



AWARD CATEGORIES AND  
CRITERIA 2017

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**For information regarding the REIV Commercial & Industrial Marketing Awards 2017, please refer to [reiv.com.au/awards](http://reiv.com.au/awards)**

The REIV Awards for Excellence showcase the best of the property industry and celebrate leading real estate agency practices and professionals. The awards recognise and reward REIV members who have gone the extra mile in pursuit of service, ethics and results. This is the most prestigious event in the real estate calendar and the award categories are highly contested.

This document provides information on the award categories being contested this year, lists the criteria that each category will be assessed and details the terms and conditions of eligibility.

We urge you to carefully review the information provided to prepare your submission. Some categories may have changed from previous years.

### Key Dates:

	NOMINATIONS OPEN	NOMINATIONS CLOSE	FINALISTS ANNOUNCED	WINNERS PRESENTED
2017 Awards for Excellence	Saturday, 1 July 2017	Friday, 11 August 2017	Thursday, 21 September 2017	Thursday, 26 October 2017
2017 Commercial & Industrial Marketing Awards	Saturday, 1 July 2017	Friday, 11 August 2017	Friday, 1 September 2017	Thursday, 14 September 2017

### Making a submission

1. Identify the award categories that you would like to enter.
2. Collate necessary information as per the award criteria.
3. Review terms & conditions of entry as listed in this document and ensure that all requirements are understood and adhered to.
4. All submissions must be made online at [reiv.com.au/awards](http://reiv.com.au/awards).
5. REIV does not charge entry fees to enter the awards. Entrants are responsible for any other costs associated with entering or attending the REIV Awards for Excellence 2017 or the REIA National Awards for Excellence 2018.
6. REIV reserves the right to change or update any aspect of the award categories and criteria.

**For a complete list of categories and criteria for the REIV Commercial & Industrial Marketing Awards 2017, please refer to [reiv.com.au/awards](http://reiv.com.au/awards)**

## Eligibility to Enter for an Award

The Real Estate Institute of Victoria Ltd (REIV) Awards for Excellence (Awards) are presented to eligible REIV members who are adjudged to have shown excellence in the Award Categories during the period of 1 July 2016 – 30 June 2017 (award period).

You are eligible to enter for an Award if:

1. throughout the award period (Except as set out in Clause 2) you were a financial member of the REIV in one, or more, of the following categories:
  - 1.1 an office member; if entering for an agency award
  - 1.2 a licensed member; if entering for an individual award *or*
  - 1.3 a representative member; if entering for an individual award
  - 1.4 an affiliate individual member, if entering for the individual award of Owners Corporation Manager of the Year or Property Valuer of the Year and you would not otherwise be eligible to enter for that award as you were not a licensed member or a representative member during the award period
2. To be eligible to enter for the Achievement Award you must have become a financial member of the REIV during the award period and remain so at the end of that period
3. on the date on which you enter for an Award, none of the matters in the First Schedule apply to you; and
4. you accept the terms and conditions of entry and confirm your eligibility to submit your entry.

### Terms and conditions of Entry

Please **read and then accept** these terms and conditions before submitting your entry.

1. The REIV Awards for Excellence 2017 (Awards) comprise the following categories:
  - 1.1 Agency Awards**
    - (a) Commercial Agency of the Year;
    - (b) \*Commercial & Industrial Gold Award for Overall Excellence;
    - (c) Communications Award;
    - (d) Community Service Award;
    - (e) Innovation Award;
    - (f) Best Website Award;
    - (g) Corporate Promotion Award – Multiple Offices;
    - (h) Corporate Promotion Award – Single Office;
    - (i) Large Residential Agency of the Year
    - (j) Medium Residential Agency of the Year;
    - (k) Small Residential Agency of the Year;
    - (l) realestateVIEW.com.au sales agency of the year
    - (m) Residential Marketing Award (budget under \$10K);
    - (n) Residential Marketing Award (budget \$10K and over);
    - (o) Project Marketing Award;
    - (p) Rural Marketing Award;

- (q) Commercial & Industrial Marketing Awards –

**SALES CAMPAIGNS – Industrial Site**

Best Industrial Site Sales Campaign (Budget over \$20,000)

Best Industrial Site Sales Campaign (Budget under \$20,000)

**SALES CAMPAIGNS – Development Site/ specialised property**

Best Development Site Sales Campaign (Budget over \$20,000)

Best Development Site Sales Campaign (Budget under \$20,000)

**SALES CAMPAIGNS – Retail Site**

Best Retail Site Sales Campaign (Budget over \$20,000)

Best Retail Site Sales Campaign (Budget under \$20,000)

**SALES CAMPAIGNS – Office Site**

Best Office Site Sales Campaign (Budget over \$20,000)

Best Office Site Sales Campaign (Budget under \$20,000)

**LEASING CAMPAIGNS – Industrial Site**

Best Industrial Site Leasing Campaign (Property Area over 2,000sqm)

Best Industrial Site Leasing Campaign (Property Area under 2,000 sqm)

**LEASING CAMPAIGNS – Retail Site**

Best Retail Site Leasing Campaign (Property Area over 500 sqm)

Best Retail Site Leasing Campaign (Property Area under 500 sqm)

**LEASING CAMPAIGNS – Office Site**

Best Office Site Leasing Campaign (Property Area over 500 sqm)

Best Office Site Leasing Campaign (Property Area under 500 sqm)

**BEST MARKETING CAMPAIGNS – OVERALL**

Best Campaign by a Large Agency (over 50 employees in the C&I division)

Best Campaign by a Medium Agency (between 25-50 employees in the C&I division)

Best Campaign by a Small Agency (under 25 employees in the C&I division)

(\* not open for direct entry. Selected from Commercial & Industrial Marketing Awards entries)

**1.2 Individual Awards**

- (a) Achievement Award;
  - (b) Business Broker of the Year;
  - (c) Buyers' Agent of the Year;
  - (d) Commercial Property Manager of the Year;
  - (e) Commercial Sales Person of the Year;
  - (f) Corporate Support Person of the Year;
  - (g) Outstanding Young Agent of the Year;
  - (h) Owners' Corporation Manager of the Year;
  - (i) Property Valuer of the Year;
  - (j) Residential Property Manager of the Year
  - (k) Residential Property Manager of the Year (Executives);
  - (l) Residential Salesperson of the Year;
  - (m) Residential Salesperson of the Year (Executives);
- 2. If you are eligible to do so, you may submit an entry in one or more of the Award categories set out in either clause 1.1, or clause 1.2 or both, except the categories indicated as not open for direct entry.
  - 3. Each category has its own criteria. The entry form sets out the criteria. You must comply with it. If your entry does not comply with the criteria it will be ineligible, but may be assigned to another category if, and only if, the REIV exercises its discretion under clause 9 (d),
  - 4. Subject to clause 5, your entry must be submitted online via the Awards online portal by 5:00 pm, Friday 11th August, 2017 (deadline). You cannot submit your entry in any other way than via the Awards online portal.

