficiencies that resulted and how this was communicated with the agency. Include how the agency may have benefited from the initiative.
<b>Professional Development</b>	Outline any professional development activities undertaken in the award period and how they have improved your performance. Types of activities may include both formal and informal professional development; for example, Continuing Professional Development courses, in-house training, coaching, role playing sessions, etc.

# OPERATIONAL SUPPORT AWARD

*This Award recognises outstanding individuals working in operational support positions.*

## Eligibility

- An entrant must work in a support position, including (but not limited to) administration, office management, reception, personal assistant, etc.
- Entry is open to REIV Individual Members or REIV Affiliates, if employed by a REIV Agency Member and not eligible for REIV Individual membership.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format. It may include: written testimonials, letters of appreciation, etc.

- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- The winner of this category is eligible to apply for the REIA National Operational Support Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Contribution to Agency</b>	Briefly outline your current role and responsibilities and how your role supports the objectives of the wider agency. Describe the skills and qualities that make you an outstanding operational support professional and how you apply these to your role.
<b>Support for Team Members</b>	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 and how your contribution may have made a difference.
<b>Conflict Resolution</b>	Provide one example of how you have successfully resolved a conflict with a fellow team member or client. Outline how in doing so you demonstrated quality customer service during the award period.
<b>Initiative</b>	Describe a situation where you have demonstrated initiative and drive. Explain the reasons for undertaking the initiative, the efficiencies that resulted and how this was communicated with the agency. Include how the agency may have benefited from the initiative.
<b>Professional Development</b>	Outline any professional development activities undertaken in the award period and how they have improved your performance. Types of activities may include both formal and informal professional development; for example, Continuing Professional Development courses, in-house training, coaching, role playing sessions, etc.



# OUTSTANDING NEW AGENT OF THE YEAR

*This Award recognises excellence in newcomers to the industry.*

## Eligibility

- Entrants must be individuals rather than a team or a business.
- Entrants must be working in the real estate industry for a maximum of five years prior to the close of entry date.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format.

- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Significant Achievements</b>	Provide at least two examples of outstanding achievements during the award period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.
<b>Business Challenges &amp; Risk Management</b>	Give examples of challenges or major risk management issues that you have encountered during the award 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. Include how this demonstrated your business and/or personal ethics.
<b>Innovation</b>	Describe any new ideas and innovative procedures and/or services you have implemented and its contribution to your, and your company's, success. This could be in relation to customer service and satisfaction, business efficiencies, cost savings, employee satisfaction or any other matter that adds value to your profession.
<b>Commitment to quality client service</b>	Give at least two examples of how you have displayed outstanding service to clients during the award 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. Include how these examples align/demonstrate with your business/ personal ethics.
<b>Service and support to your company/ agency</b>	Describe how your role and responsibilities support the objectives of your company/ agency. Describe how you supported, encouraged, trained, coached and mentored colleagues during the award period and how your contribution made a difference.
<b>Personal milestones and career goals</b>	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?
<b>Leadership and contribution to the industry</b>	Explain what leadership means to you and provide two examples of how you have demonstrated leadership during the award period. Explain how you have contributed to the profession and why you think these contributions will have a positive impact on your company's practice and standing within the real estate sector.

# OWNERS CORPORATION MANAGER OF THE YEAR

*This Award recognises excellence in owners corporation management.*

## Eligibility

- An entrant must be an individual rather than a team or business.
- Entrants must be REIV Individual members.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format.

- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Significant Achievements</b>	Provide at least two examples of outstanding achievements during the award period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.
<b>Business Challenges &amp; Risk Management</b>	Give examples of challenges or major risk management issues that you have encountered during the award 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. Include how this demonstrated your business and/or personal ethics.
<b>Innovation</b>	Describe any new ideas and innovative procedures and/or services you have implemented and its contribution to your, and your company's, success. This could be in relation to customer service and satisfaction, business efficiencies, cost savings, employee satisfaction or any other matter that adds value to your profession.
<b>Commitment to quality client service</b>	Give at least two examples of how you have displayed outstanding service to clients during the award 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. Include how these examples align/demonstrate with your business/ personal ethics.
<b>Service and support to your organisation</b>	Describe how your role and responsibilities support the objectives of your company/ agency. Describe how you supported, encouraged, trained, coached and mentored colleagues during the award period and how your contribution made a difference.
<b>Personal milestones and career goals</b>	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?
<b>Leadership and contribution to the industry</b>	Explain what leadership means to you and provide two examples of how you have demonstrated leadership during the award period. Explain how you have contributed to the profession and why you think these contributions will have a positive impact on your company's practice and standing within the real estate sector.

