

2017 AWARDS for EXCELLENCE

16 September 2017
QT Canberra
7.00pm

Guidelines

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2017 REIACT Awards for Excellence

The Real Estate Institute of ACT (REIACT) is pleased to announce the twenty third annual Awards for Excellence recognising the real estate industry's top performers across ACT. These Awards for Excellence aim to encourage recognise and promote excellence and best practice in the real estate profession.

The awards will be presented at a Gala Dinner on Saturday 16th September 2017 at the QT Hotel Canberra. Again we gratefully acknowledge the support of Allhomes as our Corporate Sponsor and thank them for their continued support of the industry.

REIACT Award winners are entitled to display a REIACT Awards logo citing their win on their promotional materials for a period of 12 months following the presentation of the awards. Finalists are not permitted to use their status in any internal or external marketing. Entrants are also not permitted to advertise their entry into the awards. Use of previous year's REIACT awards in any publicity is not permitted.

Rules and conditions

The information contained in this document form the Rules and Conditions of entry to the 2017 REIACT Awards for Excellence.

Eligibility

Entrants must be a financial Institute Member (as defined in the REIACT Constitution), or employed by an Institute Member (or, in the case of the President's and Community Service Award, an employee or, in the case of the Solicitor of the Year, have conducted work for an REIACT member or, in the case of Large Agency, all offices of the company or franchise in the ACT must be members) of the REIACT at the date of nomination, and at the date of the awards event.

Agency principals or shareholders may nominate for individual awards. Parties are welcome to nominate themselves or be nominated by others.

Entry process

On receipt of the submission fee and entry form you will then be provided with instructions to register and access the online submission form. When completing your online submission, no other material is to be supplied except where stated in the selection criteria.

For further details, see Submission guidelines.

Important dates for judging of entrants

Monday 26th June 2017 Open	Nominations for ALL chosen categories open.
Friday 21st July 2017 Close	Payment for ALL chosen categories must be received by 4:00pm at the REI ACT. This requires the signed entry form and receipt of payment be sent via email to reception@reiact.com.au .
Friday 21st July 2017	Nominations for the Social Housing Categories (Public Housing Sector Property Manager and Community Housing Sector Property Manager) must be received via email by 4:00pm at the REI ACT.
Friday 4th August 2017	Entry submissions answering set criteria must be received via the online submission platform by 5:00pm. Late entries will not be accepted.

Judging process

The following judging process will apply for all awards except the Solicitors, Public Housing and Community Housing awards which be judged by a panel interview only. The President's Award will be nominated by the REI ACT President and not require a submission or interview.

Judging will occur in two phases

- online submission
- panel interview (Nominated awards only)

Submission Period – 1st July 2016 – 30th June 2017

Online Submission

Judges will assess the nominee's submission against the criteria for their category. Each criterion is of equal value. Entrants will not be assessed against the performance of other entrants in the category. Assessments will not be made on the basis of sales volume, size or location of company.

Judges will assess each nominee independently from other members of the judging panel and will provide their decisions to the REI ACT through the online judges' portal. These will then be tallied by an independent auditor to determine the results of this activity in each category.

Panel Interview – Public Housing Sector Property Manager, Community Housing Sector Property Manager and Solicitor of the Year

Entrants will be interviewed by a panel of 3 judges with a set of standard questions, each of which will attract equal value. Each judge will attribute marks independently and not confer with other judges on the panel. The results will be tallied by an independent auditor.

The combined score of the online submission and panel interview will be tallied to identify the winner in each category. The submission and interview will be weighted equally.

In the event of a tied result, the judging panel will be reconvened to decide on a winner.

In the event that no entry in a category meets the criteria of Excellence, at the discretion of the judging panel, no award will be made.

The REI ACT and the judging panels reserve the right to not give an award in a category should an appropriate standard for representing Excellence not be reflected in submissions.

Entrants must not contact any of the judges to discuss the judging process. Such contact may exclude them from consideration for an award.

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

Judging panel

For all nominated awards except the President's Award, a judging panel will be appointed. Each panel will be composed of three individuals, who may or may not be directly involved in the real estate industry inside or outside the ACT.