5. If the REIV reasonably considers there are insufficient eligible entries for one or more categories of the Awards – or if there are no, or no eligible, entries for an Award category by the deadline, it may, at its discretion:
  - 5.1** extend the deadline for entries for the category or for those categories; or
  - 5.2** in lieu of extending the deadline, not present an award in that or in those categories.
6. If you enter for an award in the category 1.1 Agency Awards, your entry must be approved and be signed by the principal or officer-in-effective control of your agency. The approval and signature of the principal or officer-in-effective control is not a requirement for an entry in the category 1.2 Individual Awards.
7. It is your responsibility –
  - (a) if you and another estate agency or agencies were jointly engaged on the subject matter of your entry, to ensure the other estate agency or agencies submit their entries in conjunction with your entry. Your entry alone will be ineligible if this circumstance applies;
  - (b) to ensure you have selected the correct category for your entry;
  - (c) to ensure your entry is submitted by the deadline.
8. You are responsible for the costs and expenses incurred in preparing and submitting your entry and in attending the Awards Gala 2017 and for attending the 2018 REIA National Awards for Excellence.
9. On submitting your entry you agree:
  - (a) you cannot withdraw your entry, add to or alter it, or substitute another entry for it and you confirm the information in your entry is true and correct and the matters on which your entry are based occurred entirely within the award period;
  - (b) it becomes the property of the REIV and will not be returned to you;
  - (c) it may be disqualified if: you are ineligible to enter or it does not comply with the criteria applicable to the category in which it is entered (subject to the discretion in clause 9 (d)) or with the terms and conditions of entry or information provided with it is false, misleading or deceptive or is likely to mislead or deceive;
  - (d) if it is obvious to the REIV on the face of it that your entry has been submitted in an incorrect category, the REIV may, at its sole discretion, assign it to a category which the REIV considers is appropriate. The non-exercise or exercise of the REIV 's discretion is not open to question;
  - (e) the identities of the judges of your entry are confidential and will not be disclosed to you;
  - (f) the judges' decision on your entry is final and binding on you and is not open to question;
  - (g) the REIV may, at its discretion, enter your entry in the 2018 REIA National Awards for Excellence;
  - (h) you will remain a member of the REIV in the category in which you hold membership on the date you submitted your entry until at least the day after the day on which the 2018 REIA National Awards for Excellence are presented. If you do not remain a member as required, you will be ineligible to be a finalist in or receive the award for the category or categories in which you enter and if you are declared a finalist or the winner in that category or categories the REIV may, at its sole discretion, disqualify you as a finalist or the winner;
  - (i) if you are a finalist in or declared the winner of the category in which you enter and if at that time, or at any time afterwards, any of the matters in the First Schedule then applies to you – even though it did not apply when you submitted your entry – the REIV may, at its sole discretion, disqualify you as a finalist or as the winner of that category or categories and its decision will be final and binding on you. If you are disqualified, on receiving advice of your disqualification you will immediately cease to use award promotional material and references;

- (j) the REIV may use any part or all of your entry to promote by any medium the Awards and the Award winners and also to promote future REIV Awards or their equivalents;
- (k) your contact details may be provided to agencies engaged by the REIV to promote the Awards;
- (l) if you are a finalist or a winner in the category in which you have entered, or to which you have been assigned by the REIV, you will receive an Award Logo and Certificate;
- (m) if you want to use the Award Logo or Certificate for promotional or other purposes, you may only do so strictly in accordance with the terms of the Award Logo licence agreement set out in Appendix A and which the REIV will provide to you for signing and return. You must not use your Award Logo or Certificate for any promotional or other purposes until you have signed and returned the licence agreement and the REIV has formally acknowledged receipt of it.

## First Schedule

1. You are the subject of, or are aware – or could reasonably be aware – you are to be the subject of, an inquiry under section 25, 28 or 59 of the Estate Agents Act 1980.
2. You are, or are aware – or could reasonably be aware – that you are to be, a defendant or a respondent in criminal or civil proceedings in Australia or elsewhere in connection with or in relation to –
 

<ul style="list-style-type: none"> <li>(a) bankruptcy;</li> <li>(b) bullying;</li> <li>(c) culpable driving;</li> <li>(d) defamation;</li> <li>(e) discrimination;</li> <li>(f) dishonesty;</li> <li>(g) drugs;</li> <li>(h) fraud;</li> <li>(i) harassment;</li> <li>(j) insolvency;</li> <li>(k) misleading or deceptive conduct;</li> </ul>	<ul style="list-style-type: none"> <li>(l) money laundering;</li> <li>(m) occupational health and safety;</li> <li>(n) paedophilia;</li> <li>(o) pornography;</li> <li>(p) privacy;</li> <li>(q) taxation;</li> <li>(r) the sale, purchase, letting or management of real estate or a business;</li> <li>(s) trust moneys;</li> <li>(t) violence;</li> </ul>
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3. 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 in clauses 1 or 2.
4. You have provided an enforceable undertaking to Consumer Affairs Victoria or the Australian Competition and Consumer Commission.
5. You were subject to an adverse finding by an REIV Hearing Panel in connection with or relation to a member-to-member complaint or dispute.





# AWARDS FOR EXCELLENCE

## AGENCY AWARDS

Categories and Criteria

# AGENCY AWARDS

All submissions must comply with the criteria and conditions detailed under Section “Eligibility to Enter for an Award” on page 5.

All submissions must include the information detailed below.

## Submission Details

REIV membership number	Agency must be a current member from 1 July 2016 through to 31 October 2017 Agency must also be a member at the time of REIA National Awards 2018
Name of Principal or OIEC of the member agency	Submission must be approved by the Principal or OIEC of the member agency
Period the submission relates to	Initiatives must relate to 1 July 2016 – 30 June 2017
Agency Name	Name provided on the submission must be the trading name registered with the Business Licensing Authority

## Submission Attachments

Item	
Agency Profile	Profile provided may be used to introduce your agency and/or any publicity undertaken for the Awards.  Maximum 100 words
Logo	This image may be used on promotion and collateral for the Awards.  High Resolution image in JPG, EPS

## Commercial Agency of the Year

This award recognises excellence in commercial agency practice. It includes small, medium and large agencies operating 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 selection criteria relate only to that specific office. This award is not judged on sales figures.

### STATEMENT OF CLAIMS

1. **Agency achievements** - Outline the key achievements of the agency during award period.
2. **Business development plan** - State the main priorities in your business plan and include an explanation for choosing these priorities.
3. **Professional development** - Describe professional development strategies that you used in the award period to develop your staff to their maximum potential. Highlight future goals you wish to achieve in developing your staff in the next two years.
4. **Marketing** - Highlight the most successful marketing strategies you have employed in the award period.
5. **Significant sales and/or property management listings** - Give examples of success in property sales and/or property management in award period. Your examples must focus on properties and means for achieving success, not volume or value. Describe why your agency has been able to achieve this success.
6. **Service to clients** - Give examples of how your agency has displayed outstanding service to clients during the year. Describe how your agency achieves a point of difference when delivering excellent service to clients.