# PROJECT MARKETING AWARD

*This Award recognises outstanding creativity and innovation in the marketing of a multi-unit, mixed use development, rural or land sub-division.*

## Eligibility

- Entrants must be agencies, not individuals.
- If the property was marketed in a conjunctional arrangement, please provide details of the conjunctional agent(s).

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Physical submissions are no longer required for this category. Supporting material can be uploaded to the Awards portal with submission. Supporting material is encouraged to provide evidence and credibility.
- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Property</b>	Describe the property sold /leased. Include the date the property was offered for sale or lease and the date it was sold or leased.
<b>Marketing Campaign</b>	Summarise the marketing campaign adopted. Include an outline of the total campaign spend with itemised costings showing breakdowns of creative and placement costs. You may also like to outline any other forms of marketing, innovations or promotional activities undertaken.
<b>Media Coverage</b>	Outline details of any additional editorial or media coverage the property received. Include copies of relevant documents as evidence.
<b>Website and Electronic marketing</b>	Outline details of all website placements and electronic media used. Ensure any associated costs are referenced.
<b>Achievement</b>	Provide a statement detailing how the campaign met the objectives.

# PROPERTY VALUER OF THE YEAR

*This Award recognises excellence in property valuation services and contribution to the overall sector.*

## Eligibility

- An entrant must be an individual rather than a team or business.
- Entrants must be REIV Individual Members.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format.

- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Business Challenges &amp; Risk Management</b>	Give examples of challenges or major risk management issues that you have encountered during the award 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. Include how this demonstrated your business and/or personal ethics.
<b>Commitment to quality client service</b>	Give at least two examples of how you have displayed outstanding service to clients during the award 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. Include how this demonstrated your business and/or personal ethics.
<b>Ethics</b>	Provide two examples that demonstrate how you ensure that you operate consistently to high ethical standards with reference to your company's code of conduct, the REIA National Principles of Conduct and any other codes that you believe are relevant.
<b>Innovation</b>	Describe any new ideas and innovative procedures and/or services you have implemented and its contribution to your and your company's success. This could be in relation to customer service and satisfaction, business efficiencies, cost savings, employee satisfaction or any other matter that adds value to the provision of valuation and related services and to the valuation profession and real estate sectors.
<b>Leadership and contribution to the sector</b>	Explain what leadership means to you and provide two examples of how you have demonstrated leadership during the award period. Explain how you have contributed to the profession and why you think these contributions will have a positive impact on your company's practice and standing within the valuation and real estate sectors.
<b>Personal milestones and career goals</b>	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?
<b>Service and support to your organisation</b>	Describe how your role and responsibilities support the objectives of the company. Describe how you have supported, encouraged, trained, coached and mentored colleagues during the award period and how your contribution made a difference.
<b>Significant Achievements</b>	Provide at least two examples of outstanding achievements during the award period and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.

# PROPERTYDATA SALES AGENCY OF THE YEAR

*This Award is not open for submissions.*

## Eligibility

- All REIV member agency subscribers of PropertyData are eligible to be considered for this Award.

## Important Notes

- This Award will be judged on sales performance during the award period (1 July 2020 to 30 June 2021) using the information reported to the REIV and PropertyData.com.au.
- The Award covers the residential market only.
- To ensure fair comparison, subscribers will be grouped into the small, large or regional agency categories depending on staff numbers and office location.
- Complete and accurate reporting of the agency's sales is a prerequisite and the quality and timeliness of sales data provided may impact outcomes.