Judges may include members who are currently, or were previously, practising in real estate, from a relevant REI Chapter, external specialists (e.g. in the areas of news media etc.); and entrants from sponsors, and/or interested members of the public, where relevant. Judges for the auctioneer event will be qualified auctioneers.

Every effort will be made to ensure that judging panels do not have any conflict of interest, and that the award and judging processes are transparent. Judges will be required to declare any possible conflict of interest and to commit to confidentiality in a signed statement. Judges may not have any formal association with the nominated agency or individual.

Judging of the President's Award

The judge for the President's Award is the REI ACT President, who may seek assistance in the judging process, at his/her discretion, from REI ACT Past Presidents.

The President will consider the professional abilities and achievements of entrants, as well as relevant legislative, market and industry knowledge; commitment to ongoing professional development; leadership in the industry including commitment to the professional development of others; highest professional and ethical standards; and participation in the Real Estate Institute's activities and/or contribution to the work of the Real Estate Institute of ACT.

Submission guidelines

Applicants must submit:

- One copy of the completed entry form and a high resolution but compressed digital photo of themselves or Company Logo and a 100 word (maximum) personal/company profile in a word document. This should be a head shot only. For agencies, a group shot or agency logo is suitable. This is to be emailed with the profile to reception@reiaact.com.au by 5:00pm on Friday 4th August 2017.

NB: No submission will be accepted without the receipt of the above.

Applicants must:

- use the online submission platform. Excepting submissions for Solicitors awards, Public Housing awards and Community Housing awards, all submissions must be made through the online platform.
- confine their answers to the 500 word template supplied via the awards platform
- present requested supporting attachments/documentation in Arial single line spacing 12 point; printed single side with each page numbered in top right hand side footer not allowing the text itself to exceed the set margins, header and footer widths via the awards platform.
- not include any other material attachments or affectation other than the responses to the criteria, although graphs or charts will be accepted if they are included in the designated response space and directly relate to the criteria
- not include any additional items in their submission, except where requested in specific categories
- not work outside the submission guidelines. Where these guidelines have not been followed, the judges will penalise the submission by 5% for each and every deviation from the guidelines
- not contact any of the judges to discuss the judging process. Such contact will result in exclusion from consideration for an award.
- not be permitted to make alterations to entries after the submission deadline.
- Submission period to be addressed – 1st July 2016 to 30th June 2017.

All entries become the property of the REI ACT on submission. No responsibility for loss or misdirection of entries will be accepted by the REI ACT or its representatives. Photos may be used for promotional purposes.

Award categories

The award categories are below followed by the entrant fee in brackets:

1. Corporate Support Person of the Year (\$150)*
2. Small Residential Agency of the Year, 10 people (inclusive) or fewer (\$350)*
3. Medium Residential Agency of the Year, 11 to 20 people, individually owned and operated on a single office site (\$500)*
4. Large Residential Agency of the Year, 21 (inclusive) or more people. May have multiple offices within the ACT (may not be a multiple city or national franchise group) (\$1500)*
5. Commercial Agency of the Year (\$1500)*
6. Achievement Award (\$150)*
7. Rookie of the Year (\$150)
8. Residential Salesperson of the Year (\$300)*
9. Residential Sales Team of the Year (\$300)
10. Residential Property Manager of the Year (\$150)*
11. Residential Property Management Team of the Year (\$300)
12. Commercial Salesperson of the Year (\$300)*
13. Commercial Property Manager of the Year (\$150)*
14. Service Provider of the Year (\$200)
15. Communications (\$300)*
16. Innovation (\$300)*
17. Public Housing Sector Property Manager of the Year (no fee)
18. Community Housing Sector Property Manager of the Year (no fee)
19. Solicitor of the Year (no fee)
20. Community Service (no fee)*
21. REI ACT President's Award (no fee)
22. Residential Marketing Award (Budget under \$3.5K) (no fee)
23. Residential Marketing Award (Budget over \$3.5k) (no fee)

N.B. Awards with a "" attached denotes categories whose winners are eligible for entry in REIA National Awards for Excellence.*

TIPS FOR ENTRANTS

Read the instructions

Not following the guidelines could result in penalties that might be the difference between winning and missing out. Carefully read all instructions.