**Submissions will be assessed on a range of criteria including but not limited to:**

- Innovation and differentiation
- Overall contribution to the real estate profession
- Staff engagement and development
- Quality of customer service
- Return on investment

**Please refer to the Submission requirements on page 10.**

# Communications Award

This award recognises excellence in marketing, advertising or communications. Entrants must be agencies, not individuals.

## STATEMENT OF CLAIMS

1. **Strategy** - Provide an overview of your communications strategy during the awards period, including the target audience, key messages and objectives of the strategy.
2. **Execution** - Provide examples of two advertisements (print 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.
3. **Achievements** - Describe how your communications strategy has contributed to business achievements for your agency in the award period.
4. **Compliance with legislation** - Describe how your communications activities comply with relevant legislation in Victoria and uphold the REIV rules of practice and code of conduct guidelines
5. **Benefit to industry and consumers** - Describe any potential benefits to consumers and to the wider real estate industry.

**Submissions will be assessed on a range of criteria including but not limited to:**

- Innovation and differentiation
- Overall contribution to the real estate profession
- Staff engagement and development
- Quality of customer service
- Return on investment

**Please refer to the Submission requirements on page 10.**

# Community Service Award

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

## STATEMENT OF CLAIMS

- 1. The program or initiative** - Provide details of your community service program during the award period. Include details on time spent and monies raised or contributed, the extent of your and/ or your team's involvement, the time period of the program.
- 2. Drivers** - Describe the key reasons that attracted you or your business to this particular initiative or community service program.
- 3. Benefit to the community** - Describe how this program has made a difference to the wider community.

**Submissions will be assessed on a range of criteria including but not limited to:**

- Staff engagement and development
- Overall contribution to the community

**Please refer to the Submission requirements on page 10.**

# Innovation Award

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

## STATEMENT OF CLAIMS

1. **Innovation** - Describe the essential elements of the innovation made in your business and its contribution to the success of your business in the award period. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession.
2. **Cost** - Discuss the budget implications of the innovation made in your business and how this has been managed.
3. **Innovative process** - Describe the process undertaken to recognise, develop and implement the innovation. Include work undertaken internally by your staff and any work conducted by external service providers.
4. **Benefit to industry** - Describe any potential benefits of the innovations you have introduced to the wider real estate industry.
5. **Benefit to consumers** - Describe how your current and potential clients or staff will benefit from the innovations you have introduced.

## Submissions will be assessed on a range of criteria including but not limited to:

- Significance, scale and impact of the innovation
- Overall benefit to industry/ consumer or staff resulting from the innovation
- Staff engagement in the innovation process
- Return on investment
- Overall contribution to the real estate profession

**Please refer to the Submission requirements on page 10.**

# Large Residential Agency of the Year

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

A trading entity with multiple offices in different locations operating under a single license and aggregating its offices into a single entry. This award is not judged on sales figures.

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

## STATEMENT OF CLAIMS

1. **Agency achievements** - Outline the key achievements of the agency during the award period and provide context on why you consider these achievements to be of significance. Achievements can relate to business growth, staff development, contribution to the wider real estate profession and/ or customer service.
2. **Business development plan** - State the main priorities in your business plan and include an explanation for choosing these priorities.
3. **Professional development** - Describe professional development strategies that you used in the award period to develop your staff to their maximum potential. Highlight goals you wish to achieve in developing your staff in the future.
4. **Marketing** - Highlight the most successful marketing strategies you employed in the award period.
5. **Significant sales and/or property management listings** - Give examples of success in property sales and/or property management during the period. Your examples must focus on properties and means for achieving success, not volume or value. Describe why your agency has been able to achieve this success.
6. **Service to clients** - Give examples of how your agency has displayed outstanding service to clients over the period. Describe how your agency achieves a point of difference when delivering excellent service to clients.

## Submissions will be assessed on a range of criteria including but not limited to:

- Innovation and differentiation
- Overall contribution to the real estate profession
- Staff engagement and development
- Quality of customer service
- Return on investment

Please refer to the Submission requirements on page 10.

# Medium Residential Agency of the Year

## STATEMENT OF CLAIMS

This award recognises excellence in agency practice in the residential sector, where a single trading entity employs between 11 and 20 people including the principal and operates from a single location under its own license. The entrant can be an independent trading entity or a single franchise office owned and operated under its own license. This award is not judged on sales figures.

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

1. **Agency achievements** - Outline the key achievements of the agency during award period and provide context on why you consider these achievements to be of significance. Achievements can relate to business growth, staff development, contribution to the wider real estate profession and/ or customer service.
2. **Business development plan** - State the main priorities in your business plan and include an explanation for choosing these priorities.
3. **Professional development** - Describe professional development strategies that you used in the award period to develop your staff to their maximum potential. Highlight goals you wish to achieve in developing your staff in the future.
4. **Marketing** - Highlight the most successful marketing strategies you employed in the award period.
5. **Significant sales and/or property management listings** - Give examples of success in property sales and/or property management during the period. Your examples must focus on properties and means for achieving success, not volume or value. Describe why your agency has been able to achieve this success.
6. **Service to clients** - Give examples of how your agency has displayed outstanding service to clients over the period. Describe how your agency achieves a point of difference when delivering excellent service to clients.

**Submissions will be assessed on a range of criteria including but not limited to:**

- Innovation and differentiation
- Overall contribution to the real estate profession
- Staff engagement and development
- Quality of customer service
- Return on investment

**Please refer to the Submission requirements on page 10.**



# Small Residential Agency of the Year

## STATEMENT OF CLAIMS

This award recognises excellence in agency practice in the residential sector, where a single trading entity employs a maximum of 10 people including the principal and operates from a single location under its own license. The entrant can be an independent trading entity or a single franchise office owned and operated under its own license. This award is not judged on sales figures.

The submission must include a written statement and submitted online via the e-awards website addressing the following criteria:

1. **Agency achievements** - Outline the key achievements of the agency during award period and provide context on why you consider these achievements to be of significance. Achievements can relate to business growth, staff development, contribution to the wider real estate profession and/ or customer service.
2. **Business development plan** - State the main priorities in your business plan and include an explanation for choosing these priorities.
3. **Professional development** - Describe professional development strategies that you used in the award period to develop your staff to their maximum potential. Highlight goals you wish to achieve in developing your staff in the future.
4. **Marketing** - Highlight the most successful marketing strategies you employed in the award period.
5. **Significant sales and/or property management listings** - Give examples of success in property sales and/or property management during the period. Your examples must focus on properties and means for achieving success, not volume or value. Describe why your agency has been able to achieve this success.
6. **Service to clients** - Give examples of how your agency has displayed outstanding service to clients over the period. Describe how your agency achieves a point of difference when delivering excellent service to clients.

**Submissions will be assessed on a range of criteria including but not limited to:**

- Innovation and differentiation
- Overall contribution to the real estate profession
- Staff engagement and development
- Quality of customer service
- Return on investment

**Please refer to the Submission requirements on page 10.**

# Best Website Award

This award is for websites online during the award period. It includes small, medium and large agencies in the commercial or residential sector.

## STATEMENT OF CLAIMS

This award recognises excellence in an agency's website and will be judged on the following criteria:

1. Description of website:
  - a. Content
  - b. Design
  - c. Functionality
  - d. Unique features
  - e. Revisions and upgrades over the last 12 months (if applicable)
2. Key analytics of the site including
  - a. Unique and return visits
  - b. Bounce rate
  - c. Time spent by users on site
  - d. Leads generated
3. User experience and effectiveness of the site to meet customer demand and represent industry trends
4. Role of the website in the broader marketing and communications plan for the agency
5. Processes in place for ongoing review and update of the site

## **Submissions are assessed on a range of criteria including but not limited to:**

- Innovation and differentiation
- Return on investment
- Long term strategy
- Commitment to ongoing review & updates
- Overall contribution to the real estate profession

**Please refer to the Submission requirements on page 10.**

# Corporate Promotion Award - Multiple Offices

This award recognises excellence in corporate promotion for an agency with multiple offices.

## STATEMENT OF CLAIMS

1. Methodology adopted to develop the corporate branding. Describe the analysis undertaken to develop the value proposition and brand style guide
2. Marketing research/concept testing techniques and methods employed to ensure its relevance to your target audience
3. Method of promoting corporate identity/brand to clients and customers
4. Corporate mission statement and how this is integrated into business philosophy and day to day practice

**Submissions are assessed on a range of criteria including but not limited to:**

- Innovation and differentiation
- Return on investment
- Consistency with long term business strategy
- Overall contribution to the real estate profession

**Please refer to the Submission requirements on page 10.**

# Corporate Promotion Award - Single Office

This award recognises excellence in corporate promotion for an agency with a single office.

## STATEMENT OF CLAIMS

1. Methodology adopted to develop the corporate branding. Describe the analysis undertaken to develop the value proposition and brand style guide
2. Marketing research/concept testing techniques and methods employed to ensure its relevance to your target audience
3. Method of promoting corporate identity/brand to clients and customers
4. Corporate mission statement and how this is integrated into business philosophy and day to day practice

**Submissions are assessed on a range of criteria including but not limited to:**

- Innovation and differentiation
- Return on investment
- Consistency with long term business strategy
- Overall contribution to the real estate profession

**Please refer to the Submission requirements on page 10.**



# AWARDS FOR EXCELLENCE

## MARKETING AWARDS

Categories and Criteria

# MARKETING AWARDS

All submissions must comply with the criteria and conditions detailed under Section “Eligibility to Enter for an Award” on page 5.

All submissions must include the information detailed below.

## Submission Details

REIV membership number	Agency must be a current member from 1 July 2016 through to 31 October 2017 Agency must also be a member at the time of REIA National Awards 2018
Name of Principal or OIEC of the member agency	Submission must be approved by the Principal or OIEC of the member agency
Period the submission relates to	Initiatives must relate to 1 July 2016 – 30 June 2017
Agency Name	Name provided on the submission must be the trading name registered with the Business Licensing Authority

## Submission Attachments

Item	
Agency Profile	Profile provided may be used to introduce your agency and/or any publicity undertaken for the Awards.  Maximum 100 words
Logo	This image may be used on promotion and collateral for the Awards.  High Resolution image in JPG, EPS

*Please note: If you and another estate agency or agencies were jointly engaged on the subject matter of your entry, please ensure the other estate agency or agencies submit their individual entries in conjunction with your entry. Your entry alone will be ineligible if this circumstance applies. Refer Clause 7 a under Eligibility to Enter for an Award.*

## Residential Marketing Awards (budget over \$10k)

This award recognises excellence in marketing in the residential sector, where the budget was over \$10,000. This award can apply to a sale or leasing campaign.

*Note - Physical submissions are no longer required for this category. Please provide electronic copies of relevant documents.*

### STATEMENT OF CLAIMS AND SUBMISSION GUIDELINES

#### **Submissions must address the following criteria:**

- Description of the property sold / leased
- Total campaign spend with itemised costings showing breakdowns of creative and placement costs
- The date the property was offered for sale or lease and the date it was sold or leased
- Summary of the marketing campaign
- Statement detailing how the campaign met the objectives
- Details of any additional editorial or media coverage received (copies of relevant documents can be submitted as evidence)
- Details of all website placement and electronic media used referencing any costs associated with this
- Details of any other forms of marketing or promotional activities undertaken.

#### **Submissions are assessed on a range of criteria including but not limited to:**

- Creativity and Innovation
- Effectiveness of marketing strategy
- Cost effectiveness of campaign relative to outcomes
- Identification and customisation for target audience

**Please refer to the Submission requirements on page 22.**

# Residential Marketing Awards (budget under \$10k)

This award recognises excellence in marketing in the residential sector, where the budget was under \$10,000. This award can apply to a sale or leasing campaign.

*Note - Physical submissions are no longer required for this category. Please provide electronic copies of relevant documents.*

## STATEMENT OF CLAIMS AND SUBMISSION GUIDELINES

Submissions must identify the following criteria:

- Description of the property sold / leased
- Total campaign spend with itemised costings showing breakdowns of creative and placement
- The date the property was offered for sale or lease and the date it was sold or leased
- Summary of the marketing campaign
- Statement identifying how the campaign met the objectives
- Details of any additional editorial or media coverage received (copies of relevant documents can be submitted as evidence)
- Details of all website placement and electronic media used referencing any costs associated with this
- Details of any other forms of marketing or promotional activities undertaken.

### **Submissions are assessed on a range of criteria including but not limited to:**

- Creativity and Innovation
- Effectiveness of marketing strategy
- Cost effectiveness of campaign relative to outcomes
- Identification and customisation for target audience

**Please refer to the Submission requirements on page 22.**



# Rural Marketing Award

This category is for any property used or intended to be used for rural purposes (minimum of 8 hectares), sold or leased in the award period.

Note: if the property was marketed in conjunctional arrangement, please provide details of the conjunctional agent(s).

*Note - Physical submissions are no longer required for this category. Please provide electronic copies of relevant documents.*

## STATEMENT OF CLAIMS AND SUBMISSION GUIDELINES

Submissions must identify the following criteria:

- Description of the property
- Total campaign spend with itemised costings showing breakdowns of creative and placement
- The date the property was offered for sale or lease and the date it was sold or leased
- Summary of the marketing campaign
- Statement identifying how the campaign met the objectives
- Details of any additional editorial or media coverage received (copies of relevant documents can be submitted as evidence)
- Details of all website placement and electronic media used referencing any costs associated with this
- Details of any other forms of marketing or promotional activities undertaken.

**Submissions are assessed on a range of criteria including but not limited to:**

- Creativity and Innovation
- Effectiveness of marketing strategy
- Cost effectiveness of campaign relative to outcomes
- Identification and customisation for target audience

**Please refer to the Submission requirements on page 22.**

# Project Marketing Award

This award recognises excellence in marketing for residential multi-unit, inner city developments or land subdivisions.

*Note - Physical submissions are no longer required for this category. Please provide electronic copies of relevant documents.*

## STATEMENT OF CLAIMS AND SUBMISSION GUIDELINES

Submissions must identify the following criteria:

- Description of the property
- Total campaign spend with itemised costings showing breakdowns of creative and placement costs
- The date the property was offered for sale or lease and the date it was sold or leased
- Summary of the marketing campaign
- Statement detailing how the campaign met the objectives
- Details of any additional editorial or media coverage received (copies of relevant documents can be submitted as evidence)
- Details of all website placement and electronic media used referencing any costs associated with this
- Details of any other forms of marketing or promotional activities undertaken.

**Submissions are assessed on a range of criteria including but not limited to:**

- Creativity and Innovation
- Effectiveness of marketing strategy
- Cost effectiveness of campaign relative to outcomes
- Identification and customisation for target audience

**Please refer to the Submission requirements on page 22.**



# AWARDS FOR EXCELLENCE

realestateVIEW.com.au AWARDS

Categories and Criteria

# realestateVIEW.com.au Awards

All submissions must comply with the criteria and conditions detailed under Section “Eligibility to Enter for an Award” on page 5.

All submissions must include the information detailed below.

## Submission Details

REIV membership number	Agency must be a current member from 1 July 2016 through to 31 October 2017 Agency must also be a member at the time of REIA National Awards 2018
Name of Principal or OIEC of the member agency	Submission must be approved by the Principal or OIEC of the member agency
Period the submission relates to	Initiatives must relate to 1 July 2016 – 30 June 2017
Agency Name	Must be the trading name registered with the Business Licensing Authority

## Submission Attachments

Item	
Agency Profile	Profile provided may be used to introduce your agency and/or any publicity undertaken for the Awards.  Maximum 100 words
Logo	This image may be used on promotion and collateral for the Awards.  High Resolution image in JPG, EPS

## realestateVIEW.com.au Sales Agency of the Year

All entrants must be subscribers of propertyDATA.com.au (PDOL) and realestateview.com.au, who contribute sold data to the REIV.

This award recognises excellence in sales agency practices and will be judged by sales performance during the award period using sales information reported to the REIV and propertydata.com.au. This award covers the residential market only. The agency may have multiple offices in one city of regional location, but may not be a multiple city or national franchise group. An office within a franchise may enter this category provided it is made clear in the entry and all claims against selection criteria relate only to that specific office.

**To help ensure fair comparison, entries will be assigned into the small or large agency category based on number of staff employed in the office. The small or large categorisation will be determined by dividing valid entries into two approximately equal groups of comparable sized agencies.**

### STATEMENT OF CLAIMS

1. **Agency Size**

Number of Sales staff in the office

2. **Supporting Material**

Your agency's sales performance will be assessed based on the data reported to propertyDATA.com.au and realestateVIEW.com.au. Please ensure that your sales and passed-in results for the period are complete, accurate and up-to-date.

Your submission may include written and/or video submissions of up to 3 pages or 3 minutes. This should demonstrate your agency's sales performance/ style and explain why your agency has been able to achieve success.

**Supporting material may include but it not limited to the below:**

- Written overview
- Marketing collateral
- Listing copy
- Virtual tours
- Auction footage

**Please refer to the Submission requirements on page 28.**



# AWARDS FOR EXCELLENCE

## INDIVIDUAL AWARDS

### Categories and Criteria



# INDIVIDUAL AWARDS

All submissions must comply with the criteria and conditions detailed under Section “Eligibility to Enter for an Award” on page 5.

All submissions must include the information detailed below.

## Submission Details

REIV membership number	Entrant must be a current member from 1 July 2016 through to 31 October 2017 Entrant must also be a member at the time of REIA National Awards 2018
Name of Principal or OIEC of the member agency	Entrant must be working for a member agency during the award period and through to October 2016
Period the submission relates to	Initiatives must relate to 1 July 2016 – 30 June 2017
Agency Name	Must be the trading name registered with the Business Licensing Authority

## Submission Attachments

Item	
Entrant Profile	Profile provided may be used to introduce you and/or any publicity undertaken for the Awards.  Maximum 100 words
Image of the entrant	This image may be used on promotion and collateral for the Awards. Please provide a professional headshot.  High Resolution image in JPG, EPS

# Achievement Award

This award recognises excellence amongst newcomers to the industry in either the residential or commercial sectors.

Entrants must have held their licence or registration for **no more than two years** at the time of the submission close date. They may work in either the residential or commercial sectors in either sales or property management.

## STATEMENT OF CLAIMS

### 1. **Significant achievements**

Give examples of outstanding achievements in 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.

### 2. **Business Challenges & Risk Management**

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.

### 3. **Innovation**

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

### 4. **Commitment to quality client service**

Give examples of how you have displayed outstanding service to clients in 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.

### 5. **Service and support to your agency and other staff**

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

### 6. **Personal milestones and career goals**

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

### 7. **Leadership and contribution to the industry**

How have you 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 your role complements other property professionals in meeting consumer needs.

**Submissions are assessed on a range of criteria including but not limited to:**

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service
- Overall contribution to the real estate profession and the community

**Please refer to the Submission requirements on page 31.**



# Business Broker of the Year

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

## STATEMENT OF CLAIMS

### 1. **Significant achievement**

Give examples of outstanding achievements in the award period and explain why you believe these are significant. Your examples must focus on the strategies and processes for achieving success, not volume or value.

### 2. **Business Challenges & Risk Management**

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.

### 3. **Innovation**

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

### 4. **Commitment to quality client service**

Give examples of how you have displayed outstanding service to clients in 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.

### 5. **Service and support to your agency and other staff**

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

### 6. **Personal milestones and career goals**

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

### 7. **Leadership and contribution to the industry**

How have you demonstrated leadership in business broking in the award period. Explain how you have contributed to the industry and why you think these contributions will improve your business practice and its standing within the industry.

## **Submissions are assessed on a range of criteria including but not limited to:**

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service
- Overall contribution to the real estate profession and the community

**Please refer to the Submission requirements on page 31.**

# Buyer's Agent of the Year

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

## STATEMENT OF CLAIMS

### 1. **Significant achievements**

Give examples of outstanding achievements in 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.

### 2. **Business Challenges & Risk Management**

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.

### 3. **Innovation**

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

### 4. **Commitment to quality client service**

Give examples of how you have displayed outstanding service to clients in 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.

### 5. **Service and support to your agency and other staff**

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

### 6. **Personal milestones and career goals**

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

### 7. **Leadership and contribution to the industry**

How have you demonstrated leadership in buyer's agency in the award period. Explain how you have contributed to the industry and why you think these contributions will improve buyer's agency practice.

## **Submissions are assessed on a range of criteria including but not limited to:**

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service
- Overall contribution to the real estate profession and the community

**Please refer to the Submission requirements on page 31.**

# Commercial Property Manager of the Year

This award recognises excellence in property management in the commercial sector and Individual members working in small, medium and large agencies; and independent or franchise agencies can enter.

## STATEMENT OF CLAIMS

### 1. **Significant achievements**

Give examples of outstanding achievements in 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.

### 2. **Business Challenges & Risk Management**

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.

### 3. **Innovation**

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

### 4. **Commitment to quality client service**

Give examples of how you have displayed outstanding service to clients in 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.

### 5. **Service and support to your agency and other staff**

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

### 6. **Personal milestones and career goals**

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

### 7. **Leadership and contribution to the industry**

How have you demonstrated leadership in commercial property management 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.

## Submissions are assessed on a range of criteria including but not limited to:

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service
- Overall contribution to the real estate profession and the community

**Please refer to the Submission requirements on page 31.**

# Commercial Salesperson of the Year

This award recognises excellence in selling, and covers individuals working as principals, licensed agents or sales consultants; in the commercial sector; small, medium and large agencies; and independent or franchise agencies. This award is not judged on sales figures.

## STATEMENT OF CLAIMS

- 1. Significant listings and sales achievement**  
Give examples of outstanding listing and sales achievements in 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.
- 2. Business Challenges & Risk Management**  
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.
- 3. Innovation**  
Describe any new ideas and innovative procedures/services you have implemented in your business and its contribution to your success. This may include customer service enhancements, cost savings, business efficiencies, staff satisfaction or any other value add to the real estate profession. Describe if this has contributed to your positioning and differentiation in the marketplace.
- 4. Commitment to quality client service**  
Give examples of how you have displayed outstanding service to clients in 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.
- 5. Service and support to your agency and other staff**  
Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.
- 6. Personal milestones and career goals**  
Describe your career goals and the strategies to achieve your goals. What strategies do you have in place to further develop your knowledge and skills.
- 7. Leadership and contribution to the industry**  
How have you demonstrated leadership in commercial sales 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.

## Submissions are assessed on a range of criteria including but not limited to:

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service
- Overall contribution to the real estate profession and the community

**Please refer to the Submission requirements on page 31.**

# Corporate Support Person of the Year

This award recognises excellence amongst support staff in either the residential or commercial sectors. It is intended for Individual members who hold a general support position, e.g. receptionist, office manager at a member agency.

## STATEMENT OF CLAIMS

1. **Personal presentation and practices** - Describe the three most important aspects of personal presentation and practice that you display in the real estate agency which make you a deserving contender for this award.
2. **Personable and polite manner** - Describe the three most effective ways you communicate in your day-to-day work. Provide information on why you believe that this approach achieves results. You may use testimonials from clients or your management team to demonstrate these qualities.
3. **Relations with clients/customers** - Describe the three key qualities that have enabled you to establish good relations with clients and staff.
4. **Service and support to agency and other staff** - Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference
5. **Initiative** - Provide examples of work situations where you have displayed personal initiative and drive.
6. **Effective completion of administrative duties** - What do you consider the most important factors when undertaking administrative duties.

## Submissions are assessed on a range of criteria including but not limited to:

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service

Please refer to the Submission requirements on page 31.

# Outstanding Young Agent of the Year

This award recognises excellence in young real estate professionals who are committed to quality customer service, initiative and innovation, continuous improvement, ethics and good practice. These individuals are in the residential or commercial sectors, and work in either sales or property management.

The entrants must be a member of the REIV Young Agents Chapter and have been working in the real estate industry for a minimum of two years.

## STATEMENT OF CLAIMS

1. **Commitment to quality customer service** - Explain your customer service ethos and provide examples that demonstrate your commitment to upholding high standards.
2. **Initiative and innovation** - Provide examples of when and how you have used your initiative and any new and innovative methods or ideas that you have implemented.
3. **Continuous improvement** - Identify what you do to ensure that you continually improve your knowledge, skill and understanding of real estate practice.
4. **Ethics and good practice** - The REIV has a Code of Conduct for members to adhere to. Please refer to this Code of Conduct and discuss your understanding and how you comply with the provisions under "Fair Conduct".
5. **Career and professional goals and objectives** - Please identify any goals or aspirations that you have for yourself within the industry and what you have done, and will do, to achieve these. Be sure to outline current achievements in sales or property management, highlighting key performance indicators and your targeted goals.
6. **Client testimonials** - Please provide three client testimonials as to why you should be chosen as an outstanding Young Agent of the Year.

## Submissions are assessed on a range of criteria including but not limited to:

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service
- Overall contribution to the real estate profession and the community
- Upholding of best practice standards set by the REIV

**Please refer to the Submission requirements on page 31.**

# Owners' Corporation Manager of the Year

This award recognises excellence in owner's corporation management, and is intended for individual members.

## STATEMENT OF CLAIMS

### 1. **Significant achievements**

Give examples of outstanding achievements in 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.

### 2. **Business Challenges & Risk Management**

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.

### 3. **Innovation**

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

### 4. **Commitment to quality client service**

Give examples of how you have displayed outstanding service to clients in 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.

### 5. **Service and support to your agency and other staff**

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

### 6. **Personal milestones and career goals**

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

### 7. **Leadership and contribution to the industry**

How have you demonstrated leadership in owners' corporation management 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.

## **Submissions are assessed on a range of criteria including but not limited to:**

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service
- Overall contribution to the real estate profession and the community

**Please refer to the Submission requirements on page 31.**



# Property Valuer of the Year

This award recognises excellence in property valuations and is intended for individuals.

## STATEMENT OF CLAIMS

### 1. **Significant achievements**

Give examples of outstanding achievements in 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.

### 2. **Business Challenges & Risk Management**

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.

### 3. **Innovation**

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

### 4. **Commitment to quality client service**

Give examples of how you have displayed outstanding service to clients in 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.

### 5. **Service and support to your agency and other staff**

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

### 6. **Personal milestones and career goals**

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

### 7. **Leadership and contribution to the industry**

How have you demonstrated leadership in the field during the award period. Explain how you have contributed to the industry and why you think these contributions will improve your business and its standing within the real estate industry. Discuss the ways valuers complement other property professionals in meeting consumer needs.

## **Submissions are assessed on a range of criteria including but not limited to:**

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service
- Overall contribution to the real estate profession and the community

**Please refer to the Submission requirements on page 31.**



# Residential Property Manager of the Year

This award recognises excellence in property management in the residential sector by an Individual member. Property Managers working independently or with a team of not more than 4 staff are eligible to apply in this category.

## STATEMENT OF CLAIMS

### 1. **Significant achievements**

Give examples of outstanding achievements in 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.

### 2. **Business Challenges & Risk Management**

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.

### 3. **Innovation**

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

### 4. **Commitment to quality client service**

Give examples of how you have displayed outstanding service to clients in 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.

### 5. **Service and support to your agency and other staff**

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

### 6. **Personal milestones and career goals**

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

### 7. **Leadership and contribution to the industry**

How have you demonstrated leadership in residential property management 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.

## **Submissions are assessed on a range of criteria including but not limited to:**

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service
- Overall contribution to the real estate profession and the community

**Please refer to the Submission requirements on page 31.**

# Residential Property Manager of the Year (Executives)

This award recognises excellence in property management in the residential sector; by an individual member. Office Principals, Directors and Senior Property Managers (with 5 or more direct reports) are eligible to apply in this category.

## STATEMENT OF CLAIMS

### 1. **Significant achievements**

Give examples of outstanding achievements in 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.

### 2. **Business Challenges & Risk Management**

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.

### 3. **Innovation**

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

### 4. **Commitment to quality client service**

Give examples of how you have displayed outstanding service to clients in 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.

### 5. **Service and support to your agency and other staff**

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

### 6. **Personal milestones and career goals**

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

### 7. **Leadership and contribution to the industry**

How have you demonstrated leadership in residential property management 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.

## **Submissions are assessed on a range of criteria including but not limited to:**

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service
- Overall contribution to the real estate profession and the community

**Please refer to the Submission requirements on page 31.**

# Residential Salesperson of the Year

This award recognises excellence in selling in the residential sector by an individual member. Sales agents working independently or with a team of not more than 4 staff are eligible to apply in this category.

## STATEMENT OF CLAIMS

### 1. **Significant listings and sales achievement**

Give examples of outstanding listing and sales achievements in 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.

### 2. **Business Challenges & Risk Management**

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.

### 3. **Innovation**

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

### 4. **Commitment to quality client service**

Give examples of how you have displayed outstanding service to clients in 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.

### 5. **Service and support to your agency and other staff**

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

### 6. **Personal milestones and career goals**

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

### 7. **Leadership and contribution to the industry**

How have you demonstrated leadership in residential sales 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 residential salespersons complement other property professionals in meeting consumer needs.

## Submissions are assessed on a range of criteria including but not limited to:

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service
- Overall contribution to the real estate profession and the community

Please refer to the Submission requirements on page 31.

# Residential Salesperson of the Year (Executives)

This award recognises excellence in selling in the residential sector; by an individual member. Office Principals, Directors and Senior Sales agents with 5 or more direct reports may apply in this category.

## STATEMENT OF CLAIMS

### 1. **Significant listings and sales achievement**

Give examples of outstanding listing and sales achievements in 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.

### 2. **Business Challenges & Risk Management**

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.

### 3. **Innovation**

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

### 4. **Commitment to quality client service**

Give examples of how you have displayed outstanding service to clients in 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.

### 5. **Service and support to your agency and other staff**

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

### 6. **Personal milestones and career goals**

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

### 7. **Leadership and contribution to the industry**

How have you demonstrated leadership in residential sales 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 residential salespersons complement other property professionals in meeting consumer needs.

## **Submissions are assessed on a range of criteria including but not limited to:**

- Motivation to exceed client and business expectations
- Contribution to the agency, your team
- Commitment to ongoing personal development
- Demonstrated commitment to high quality customer service
- Overall contribution to the real estate profession and the community

**Please refer to the Submission requirements on page 31.**

# Appendix A – Proforma Agreement for REIV Awards for Excellence 2017 logo usage

**Non-exclusive licence agreement** is made on the date of this agreement set out in the Schedule

**Between:**

**The Real Estate Institute of Victoria Ltd** [ACN 004 201 897] of 335 Camberwell Road, Camberwell 3124  
email address reiv@reiv.com.au (We/Our/Us)

**And**

**The licensee** described in the Schedule (You/Your)

## Recitals

- A. We own the logos depicted in the Schedule (our logos).
- B. You want to be able to use one or more of our logos in connection with you being a finalist or a winner in one or more award categories at the REIV Awards for Excellence 2017 (Awards 2017)
- C. We will grant you a non-exclusive licence to use our logo appropriate to you being either a finalist or a winner in one or more award categories at the REIV Awards for Excellence 2017 (Awards 2017) on the terms set out in this agreement.

**We and you agree:**

### 1. We grant you a non-exclusive licence to use our logos

- 1.1 Beginning on the date of this agreement, we grant to you and you accept a non- exclusive licence (your licence) to use our Awards 2017 logos as set out in the Schedule, as appropriate to you, on the terms set out in the Schedule. For the avoidance of doubt if you are a winner in one or more categories, this licence does not allow you to use both our finalist and our winner logo for that or those categories it only allows you to use your winner logo for that or for those categories.
- 1.2 Your licence will end on the date and at the time stated in the Schedule, unless brought to an end sooner, as provided by this agreement.
- 1.3 We may grant others non-exclusive licenses to use some or all of our logos and on different terms to those of your licence.

### 2. You cannot deal with your licence

- 2.1 Your licence is exclusive to you. You cannot assign a legal or equitable interest in it or grant a sub-licence of it.
- 2.2 If you assign or grant a sub-licence of your licence, or attempt to do either of these things, your licence will automatically terminate without it being necessary for us to give you a notice to that effect.

### **3. Ownership of our logos and intellectual property**

- 3.1 You acknowledge we own our logos and the intellectual property in them.
- 3.2 Your licence does not create any right, title, or interest in our logos or the intellectual property in them.
- 3.3 You must not store our logos in an information or storage or retrieval system, unless we have first given you our written consent to do so. If we give our consent, we may impose conditions and you must comply with them.
- 3.4 Our logo must be used in its entirety and must not be changed or altered in any way

### **4. Selecting our logos**

- 4.1 It is your responsibility to consider the suitability of our logos and to select which of them you want to use.

### **5. Marketing**

- 5.1 We will not formulate or develop or produce marketing material for you.
- 5.2 We are not obliged to provide assistance to you or anyone else in connection with or in relation to your marketing or promotion.

### **6. We give no warranties and limit our liability**

- 6.1 We disclaim, to the fullest extent permitted by law, all express, implied, and statutory warranties (including without limiting the generality of the foregoing) merchantability, fitness for purpose, and non-infringement of proprietary rights.
- 6.2 We give no warranty our logos, including those you select, will meet your requirements or your expectations or will be suitable for your use.
- 6.3 You use our logos on the express understanding we will not be liable to you for any direct, indirect, special, consequential, or exemplary damages. Including (but not limited to) damage for loss of goodwill, use, or intangible losses (even if you have notified us of possible damages) resulting from or in connection with or in relation to your use of our logos.

### **7. Your indemnity**

- 7.1 You indemnify us against any claims or demands (including legal costs and expenses on a full indemnity basis) made by a third party in connection with or in relation to your use of our logos.
- 7.2 Your indemnity remains in effect even though your licence has come to an end or has been terminated.

**8. We may require you to explain your conduct**

- 8.1 If we have reason to suspect you are not or may not be complying with the terms of your licence, we (or our representative) may request you provide a written explanation to us of allegations we put to you, within 7 days of the allegations being given to you.
- 8.2 You must provide us with your written explanation of the allegations strictly within the 7 days allowed for you to do so.
- 8.3 If you do not provide your written explanation to us within the 7 days or we consider your written explanation to be unsatisfactory when received, we may, in either case, immediately terminate your licence by giving you notice in accordance with clause 13.

**9. We do not monitor other licensees**

- 9.1 You cannot require us to monitor the use of our logos by other licensees nor do we warrant we will enforce the terms of their licences.
- 9.2 We give you no warranty or undertaking other licensees will comply with the terms of their licences.
- 9.3 You cannot require us to consider or investigate allegations you or anyone else may make in relation to or in connection with the use of our logos by other licensees.

**10. We may change our logos and your terms of use**

- 10.1 We may change the design, size and colours of our logos or your terms of use of them. If we do so, we will give you notice. You agree you will comply with the notified changes on and from the date nominated by us.

**11. We or you may terminate your licence**

- 11.1 We may immediately terminate your licence by notice if –
  - (a) you do not comply with the terms of use set out in the Schedule; or you cease to be our member; or
  - (b) you engage in illegal, fraudulent, deceptive, misleading, or defamatory conduct or provide an enforceable undertaking to the Director or Consumer Affairs Victoria; or
  - (c) an offence is proven against you in a court or tribunal under the Estate Agents Act 1980, the Competition and Consumer Act 2010, the Australian Consumer Law and Fair Trading Act 2012, the Sale of Land Act 1962, the Duties Act 2000, the Income Tax Assessment Act 1936, the Crimes Act 1958, or the Corporations Act 2001, or regulations or guidelines made under those Acts; or
  - (d) you use our logos in a manner which associates or could be interpreted as tending to associate us with a political, religious, or ethnic group; or
  - (e) you do something that in our reasonable opinion is detrimental to us or our members or our reputation or the reputation or interests of the real estate industry; or
  - (f) you assign your property for the benefit of your creditors or become a bankrupt.

11.2 You may terminate your licence at any time by giving us prior notice.

## **12. Your responsibilities on your licence ending or being terminated**

12.1 When your licence ends or is terminated you must immediately –

- (a) cease using our logos whether in electronic or hard copy form; and
- (b) cease distributing any form of electronic or hard copy material which carries our logos; and
- (c) remove our logos from your website or that of a third party; and
- (d) at your expense return to us any materials you have received from us in relation to your use of our logos.

## **13. How notices are given**

13.1 If a notice needs to be given by us to you or vice versa it is to be in writing and is to be dated and signed by the giver of it.

13.2 A notice is given to by us to you or vice versa by –

- (a) delivering it; or
- (b) posting it by pre-paid post; or
- (c) sending it by electronic communication (email)

to our or to your address or to our or to your email address set out in the Schedule.

13.3 A notice that is delivered is given on delivery. But if delivery takes place outside normal business hours the notice is deemed given at 9:00 am on the next business day at the place of delivery.

13.4 A notice that is posted is given –

- (a) if posted by express post, on the next business day; or
- (b) if posted by priority post, on the fourth business day; or
- (c) if posted by regular post, on the sixth business day

after the day on which the notice is posted.

13.5 A notice sent by email is given when it first becomes capable of being retrieved as provided in section 13A (2) of the Electronic Transactions (Victoria) Act 2000. If that occurs outside normal business hours the notice is deemed given at 9:00 am on the next business day.



13.6 For the purpose of giving a notice –

- (a) “normal business hours” means between the hours of 9:00 am and 5:00 pm inclusive on a business day; and
- (b) “business day” means a day other than Saturday, Sunday or a day declared as a public holiday at our street address if we are the recipient or at your street address set out in the Schedule, if you are the recipient; and
- (c) “in writing” means any way of representing or reproducing words, figures or symbols in a visible form.

13.7 For the purposes of Part 2, Division 2, section 8 of the Electronic Transactions (Victoria) Act 2000 we and you agree it is reasonable to expect that information or a notice or both to be given by either of us to the other by means of an electronic communication will be readily accessible so as to be useable for subsequent reference and we and you consent to information or a notice or both being given by either of us to the other by means of an electronic communication.

13.8 For the purpose of the giving of a notice which requires a signature and will be given in the body of or as an attachment to an email, the signature of the person to the notice will be a sufficient signature if typed in a legible font.

**14 What law applies?**

14.1 The law of Victoria applies to your licence.

**15 This is an entire agreement**

15.1 Your licence constitutes the entire agreement made between the both of us.

15.2 There are no other agreements or understandings whether in writing or otherwise in relation to or in connection with your licence.

15.3 If a part of your licence is found by a court or tribunal to be invalid it will be deemed severed and the remainder of your licence will continue in full force and effect.

## SCHEDULE

**The date of this non-exclusive licence is:** \_\_\_\_\_  
(\*this is the date on which the non-exclusive licence begins)

### Licensee Details:

**Name** Business Name/ Individual Name \_\_\_\_\_

**[ACN]** (\* enter name as registered with the Business Licensing Authority) \_\_\_\_\_

**Street address:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Award Category:** \_\_\_\_\_

**Logo Type:** Finalist/ Winner \_\_\_\_\_

**This non-exclusive licence ends\*:** at midnight on the day that is the day before the fifth anniversary of the date of this non-exclusive licence. (\*Refer to clause 12 which sets out what you must do when this non-exclusive licence ends)

### The terms of your non-exclusive licence are:

- I. You must not recreate the logo or any of its elements
- II. You must always use the master artwork provided when reproducing the logo
- III. You must not distort the logo in any way
- IV. You must not apply drop shadows or additional visual effects to the logo
- V. You must only use the logo in the context of a finalist or winning entrant in the abovenamed category.
  - a. For the avoidance of doubt and by way of example –if the logo is to be used as a result of you being the winning entrant or finalist in the abovenamed category and it is an **estate agency category**, you can use the logo on ‘for sale’ and for ‘lease boards’, your website, your brochures and advertising material. You cannot use the logo on the business card of an estate agent, agent’s representative or other employee or contractor or to promote an individual; or
  - b. if the logo is to be used as a result of you being the winning entrant or finalist in the abovenamed category and it is an **individual category**, you can use the logo on your business card and other material relating to you solely as an individual. You cannot use the logo to promote the business of your business partner or employer or a business to which you provide services on the basis of a contract.

- VI. Sample logos from 2016 are presented below for reference:



**Executed by** The Real Estate Institute of Victoria Ltd

\_\_\_\_\_  
CEO

**Executed by** Business Name/ Individual

\_\_\_\_\_  
Director

\_\_\_\_\_  
Director / Secretary

## CONTACT US

**The Real Estate Institute of Victoria Ltd.**

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**ABN** 81 004 210 897 **RTO** 4042



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