Specialise in the commercial and industrial sector? Looking for more recognition?  
Enter the REIV Commercial & Industrial Marketing Awards program.  
The Awards recognise, reward and celebrate excellence in commercial and industrial advertising, marketing and promotion across both sales and leasing.



# RESIDENTIAL AGENCY OF THE YEAR

*These Awards recognise outstanding agency practice in the residential sector*

## Large Residential Agency

Employs 21 or more people

## Medium Residential Agency

Employs between 11 and 20 people

## Small Residential Agency

Employs a maximum of 10 people

### Eligibility

- Entrants can either be an agency operating under a single licence OR an office of a franchise group trading under its own licence.
- Where an independent or franchise business operates from multiple offices in different locations under a single licence:
  - and employs fewer than 21 people in total (including the Principal) then a single office location must be chosen and enter that office in the Medium or Small category dependent on staff numbers;
  - If more than 21 people are employed across multiple offices then staff numbers aggregate and enter the agency in the Large category.
- Total number of employees must include the Principal and any administrative staff.

Note: This Award is not judged on sales figures.

### Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility. It may include: agency business plan, data feeds, third party data provider endorsements, audited statements, marketing material, client testimonials, etc
- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.
- The winners of these categories are eligible to apply for the REIA National Large/Medium or Small Residential Agency of the Year Award. The winners will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Agency Achievements</b>	Outline the key achievements of the agency during the award period and provide context on why you consider these achievements to be of significance; how you achieved success; and how it contributed to business improvement. Include an outline on any year on year improvements and what strategies were employed to achieve this success.  Achievements may relate to business growth (size / revenue), staff development, contribution to the wider real estate profession, introduction of new services, use of technology, and/or customer service.
<b>Business Development Plan</b>	State the main priorities in your business plan, their purpose and how you are working to achieve them.
<b>Professional Development</b>	Outline the professional development strategies used during the award period to develop staff; how this development may have improved business performance; and any future plans/goals for further staff development.
<b>Marketing</b>	Highlight the most successful marketing strategies employed during the award period and why you consider these strategies as successful. Include any detail on measures used to gauge success.

CRITERION CONTINUED OVERLEAF...

# RESIDENTIAL AGENCY OF THE YEAR

## ENTRY DETAILS CONTINUED...

<b>Significant sales and/or property management listings</b>	Provide examples of property sales and/or property management successes during the period. 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.
<b>Service to clients</b>	Provide examples of how your agency has displayed outstanding service to clients. Describe how your agency achieves a point of difference when delivering outstanding service to clients.
<b>Additional information</b>	Provide an overview about your agency including size of team, number of offices, geographic coverage of agency, services delivered (e.g. sales, property management, strata management, etc) and the percentage of the business attributed to each service. This information will not be scored. It will simply be used by the judges to better understand your agency business model.

# RESIDENTIAL MARKETING AWARDS

*This Award recognises outstanding creativity and innovation in the marketing of a residential property.*

## Budget under \$10k

A residential property campaign, with a budget of \$10,000 or less

## Budget over \$10k

A residential property campaign, with a budget of over \$10,000.

### Eligibility

- Entrants must be agencies, not individuals.
- If the property was marketed in a conjunctural arrangement, please provide details of the conjunctural agent(s).

### Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Physical submissions are no longer required for this category. Supporting material can be uploaded to the Awards portal with submission. Supporting material is encouraged to provide evidence and credibility.
- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Property</b>	Describe the property sold/leased. Include the date the property was offered for sale or lease and the date it was sold or leased.
<b>Marketing Campaign</b>	Summarise the marketing campaign adopted. Include an outline of the total campaign spend with itemised costings showing breakdowns of creative and placement costs. You may also like to outline any other forms of marketing, innovations or promotional activities undertaken.
<b>Media Coverage</b>	Outline details of any additional editorial or media coverage the property received. Include copies of relevant documents as evidence.
<b>Website and Electronic marketing</b>	Outline details of all website placements and electronic media used. Ensure any associated costs are referenced.
<b>Achievement</b>	Provide a statement detailing how the campaign met the objectives.