Do not duplicate any previous entries

Entries that have plagiarised submissions from previous years or from other entrants will not be accepted and will be automatically discounted from judging.

What did you achieve in concrete terms? Provide example

The goal of the REI ACT Awards for Excellence is to foster excellence and best practice. Entrants should address those aspects of their professional practices that exemplify excellence and achievement in the profession.

Provide examples of any claims you make so the judge can understand and appreciate your achievements. For example, it is not sufficient to say: "I provide strong leadership to other staff members in my agency." A fuller response might be: "An example of the way I provided leadership to other staff members in my agency is my establishment of a mentoring program matching new and junior staff members with more experienced practitioners, which includes regular meetings with the mentor to discuss problems, brainstorm solutions and reach solutions."

Avoid hyperbole

Be realistic about your achievements and ensure that your claims about sales success can be substantiated. Excessive and exaggerated claims about business success are not an appropriate response to the criteria. Examples which demonstrate best practice and professionalism are more appropriate.

Keep it professional

The submission is a professional document and should be presented as such, including attention to word processing and photocopying to ensure the document is legible and conforms to the submission guidelines. Responses to criteria should be checked carefully to ensure they do not contain errors in spelling, punctuation and grammar. You may use the services of an external supplier e.g. PR company to assist with the production of your submission.

It is expected the REI ACT Award entrants respect both state and federal REIs' contribution to recognise excellence and highlight professional practice and as such, entrants should take care in endorsing any products or services which are in direct conflict with their REI.

Don't leave it too late

The closing date for receipt of submissions is Friday 4th August 2017. Late entries will not be accepted.

Award information and category criteria

Corporate Support Person of the Year

This award recognises excellence amongst support staff, and is intended for individuals rather than agencies. Entrants may not be engaged as sales staff or property managers, and must hold a general support position, e.g. bookkeeper, receptionist, office manager.

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

Personal presentation and practices

Describe the three most important aspects of personal presentation and practices you regard as vital for support staff to display in a real estate agency.

Personable and polite manner

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

Relations with clients/customers

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

Support for fellow workers

Describe three successful examples or situations that exhibit your outstanding relationship with fellow workers.

Initiative

Describe three work situations in which you have displayed initiative.

Effective completion of administrative duties

Describe the three most important factors you believe should be considered when completing administrative duties.

Small Residential Agency of the Year

This award recognises excellence in agency practice in the residential sector, where an agency employs 10 people (inclusive), or fewer and where the business entity operates from a single or sole location. This award is not judged on sales figures.

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

Agency achievements

Outline the key achievements of the agency during the Submission Period.

Business development plan

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

Professional development

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

Marketing

Highlight the most successful marketing strategies you employed during the Submission Period.

Significant sales and/or property management listings

Give examples of success in property sales and/or property management during the Submission 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.

Service to clients

Give examples of how your agency has displayed outstanding service to clients during the Submission Period. Describe how your agency achieves a point of difference when delivering excellent service to clients.

Medium Residential Agency of the Year

This award recognises excellence in agency practice in the residential sector, where an agency employs 11 to 20 people and is a business with a single location. This award is not judged on sales figures.

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

Agency achievements

Outline the key achievements of the agency during the Submission Period.

Business development plan

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

Professional development

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

Marketing

Highlight the most successful marketing strategies you employed during the Submission Period.

Significant sales and/or property management listings

Give examples of success in property sales and/or property management during the Submission 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.

Service to clients

Give examples of how your agency has displayed outstanding service to clients during the Submission Period.

Describe how your agency achieves a point of difference when delivering excellent service to clients.

Large Residential Agency of the Year

This award recognises excellence in agency practice in the residential sector, where an agency employs 21 (inclusive) or more people (including admin staff). The agency may be a company with multiple offices in the ACT but may not be a multiple city or national franchise group.

An office within a franchise may enter this category provided it is made clear the entry and all claims against the selection criteria relate only to that specific office. This award is not judged on sales figures.

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

Agency achievements

Outline the key achievements of the agency during the Submission Period.

Business development plan

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

Professional development

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

Marketing

Highlight the most successful marketing strategies you employed during the Submission Period.

Significant sales and/or property management listings

Give examples of success in property sales and/or property management during the Submission 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.

Service to clients

Give examples of how your agency has displayed outstanding service to clients during the Submission Period.

Describe how your agency achieves a point of difference when delivering excellent service to clients.

Commercial Agency of the Year

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

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

Agency achievements

Outline the key achievements of the agency during the Submission Period.

Business development plan

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

Professional development

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

Marketing

Highlight the most successful marketing strategies you employed during the Submission Period.

Significant sales and/or property management listings

Give examples of success in property sales and/or property management during the Submission 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.

Service to clients

Give examples of how your agency has displayed outstanding service to clients during the Submission Period.

Describe how your agency achieves a point of difference when delivering excellent service to clients.

Achievement Award

This award recognises excellence amongst newcomers to the industry (within two years of date of initial 'provisional' licensing or initial 'provisional' registration) in either the residential or the commercial sectors.

Entrants must have held their licence or registration (including provisional status) for no more than two years at the time of nominating for this award. They may work in either the residential or the commercial sectors, and in either sales or property management.

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

Commitment to quality customer service

Describe examples of your commitment to quality customer service during the Submission Period.

Service and support to your agency and other staff

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

Initiative

Describe examples of when you have displayed initiative in your position during the Submission Period.

Good understanding of office and legislative standard applicable to the position

Describe the most important areas in which you were required and able to meet office and legislative standard applicable to your position.

Career and professional objectives

Describe your career and professional objectives, and the steps you have taken to achieve these objectives during the Submission Period.

Commitment to professional and ethical standards

Give examples of how you have displayed a commitment to professional and ethical standards of practice during the Submission Period.

Rookie of the Year

This Award for Excellence recognises excellence amongst newcomers to the industry (within two years of date of initial 'provisional' licensing or initial 'provisional' registration) in either the residential or the commercial sectors.

ELIGIBILITY

- + All nominations must be approved by the Principal of the Member Agency
- + Nominees must have held their licence or registration (including provisional status) for no more than two years at the time of nominating for this Award. They may work in either the residential or commercial sectors, and in either sales or property management.
- + Entrants must supply a copy of Certificate of Registration

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

Your Role and Responsibilities

Briefly outline your role and your most important responsibilities. Describe your personal contributions to the success of the agency and explain why these made a difference.

Significant Achievement

Specify your most significant professional achievement during the submission period. Outline why you believe it was significant, how you achieved success, how it helped you develop in your role and how it benefited the business you work for.

Ethics and Good Practice

The REI ACT has a Standards of Business Practice for members to adhere to. Please refer to the Standards and discuss your understanding and how you comply with the provision under "General Duties of Agents".

Innovation

Outline how you are driving innovation in your business and/or the real estate industry, and how you inspire and motivate others to do likewise.

Professional Development

Identify what you do to ensure that you continually improve your knowledge, skill and understanding of real estate practice.

Residential Salesperson of the Year

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

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

Significant listing and sales achievement

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

Commitment to quality customer service

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

Service and support to your agency and other staff

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

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.

Residential Sales Team of the Year

This Award for Excellence recognises outstanding achievement by teams in residential sales. This award is not judged on sales figures. **Team definition** – *minimum of two team members working under the name of the lead agent.*

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

Team Activity

Provide details of the following key business metrics for the Submission Period: size of team and roles; which team members contribute to or undertake sales related activities for clients, number of sales settled; total value of sales settled; average time on market; ratio of appraisals to listings; ratio of listings to sales; geographic coverage of your agency. How do these compare to 12 months ago? Outline any year-on-year improvement.

Supporting Material: *include supporting material including, but not limited to, data feeds, audited statements, third party independent data provider endorsements etc. – maximum 2 pages*

Significant Achievement

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

Supporting Material: *you may wish to include supporting material in the form of client testimonials, marketing material or other evidence – maximum 2 pages*

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

Innovation

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

Culture

Describe the strategies and activities used during the Submission Period to build an outstanding team culture.

Professional Development

Outline any professional development activities undertaken by the team during the Submission Period and how they have improved the team's performance. Describe how this improved performance will help the team achieve its future goals.

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

Residential Property Manager of the Year

This award recognises excellence in property management in the residential sector and is intended for individuals rather than agencies. It covers individuals working in the residential sector; small, medium and large agencies; and independent or franchise agencies. This award is not judged on scale.

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

Significant listings and management achievement

Give examples of how you have demonstrated excellence in property management during the Submission Period and explain why you believe they are significant. Your examples must focus on properties and means for achieving success, not volume or value. They may include business development activities and/or property management functions. If you are exclusively in a business development role, explain the strategies you implemented to achieve and maximise rental growth during the Submission Period.

Service to clients and customers

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

Service and support to your agency and other staff

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

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.

Residential Property Management Team of the Year

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

Team definition – minimum of two team members working under the name of the lead property manager.

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

Team Performance

Provide details of how overall team performance has improved during the Submission Period. Explain what strategies were employed to achieve this improvement.

Significant achievement

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

Supporting material – you may include supporting material in the form of client testimonials, marketing material or other evidence – limited to 2 pages

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

Business Development

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

Supporting material – include supporting material including, but not limited to, data feeds, audited statements, third party independent data provider endorsements etc. – limited to 2 pages

Culture

Describe the strategies and activities used during the Submission Period to build an outstanding team culture.

Professional development

Outline any professional development activities undertaken by the team during the Submission period and how they have improved the team's performance. Describe how this improved performance will help the team achieve its future goals.

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

ADDITIONAL INFORMATION TO BE PROVIDED:

- + Team size and roles
- + Size of rent roll (less than 200, 201-500, 500-1000, more than 1000)
- + Property types within rent rolls
- + Geographic coverage of rent roll

Note: this information will not be scored. It will simply be used by the judges to better understand the entrant's role and responsibilities.

Commercial Salesperson of the Year

This award recognises excellence in selling and listing, and is intended for individuals rather than agencies. It 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.

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

Significant listing and sales achievement

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

Commitment to quality customer service

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

Service and support to your agency other staff

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

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.

Commercial Property Manager of the Year

This award recognises excellence in property management in the commercial sector and is intended for individuals rather than agencies. It covers individuals working in small, medium and large agencies and independent or franchise agencies.

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

Significant listing and management achievement

Give examples of outstanding listing and management achievements in 2016/2017, and explain why you believe these are significant. Your examples must focus on properties and means for achieving success, not volume or value. They may include business development activities and/or property management functions.

Service to Clients

Give examples of how you have displayed a commitment to quality customer service during the Submission Period and explain why you believe these to be significant. Provide examples of how you have achieved a point of difference in the delivery of excellent service to clients.

Service and support to agency and other staff

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

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.

Service Provider of the Year

This award recognises excellence in Service Providers to the Real Estate sector. It can be single or multi-sited companies operating within the ACT. Services providers include, but are not limited to:

- Mortgage Providers
- Building Inspection Services
- Maintenance Services
- Photography Services
- Interior Design Services
- Accounting Services

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

Company achievements

Outline the key achievements of the company during the Submission Period.

Business development plan

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

Professional development

Describe professional development strategies that you used during the Submission Period to develop your staff to their maximum potential.

Highlight future goals you wish to achieve in developing your staff in the future.

Marketing

Highlight the most successful marketing strategies you employed during the Submission Period.

Highlight why you believe your advertising has maximum impact to attract action.

Service to clients

Give examples of how your company has displayed outstanding service to clients during the Submission Period. Describe how your company achieves a point of difference when delivering excellent service to clients.

Communications Award

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

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

Attachments are permitted for the Skills criterion.

Strategy

Provide details of your communications strategy during the Submission Period.

Skills

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

Achievements

Describe how your communications strategy has contributed to business achievements for your agency during the Submission Period.

Compliance with legislation

Describe how your communications activities comply with relevant legislation.

Benefit to industry and consumers

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

Innovation Award

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

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

The following statements must also be addressed

1. I have not entered this particular innovation into the award before

Or

2. I have entered this particular innovation into the awards before

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

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

Innovation

Describe the essential elements of the innovation which you have introduced during the Submission Period and its contribution to the success of your business during the Submission Period. Describe how the innovation has improved your business efficiency.

Cost

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

Innovative process

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

Benefit to industry

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

Benefit to consumers

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

Community Service Award

This award recognises the outstanding contribution of individuals or agencies involved in community service.

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

Community service program

Provide details of your community service program during the Submission Period. Give details on time spent and monies raised or contributed.

Rationale

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

Benefit to the community

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

REIACT President's Award

The President's Award recognises an outstanding contribution to the real estate profession over an extended period.

In selecting the award winner, the REIACT President will take into account:

- + professional abilities and achievements;
- + relevant legislative, market and industry knowledge;
- + commitment to ongoing professional development;
- + leadership in the industry including commitment to the professional development of others;
- + highest professional and ethical standards; and
- + participation in REIACT activities and/or contribution to the work of the REIACT

Residential Marketing Award - Budget Under \$3.5K

This Award for Excellence recognises excellence in marketing in the residential sector, where the budget was under \$3,500.

ELIGIBILITY

+ Marketing campaigns must be for properties sold or leased between 1st July 2016 and 30th June 2017.

This information is crucial for all entries. Failure to comply with these guidelines may disqualify the nomination or result in deduction of points up to 5% for any deviation from these guidelines.

Submissions must identify the following criteria:

- + A description of the property;
- + The total campaign spend with itemised costings showing breakdowns of creative and placement;
- + The date the property was offered for sale or lease;
- + The date the property was sold or leased;
- + A summary of the marketing campaign
- + A statement identifying how the campaign met 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.

This award will be judged on the following criteria:

1. Description of campaign strategy
2. Suitability to meet target demographic
3. Cost effectiveness of marketing campaign to meet objectives
4. Creativity and innovation of advertising and promotional material
5. Effective use of advertising and promotional mediums
6. Overall effectiveness of campaign and identification of outcomes achieved

Residential Marketing Award - Budget Over \$3.5K

This Award for Excellence recognises excellence in marketing in the residential sector, where the budget was over \$3,500.

ELIGIBILITY

+ Marketing campaigns must be for properties sold or leased between 1st July 2016 and 30th June 2017.

This information is crucial for all entries. Failure to comply with these guidelines may disqualify the nomination or result in deduction of points up to 5% for any deviation from these guidelines.

Submissions must identify the following criteria:

- + A description of the property;
- + The total campaign spend with itemised costings showing breakdowns of creative and placement;
- + The date the property was offered for sale or lease;
- + The date the property was sold or leased;
- + A summary of the marketing campaign
- + A statement identifying how the campaign met 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.

This award will be judged on the following criteria:

1. Description of campaign strategy
2. Suitability to meet target demographic
3. Cost effectiveness of marketing campaign to meet objectives
4. Creativity and innovation of advertising and promotional material
5. Effective use of advertising and promotional mediums
6. Overall effectiveness of campaign and identification of outcomes achieved

Housing Sector Property Manager (interview only)

This award recognises the outstanding contribution of individuals involved in the provision of property management services in the public housing sector.

An interview will be conducted addressing the criteria which will be supplied at the interview.

Community Housing Sector Property Manager (interview only)

This award recognises the outstanding contribution of individuals involved in the provision of property management services in the community housing sector.

An interview will be conducted addressing the criteria which will be supplied at the interview.

Solicitor - Nominated by a REI ACT Institute Member

This award recognises the outstanding contribution of individuals involved in providing legal services to real estate practitioners and their clients.

An interview will be conducted addressing the criteria which will be supplied at the interview.

Further information

Please contact Rebecca Elton on 02 6282 4544 or email reception@reiaact.com.au.

2017 Awards for Excellence Entry Form

Payment received on or before Friday 21st July 2017 by 4:00pm

Friday 21st July 2017

Nominations for the Social Housing Categories (Public Housing Sector Property Manager and Community Housing Sector Property Manager) received by 4:00pm.

Friday 4th August 2017

Online submissions finalised by 5:00pm.

Saturday 16th September 2017

REI ACT Awards for Excellence Gala Dinner.

Please tick appropriate box below:

- | | |
|---|---|
| <input type="checkbox"/> Corporate Support Person of the Year | <input type="checkbox"/> Commercial Property Manager of the Year |
| <input type="checkbox"/> Small Residential Agency of the Year | <input type="checkbox"/> Service Provider of the Year |
| <input type="checkbox"/> Medium Residential Agency of the Year | <input type="checkbox"/> Communications Award |
| <input type="checkbox"/> Large Residential Agency of the Year | <input type="checkbox"/> Innovation Award |
| <input type="checkbox"/> Commercial Agency of the Year | <input type="checkbox"/> Public Housing Sector Property Manager of the Year (Interview only) |
| <input type="checkbox"/> Achievement Award | <input type="checkbox"/> Community Housing Sector Property Manager of the Year (Interview only) |
| <input type="checkbox"/> Rookie of the Year | <input type="checkbox"/> Solicitor (Interview only) |
| <input type="checkbox"/> Residential Salesperson of the Year | <input type="checkbox"/> Community Service Award |
| <input type="checkbox"/> Residential Sales Team of the Year | <input type="checkbox"/> Residential Marketing Award – Budget UNDER \$3.5K |
| <input type="checkbox"/> Residential Property Manager of the Year | <input type="checkbox"/> Residential Marketing Award – Budget OVER \$3.5K |
| <input type="checkbox"/> Residential Property Management Team of the Year | |
| <input type="checkbox"/> Commercial Salesperson of the Year | |

Name of Entrant:

From (office/agency):

Phone: Office:

Mobile:

Email:

Solicitor of the Year Nomination Form

TO BE COMPLETED BY AN REIACT INSTITUTE MEMBER

INSTITUTE MEMBER

PRINCIPAL'S SIGNATURE

SOLICITOR OF THE YEAR NOMINEE

COMPANY NAME

SOLICITOR'S NAME

EMAIL

TELEPHONE

MOBILE

SUPPORTING RECOMMENDATION FOR NOMINEE – TO BE COMPLETE BY REIACT INSTITUTE MEMBER

Please provide comments supporting your recommendation for nomination of Solicitor of the Year.

Declaration

Please sign at end of declaration to ensure you have understood the terms of entry

- a. I hereby nominate as an entrant in the 2017 REIACT Awards for Excellence.
- b. I have read the rules and conditions of entry and agree to abide by them. I am a current member of REIACT or employed by a member of REIACT and understand that my membership must be current at the time of nomination and at the date of the awards presentation.
- c. I accept the judges' decision as final.
- d. I agree to make myself available for a panel interview as required by the REIACT for the relevant categories.
- e. I understand that in the event that no entry in a category meets the criteria of Excellence, at the discretion of the judging panel, no award will be made.
- f. I understand that the relevant period to which I must address the required criteria must fall between 1st July 2016 to 30th June 2017.
- g. REIACT is in receipt of my high resolution, compressed digital photo (head shot or logo) and a 100 word personal profile and I understand that my eligibility for my submission being judged does not commence until these are received by REIACT.
- h. I agree to my entry and photo being publicised and promoted at any time after the receipt of my entry through media selected by REIACT.
- i. I understand that if I am an award winner I may use the REIACT award winner logo supplied to me by REIACT in my promotional material on condition that I retain membership of REIACT.
- j. I understand that if I am cited as a finalist I am not to use this status in any public marketing material including email and letter signatures.
- k. I understand that the use of the REIACT award winner logo is limited to the current year of the award and previous year's awards may be not be used in publicity.
- l. I understand that I am not permitted to advertise my nomination in any form for the awards
- m. I understand I am not permitted to advertise previous award's year achievements.
- n. I understand that should I contravene these declarations that I may be ruled ineligible for entry to the awards
- o. I certify that the information provided is true and correct to the best of my knowledge.

Nominee's signature: _____ Date / / 2017

Please charge my credit card for \$ _____

Visa Mastercard American Express (will attract a 2.5% processing fee)

Card No: _____ Expiry Date: _____ CCV No: _____

Card Holder's Name: _____

Card Holder's Signature: _____

Enclosed is a cheque payable to "REIACT" (ABN 67 008 553 277)