# RESIDENTIAL PROPERTY MANAGEMENT TEAM OF THE YEAR

*This Award recognises outstanding achievement by teams in residential property management.*

## Eligibility

- Team Definition: minimum of two team members working under the name of a lead property manager.
- Entrants must be agencies, not individuals.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility. It may include: data feeds, audited statements, third party independent data provider endorsements, client testimonials, marketing material, etc.

- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- The winner of this category is eligible to apply for the REIA National Residential Property Management Team of the Year Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Team Performance</b>	Provide details of how overall team performance has improved over the award period. Explain what strategies were employed to achieve this improvement.
<b>Significant Achievement</b>	Specify the team's most significant achievement during the award period. Outline why you believe it was significant and how the team achieved success.  Types 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.
<b>Business Development</b>	Provide details of the business development strategies the team has used during the award period. Explain how the strategies have resulted in the growth and development of the property management business. Highlight any year-on-year improvements.
<b>Culture</b>	Describe the strategies and activities used during the submission period to build an outstanding team culture.
<b>Professional Development</b>	Outline any professional development activities undertaken by the team during the award period and how they have improved the team's performance. Types of activities may include both formal and informal professional development, for example CPD course, in-house training, coaching, role playing sessions, etc.
<b>Additional information</b>	Provide an overview about your agency including 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. This information will not be scored. It will simply be used by the judges to better understand the agency.

# RESIDENTIAL PROPERTY MANAGER OF THE YEAR

*This Award recognises outstanding achievement by individuals in residential property management.*

## Residential Property Manager of the Year

Property Managers working independently or with a team of not more than four (4) staff

## Residential Property Manager of the Year (Executives)

Office Principals, Directors or Senior Property Managers with five (5) or more direct reports

### Eligibility

- Entrants must be individuals rather than a team or agency. It covers individuals working in small, medium and large agencies; and independent or franchise agencies.

### Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format. It may include: client testimonials, marketing material, etc.
- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.
- The winner with the highest judging score of the two categories is eligible to apply for the REIA National Residential Property Manager of the Year Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Property management portfolio and responsibilities</b>	Provide a statement advising whether you practice as an individual with your own specific portfolio and state the number of properties in your portfolio and list your responsibilities to its management.
<b>Significant listings and management achievement</b>	Give three examples of how you have demonstrated excellence in property management during the award period, and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value.
<b>Service to clients and customers</b>	Provide at least two examples of how you have displayed outstanding service to clients during the award period and explain why you believe these are significant. Describe how you achieve a point of difference when delivering outstanding service to your clients. Include how these examples align/demonstrate with your business/ personal ethics.
<b>Business challenges &amp; risk management</b>	Give examples of challenges or major risk management issues that you have encountered during the award 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. Include how this demonstrated your business and/or personal ethics.
<b>Service and support to your agency and other staff</b>	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 award period and explain how your contribution made a difference.

CRITERION CONTINUED OVERLEAF...



# RESIDENTIAL PROPERTY MANAGER OF THE YEAR

## ENTRY DETAILS CONTINUED...

### Professional Development

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 residential property management during the award 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.

Are you supported by a strong team?  
Recognise agency excellence by entering the  
Residential Property Management Team of the Year (see page 33)

# RESIDENTIAL SALES TEAM OF THE YEAR

*This Award recognises outstanding achievement by teams in residential sales..*

## Eligibility

- Team Definition: minimum of two team members working under the name of a lead agent.
- Entrants must be agencies, not individuals.

Note: This Award is not judged on sales figures.

## Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility. It may include: data feeds, audited statements, third party independent data provider endorsements, client testimonials, marketing material, etc.

- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- The winner of this category is eligible to apply for the REIA National Residential Sales Team of the Year Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Team Activity</b>	Provide details of the following key business metrics for the award period: Size of team and roles Ratio of listings to sales Ratio of appraisals to listings Geographic coverage of your agency Include a summary on how these metrics compare to 12 months ago. Outline any year-on-year improvements.
<b>Significant Achievement</b>	Specify the team's most significant achievement during the award period. Outline why you believe it was significant and how the team achieved success. Types of examples you may consider include: innovative approaches which have led to greater efficiencies or results, effective marketing techniques, achieving a significant sale for the local area, etc.
<b>Innovation</b>	Detail any innovative sales strategies or techniques introduced during the award 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).
<b>Culture</b>	Describe the strategies and activities used during the submission period to build an outstanding team culture.
<b>Business Challenges and Risk Management</b>	Provide examples of challenges or major risk management issues that you have encountered during the award period, and explain how you overcame them. You might like to include details of a difficult client or sales expectations, and explain what resources you drew on to resolve the difficulties and exceed your client's expectations.
<b>Professional Development</b>	Outline any professional development activities undertaken by the team during the award period and how they have improved the team's performance. Types of activities may include both formal and informal professional development, for example CPD course, in-house training, coaching, role playing sessions, etc.
<b>Additional information</b>	Provide an overview about your agency including size of team, number of offices, geographic coverage of agency, services delivered and the percentage of the business attributed to each service. This information will not be scored. It will simply be used by the judges to better understand your agency business model.

# RESIDENTIAL SALESPERSON OF THE YEAR

*This Award recognises outstanding achievement by individuals in residential sales.*

## Residential Salesperson of the Year

Sales agents working independently or with a team of not more than four (4) staff

## Residential Salesperson of the Year (Executives)

Office Principals, Directors or Senior Salespersons with five (5) or more direct reports

### Eligibility

- Entrants must be individuals rather than a team or agency. It covers principals, licensed agents or sales consultants in the residential sector; small, medium and large agencies; and independent or franchise agencies.

### Important Notes

- All information submitted must relate to the award period, 1 July 2020 to 30 June 2021.
- Supporting material is encouraged to provide evidence and credibility and may be uploaded in PDF format. It may include: data feeds, audited statements, third party independent data provider endorsements, client testimonials, marketing material, etc.
- 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 within the portal.
- Responses can either be full sentences or dot points, depending on the entrants preference.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in previous years, REIV will conduct a comparison of the entries.
- The winner with the highest judging score of the two categories is eligible to apply for the REIA National Residential Salesperson of the Year Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Entries for the REIA National Awards for Excellence close January 2022.

## ENTRY DETAILS

EACH CRITERION IS OF EQUAL VALUE

<b>Significant sales activity</b>	Provide details of key business metrics during the award 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.
<b>Significant achievement</b>	Specify your most significant listing and/or sales achievement during the award period. Outline why you believe it was significant and how you achieved success. Types of examples may include a significant or record sales for the local area, a complex situation that may have drawn out or made the sale challenging, an innovative approach to the sale, effective marketing techniques that attracted attention, etc.
<b>Service to clients</b>	Provide at least two examples of how you have displayed a commitment to quality client service during the award period. Describe how you achieve a point of difference when delivering outstanding service to your clients. Include how these examples align/demonstrate with your business/ personal ethics.
<b>Business challenges &amp; risk management</b>	Give examples of challenges or major risk management issues that you have encountered during the award 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. Include how this demonstrated your business and/or personal ethics.

CRITERION CONTINUED OVERLEAF...

# RESIDENTIAL SALESPERSON OF THE YEAR

## ENTRY DETAILS CONTINUED...

<b>Service and support to your agency</b>	Describe how your role and responsibilities support the objectives of your company/ agency. Describe how you supported, encouraged, trained, coached and mentored colleagues during the award period and how your contribution made a difference.
<b>Professional Development</b>	Outline any professional development activities you have undertaken during the award period and how they have improved your performance. Types of activities may include both formal and informal professional development, for example CPD course, in-house training, coaching, role playing sessions, etc.
<b>Leadership</b>	Provide two examples of how you support and provide leadership to other staff in your agency and the industry in general.
<b>Additional information</b>	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 bringing in new clients, and the qualifications of the sales support staff. This information will not be scored. It will simply be used by the judges to better understand your agency business model.

Couldn't achieve your success without an individual team member – Why not enter them in the Operational Support Award (see page 24)

MANY THANKS  
TO OUR AWARD PARTNERS:

