

Entry Kit



ENTRIES CLOSE FRIDAY, 07 MAY

SUBMIT YOUR ENTRY AT
[REINSWAWARDS.COM.AU](https://reinswawards.com.au)

REINSW
AWARDS
FOR
2021 **excellence**

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

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

In 2021, entrants in 23 categories will be celebrated for their knowledge, skill, and innovation.

AGENCY CATEGORIES

- Buyers' Agency
- Commercial Agency - Large
- Commercial Agency - Small
- Communication
- Innovation
- Real Estate Agency - Large
- Real Estate Agency - Medium
- Real Estate Agency - Small
- Residential Property Management Team
- Residential Sales Team

INDIVIDUAL CATEGORIES

- Achievement
- Auctioneer
- Business Development Manager
- Buyers' Agent
- Commercial Property Manager
- Commercial Salesperson
- John Greig OAM Community Service
- Operational Support
- Operational Leadership
- Property Marketer
- Tim Anderson OAM Residential Property Manager
- Residential Salesperson
- Rural Marketer

Why enter?

ENTERING IS EASY

If you have time to answer five (5) short questions, then you have time to enter. The criteria makes it easier and less time consuming to prepare your submission.

MORE AGENTS CAN NOW ENTER

As long as you work for a member agency, then you're eligible to enter. With entry now open to more agents than ever before, winning really means you are the best of the best.

WIDE RANGE OF CATEGORIES

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

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

DRAW ATTENTION TO YOURSELF

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

So, don't be shy. Your achievements deserve the opportunity to be recognised.

ENTER THE AWARDS FOR EXCELLENCE TODAY!

GO TO [REINSWAWARDS.COM.AU](https://reinswawards.com.au) FOR MORE DETAILS AND TO ENTER.

TIPS FOR PREPARING YOUR SUBMISSION

STAY FOCUSED

Clear guidelines and limits are provided in the Terms and Conditions of Entry and category criteria, so stick to them when preparing your submission.

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

DON'T RUSH

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

WORK AS A TEAM

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

APPOINT A CENTRAL

CO-ORDINATOR

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

BE HONEST

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

REVIEW

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

All information set out in this document forms the Terms and Conditions of Entry for the 2021 REINSW Awards for Excellence. To be eligible to enter the Awards for Excellence entrants must agree to abide by these Terms and Conditions of Entry, and satisfy the eligibility requirements outlined in this document and in the criteria for the category or categories they wish to enter.

HOW TO ENTER

STEP 1

Download the Awards for Excellence Kit to ensure you are eligible.

STEP 2

Create a login and password on the online Awards portal which is accessible via <https://reinsw.awardsplatform.com/>. You will receive a confirmation email. Keep your details secure and do not forward them on to anyone.

STEP 3

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

Please note: your answers to the criteria questions must be entered directly into the relevant field in the online awards portal. You cannot upload your answers in PDF, Word or other format. Draft your answers offline and then cut and paste them into the relevant fields in the portal. Supporting material may be uploaded in PDF format.

STEP 4

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

For joint submissions, each individual entering should create a login and password on the online Awards portal and upload the submission. Please note that joint submissions are only permitted for certain categories.

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

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

STEP 5

Entries must be submitted via the online Awards portal by Friday, 07 May 2021 by 5.00pm. Changes can be made to your submission up to this date, but not after.

Hard copy submissions will not be accepted.

STEP 6

Our judges will assess your submission with finalists being announced Friday, 02 July 2021 COB.

ELIGIBILITY

AGENCY CATEGORIES

To be eligible to enter any agency category in the REINSW Awards for Excellence, the agency must be an REINSW member. Membership must be current at the time of entry, throughout the awards process and until winners are announced at the Awards for Excellence Gala Dinner.

At all relevant times, membership fees and other amounts payable to REINSW must be fully paid and not in arrears. If the agency's membership is "on hold" due to non-payment of fees or other amounts to REINSW from the date of submission until the Awards for Excellence Gala Dinner, the entrant will be ineligible for an award. Associate Members are not eligible to enter.

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

INDIVIDUAL CATEGORIES

To be eligible to enter any individual category in the REINSW Awards for Excellence, entrants must be employed by an REINSW member agency. Where the entrant has not yet opted-in to individual membership, they will be required to opt-in to membership which will be provided free of charge.

Practice Members and Student Members are not eligible to enter.

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

JOINT SUBMISSIONS

Joint submissions will only be accepted for the following categories: Property Marketer and Rural Marketer.

All entrants must be eligible and provide evidence of consent in the submission.

DECLARATION

Entrants must complete a declaration on the online Awards portal advising of any investigations or disciplinary actions pending or taken against them, or their agency, during the five (5) years preceding the closing date for submissions by NSW Fair Trading or any other regulatory body. Entrants must also notify REINSW of any investigations or disciplinary action that occur after the Awards for Excellence closing date. A false declaration may result in disqualification from the Awards for Excellence or revocation of any award.

JUDGING

JUDGING PANEL

A judging panel of three (3) judges will be appointed by REINSW for each Award for Excellence category. Judges will be selected for their knowledge and expertise in the category to be judged.

They may or may not be directly involved in the real estate industry inside or outside NSW. Each judging panel may include members of REINSW and other REIs who are currently or were previously practicing in real estate, members from the REINSW Board or a relevant Chapter, and external specialists. Judges for the Auctioneer category will be qualified auctioneers.

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

JUDGING PROCESS

The following judging process will apply for all Awards for Excellence categories except the Auctioneer category, which will be judged via a live auction before a panel of judges.

The judges scores and recommendations will determine the winner and finalists in each category.

WRITTEN SUBMISSION

The following categories will be judged on the written submission only: Buyers' Agent, Commercial Property Manager, Commercial Salesperson, Property Marketer, Residential Property Management Team, Residential Sales Team, Rural Marketer.

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

Entrants may be contacted by an REINSW staff member to clarify or confirm details that have been provided by the entrant.

A representative from REINSW will tally the judge's scores to determine the winner and finalists in each of the relevant categories.

WRITTEN SUBMISSION AND PANEL INTERVIEW

The following categories will be judged on the written submission and a short panel interview of approximately 15-20 minutes by zoom: Achievement, Buyers Agency, Business Development Manager, Commercial Agency - Large, Commercial Agency - Small, Communication, Innovation, John Greig OAM Community Service, Operational Support, Operational Leadership, Real Estate Agency - Large, Real Estate Agency - Medium, Real Estate Agency - Small, Tim Anderson OAM Residential Property Manager, Residential Salesperson.

Judges will independently assess each written submission against the criteria for the category. Each criterion is of equal value.

Entrants will be assessed on their performance against the criteria, not against the performance of other entrants in the category.

Entrants may be contacted by an REINSW staff member to clarify or confirm details that have been provided by the entrant.

A representative from REINSW will tally the judge's scores to determine the finalists in each of the relevant categories.

The finalists in each of the relevant categories will be interviewed by a panel of three (3) judges. The judges will ask questions related to the entrant's written submission. Each judge will attribute marks independently and not confer with the other judges on the panel. In the event a finalist cannot attend, a teleconference will be arranged.

A representative from REINSW will tally the judge's scores to determine the results of this activity. The combined score of the written submission and panel interview will be tallied to identify the winner.

WINNERS AND FINALISTS

There will be no more than five (5) finalists per category unless exceptional circumstances exist. REINSW may choose less than five (5) finalists based on judge's recommendations.

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

In the event that no submission in a category meets the requisite standard of excellence, no finalists will be chosen and no award will be given.

REINSW's decision is final and no correspondence or discussion will be entered into regarding individual submissions or choices of finalists or winners.

JUDGING DATES

ENTRIES CLOSE: Friday, 07 May 2021 COB

AUCTIONEERS LIVE COMPETITION: Heat Wednesday 23 June and Finals Thursday 24 June 2021

WRITTEN SUBMISSIONS JUDGED: by Friday, 21 June 2021

PANEL INTERVIEWS CONDUCTED: between Monday, 12 July 2021 and Friday, 23 July 2021 (please see the particular category for the designated interview date).

SUBMISSION GUIDELINES

- All entry details requested in the online Awards portal must be provided prior to or when entering a submission.
- All submissions must comply with the page and size limits stated in the criteria for each category. Submissions not meeting these requirements may be rejected by REINSW. Entrants must:
 - » Enter the answers to the criteria questions directly into the relevant fields in the online Awards portal. You cannot upload your answers in PDF, Word or other format. Draft your answers offline then cut and paste them into the relevant field in the portal.
 - » Not include any other material attachments or affectation other than the responses to the criteria.
 - » Not include any additional items or supporting material in their submission, except where requested in specific categories. Supporting material may be uploaded in PDF format.
- Where entrants have conducted a joint marketing campaign, they must provide a written statement from the other party/ parties permitting the entrant to include the campaign in their submission.
- By entering, the entrant authorises, and REINSW reserves the right, to make such enquiries relating to submissions with the entrant or any person, company or organisation as deemed necessary to verify an entrant's entitlement to enter or to verify or judge the content of any submission.
- No alterations will be permitted after 5.00pm on 07 May 2021. Entrants may make changes up to this date.
- Submissions will not be released. It is the responsibility of the entrant to take a copy of their submission before submitting online.
- There is no entry fee, however entrants are responsible for any costs associated with preparing submissions and attending the Awards for Excellence Gala Dinner.
- Requests to withdraw a submission must be made by the entrant or the agency's Licensee-in-charge by emailing excellence@reinsw.com.au. Requests will be determined on a case-by-case basis by REINSW.
- Submissions must address the Submission Period of 01 July 2020 to 30 June 2021.

ANNOUNCEMENT OF FINALISTS AND WINNERS

- All entrants will receive notification by email of their progression in the Awards for Excellence on the 02 July 2021 COB.
- Details of finalists will be published in the September/October 2021 edition of the REINSW Real Estate Journal.
- Winners will be announced at the Awards for Excellence Gala Dinner on Thursday, 09 September 2021.
- Awards for entrants in individual categories will be presented to the entrant and not their employer.

PRIZES

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

EACH WINNER WILL RECEIVE:

- » **A trophy and certificate**
- » **A promotional pack, including logos**
- » **Permission to use promotional material while a member of REINSW**

EACH FINALIST WILL RECEIVE:

- » **A certificate**
- » **Finalist logo**
- » **Permission to use promotional material while a member of REINSW**

In addition, winners and finalists will be featured, with photographs and/or agency logos, in the REINSW Real Estate Journal and receive publicity on the REINSW website.

COMMUNICATIONS

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

If you have not received an acknowledgement of receipt of your submission within 48 hours of lodgement, please contact (02) 9264 2343 or email excellence@reinsw.com.au.

If your contact details change between the lodgement of your submission and the Awards for Excellence Gala Dinner, please email excellence@reinsw.com.au.

PRIVACY POLICY

Without limiting any other privacy policy of REINSW, REINSW will, in relation to the collection, use and disclosure of personal information (as defined in the Privacy Act 1988 (Cth)), comply with the Privacy Policy for the Awards for Excellence located at www.reinsw.com.au/privacy

ADDITIONAL QUESTIONS

Please refer any additional questions not addressed in these Terms and Conditions of Entry to our FAQ sheet or email: excellence@reinsw.com.au.

TO ENTER

- Entrants must submit their answers to all criteria
- Finalists must take part in a panel interview

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency
- Entrants must have obtained their Certificate of Registration less than two years ago as of the date of submission

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards
- In addressing the criteria, include material relevant to individual performance only.

- Responses can either be full sentences or dot points, depending on the entrant's preference.
- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries.
- Panel judging for this category will take place on **Tuesday, 13 July 2021** by zoom. Finalists will need to make themselves available for this date.
- The winner of this category is eligible to apply for the Achievement REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards for Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. YOUR ROLE AND RESPONSIBILITIES

(Maximum 500 words)

Describe personal contributions to the success of the agency and explain why these made a difference. Also explain your role, key responsibilities and commitment to providing outstanding customer service.

Supporting material: You may wish to provide a written reference from your Principal or direct manager detailing the contributions you have made to the agency over the last 12 months. You may upload up to two pages.

2. SIGNIFICANT ACHIEVEMENT

(Maximum 500 words)

Specify your most significant professional achievement during the Submission Period. Outline why you believe it was significant, how you achieved success, and how it helped you develop in your role. The type of examples you may consider include a significant sale, ensuring retention or outstanding rent roll growth, an innovative approach to a situation that led to greater efficiencies or results, effective marketing techniques, quality customer service etc.

Supporting material: You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to two pages.

3. INITIATIVE

(Maximum 500 words)

Describe a situation where you have demonstrated initiative. Explain the reasons for undertaking the initiative, how it contributed to your overall success, and how it impacted the agency you work for.

4. BUSINESS CHALLENGES & RISK MANAGEMENT

(Maximum 500 words)

Give examples of challenges or major risk management issues that you have encountered during the submission period and explain how you used innovation to overcome them.

5. PROFESSIONAL DEVELOPMENT

(Maximum 500 words)

Outline any professional development activities you have undertaken in the Submission Period and how they have improved your performance. Describe how this improved performance will help you achieve your 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.

TO ENTER

- Entrants must conduct a live auction before a panel of judges

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency
- Entrants must hold a Real Estate Licence carrying an auctioneer's accreditation

IMPORTANT INFORMATION

For 2021 this category will consist of a heat and a final. The top four – five competitors from the heat will move on to compete in the final. A second property will be auctioned in the final. The briefing kit for the final will be given to the four competitors in the afternoon on Wednesday, 23 June 2021.

IMPORTANT DATES

- Briefing Kit and Competition Order sent to entrants: Tuesday, 15 June 2021 by COB
- Live auction competition heat: Wednesday, 23 June 2021 commencing at 9.00am (*subject to the number of competitors)
- Briefing kit sent to finalists: Wednesday, 23 June 2021 after the heat
- Live auction competition final: Thursday, 24 June 2021 commencing at 3.00pm (*subject to the number of competitors)

Prior to the live final on, the competitors and judges will conduct an inspection of the property. If there are more than 20 entrants in this category, a second Live Auction Heat will be conducted. This date proposed is Tuesday, 22 June 2021.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. PROPERTY FOR AUCTION

Entrants will be provided with details of the property to be auctioned in the briefing kit. All entrants will auction the same property valued at over \$850,000. The property will be an actual property available or recently available on the market in NSW. Included in the briefing kit will be a copy of the Contract for Sale and details of the property. Briefing kits will be sent to all entrants on Tuesday, 15 June by COB. This will give entrants one week to prepare prior to the competition.

2. JUDGING

Entrants will be assessed by a panel of judges, who will all judge independently. Entrants will be critically evaluated on their compliance with all applicable NSW legislation governing real estate auctions in NSW, and any instructions provided by REINSW for the purpose of the competition. Judge's scores will be collated by REINSW and the finalists and winner will be determined.

3. CONDUCT OF COMPETITION

- A set of auction terms and conditions, lectern, gavel and bidding paddles will be supplied by REINSW.
- A small audience of bidders selected by REINSW will attend the auction and will place bids and ask questions of the entrant under the direction of REINSW.
- Judging will physically take place indoors, however each entrant may choose to conduct the auction as if on site or in rooms at their discretion. There will be no disadvantage for choosing either method of conducting the auction. No visual aids may be used.
- A reserve price will be set and the entrants notified prior to auction. Entrants must ensure they deal with the reserve price and vendor bid (if required) in accordance with the law.
- The order that entrants compete in will be determined by a random draw at REINSW on Tuesday, 15 June 2021 10.00am. Where possible, REINSW will inform entrants of the position they have been allocated by phone and/or email.
- All entrants, regardless of time

4. ATTENDANCE

REINSW members and entrant's family members are welcome to watch the competition. They must register their attendance by Tuesday, 15 June 2021 by emailing excellence@reinsw.com.au
Attendees must not distract any entrants and must remain silent during the auctions. Mobile phones and all other electronic devices must be switched off during the competition.
Attendees may exit and enter the room in between auctions, but must remain seated during the auction.
Any attendees who make indications to the advantage or disadvantage of an entrant may result in REINSW penalising or awarding additional points to the entrant. This decision will be at the discretion of REINSW.

5. AUSTRALASIAN AUCTIONEERING COMPETITION

All competitors should make themselves available for the Australasian Auctioneering Championships scheduled for 17- 19 of October 2021. The top two (2) finalists from the REINSW Auctioneer Award for Excellence will compete in the Championships and represent NSW. Their participation will be funded by REINSW. You will be able to find more information here: www.auctionchampionships.com.au

TO ENTER

- Entrants must submit their answers to all criteria

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency
- This award is intended for individuals working in small, medium and large agencies in residential or commercial real estate

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via WWW.REINSW.COM.AU/AWARDS
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for this category will take place on **Thursday, 22 July 2021** by zoom. All finalists will need to make themselves available for this date.
- The winner of this category is eligible to apply for the Business Development Manager of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards of Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. SIGNIFICANT BUSINESS DEVELOPMENT ACHIEVEMENTS

(Maximum 500 words)

Give three examples of outstanding business development achievements during the submission period and explain why you believe these are significant. Upload supporting material: You may wish to upload your KPI's achieves, written reference from your principal or direct manage.

2. GENERATING LEADS

(Maximum 500 words)

As a Business Development Manager can you show creative initiatives for lead generation to get new business. Upload supporting material.

3. FOSTERING RELATIONSHIPS

(Maximum 500 words)

In your role as a Business Development Manager, can you give us an example of how you have fostered and maintained your relations with your clients.

4. BUSINESS CHALLENGES AND RISK MANAGEMENT

(Maximum 500 words)

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

5. COMMITMENT TO PROFESSIONAL AND ETHICAL STANDARDS

(Maximum 500 words)

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

6. PRODUCTIVITY IN THE WORKPLACE

(Maximum 500 words)

As a Business Development Manager have you increased engagement or productivity in the workplace and how?

TO ENTER

- Entrants must submit their answers to all criteria

ELIGIBILITY

- Entrants must be an REINSW member agency
- Entrants must not operate as a franchise group
- Entrants must operate as an exclusive buyers' agency ie: they do not list or sell property

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards
- In addressing the criteria, include material relevant to individual performance only.

- Responses can either be full sentences or dot points, depending on the entrant's preference.
- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for this category will take place on **Tuesday, 13 July 2021** by zoom. All finalists will need to make themselves available for this date.
- The winner of this category is ineligible to apply for the REIA National Awards for Excellence as there is no equivalent category.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. AGENCY ACTIVITY

(Maximum 500 words)

Provide details of how your overall business performance has improved over the Submission Period. Outline any year-on-year improvements (eg: percentage increase in business etc). Explain what strategies you have employed to achieve this success. Supporting material: Include supporting material. You may upload up to 10 pages.

2. SIGNIFICANT ACHIEVEMENTS

(Maximum 1000 words)

Specify the agency's single most significant achievement during the Submission Period. Outline why you believe this was significant, how you achieved success, and how it contributed to business improvement.

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

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

3. BUSINESS PLAN

(Maximum 500 words)

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

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

4. SERVICE TO CLIENTS

(Maximum 500 words)

Provide two examples of how your agency provides outstanding service to your clients. Describe how your agency achieves a point of difference when delivering outstanding service to clients.

5. MARKETING

(Maximum 500 words)

Detail the most successful marketing strategy your agency employed during the Submission Period.

Supporting material: You may upload up to three pages.

6. CONTINUOUS PROFESSIONAL DEVELOPMENT

(Maximum 500 words)

Outline the professional development strategies the agency used in the Submission Period to develop staff to their maximum potential and how these have improved business performance. Provide details of future plans for professional development.

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

ADDITIONAL INFORMATION TO BE PROVIDED

(Maximum 500 words)

Provide the following details about the agency, size of team, number of offices, geographic coverage of agency, services delivered.

Note: This information will not be scored. It will simply be used by the judges to better understand the entrant's business model.

TO ENTER

- Entrants must submit their answers to all criteria

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- The winner of this category is eligible to apply for the Buyers' Agent of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards of Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. SERVICE TO CLIENTS

(Maximum 500 words)

Provide an example of how you have provided outstanding service to a client. Describe how you managed the client's acquisition from start to finish, considering the client's brief, market conditions, due diligence undertaken and the strategies used in negotiation/auction preparation. Outline the challenges or risks you encountered and explain how you overcame them.
Supporting material: You may wish to include supporting material in the form of information presented to the client, written testimonials etc. You may upload up to three pages.

2. APPRAISALS

Provide an appraisal of a property that you have presented to a client. The appraisal should be uploaded in PDF format.

SIGNIFICANT ACHIEVEMENT

(Maximum 500 words)

Describe a situation where you have demonstrated initiative. Explain the reasons for undertaking the initiative, how it contributed to your overall success, and how it impacted the agency you work for.

3. SERVICE TO CLIENTS

(Maximum 500 words)

Give examples of challenges or major risk management issues that you have encountered during the submission period and explain how you used innovation to overcome them.

4. BUILDING RELATIONSHIPS

(Maximum 500 words)

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

5. LEADERSHIP

(Maximum 500 words)

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

6. PROFESSIONAL DEVELOPMENT

(Maximum 500 words)

Outline any professional development activities you have undertaken in the Submission period and how they have improved performance. Describe how this improved performance will help you achieve your future goals. The types of examples outlined may include both formal and informal professional development; for example, compulsory Continuing Professional Development courses, in-house training, coaching, role playing sessions etc.

TO ENTER

- Entrants must submit their answers to all criteria
- Finalists must take part in a panel interview

ELIGIBILITY

- Entrants must be an REINSW member agency
- Entrants must employ 21 or more people
- Entrants may be a large independent or franchise agency, or a national franchise group

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF.
- Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limit, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for this category will take place on **Wednesday, 14 July 2021** by zoom. All finalists will need to make themselves available for this date.
- The winner of this category is eligible to apply for the Commercial Agency of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for the REIA National Awards of Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. SIGNIFICANT ACHIEVEMENTS

(Maximum 1000 words)

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

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

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

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

2. MARKETING

(Maximum 500 words)

Detail the most successful marketing strategy your agency employed during the Submission Period.

Supporting material: You may upload up to three pages.

3. BUSINESS PLAN

(Maximum 500 words)

State the main priorities in your business plan. Explain the reason for choosing these priorities.

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

4. SERVICE TO CLIENTS

(Maximum 500 words)

Provide one example of how your agency provides outstanding service to your clients. Describe how your agency achieves a point of difference when delivering outstanding service to clients.

5. PROFESSIONAL DEVELOPMENT

(Maximum 1000 words)

Outline the professional development strategies the agency used during the Submission Period to develop staff to their maximum potential and how these have improved business performance. Provide details of future plans for professional development.

TO ENTER

- Entrants must submit their answers to all criteria
- Finalists must take part in a panel interview

ELIGIBILITY

- Entrants must be an REINSW member agency
- Entrants must employ 20 or less people
- Entrants may be a large independent or franchise agency, or a national franchise group

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.
- In addressing the criteria, include material relevant to individual performance only.

- Responses can either be full sentences or dot points, depending on the entrant's preference.
- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for this category will take place on **Wednesday, 14 July 2021** by zoom. All finalists will need to make themselves available for this date.
- The winner of this category is ineligible to apply for the REIA National Awards for Excellence as there is no equivalent category.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. SIGNIFICANT ACHIEVEMENTS

(Maximum 1000 words)

Specify the agency's two most significant achievements during the Submission Period. Outline why you believe these were significant, how you achieved them, and how it contributed to business improvement. The type of examples you may consider include growth (both in size and revenue), expansion through additional staff, outstanding results, implementation of systems, introduction of new services, use of technology, significant sales and/or property listings etc. Achievements can include progressing or building upon projects, services etc commenced prior to the Submission Period and/ or previously submitted to the Awards for Excellence program. Where this is the case, specific details of what new results and improvements have been achieved must be highlighted. **Supporting material:** You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages.

2. MARKETING

(Maximum 500 words)

Detail the most successful marketing strategy your agency employed during the Submission Period. **Supporting material:** You may upload up to three pages.

3. BUSINESS PLAN

(Maximum 500 words)

State the main priorities in your business plan. Explain the reason for choosing these priorities. **Supporting material:** You may choose to upload a copy of your business plan.

4. SERVICE TO CLIENTS

(Maximum 500 words)

Provide one example of how your agency provides outstanding service to your clients. Describe how your agency achieves a point of difference when delivering outstanding service to clients.

5. PROFESSIONAL DEVELOPMENT

(Maximum 1000 words)

Outline the professional development strategies the agency used during the Submission Period to develop staff to their maximum potential and how these have improved business performance. Provide details of future plans for professional development.

TO ENTER

- Entrants must submit their answers to all criteria

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- The winner of this category will be eligible to apply for the Commercial Property Manager of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards for Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. SIGNIFICANT ACHIEVEMENTS

(Maximum 500 words)

Specify your most significant management achievement during the Submission Period. Outline why you believe it was significant and how you achieved success. The example should focus on the property and the means for achieving success, not value. It may be a business development activity and/or a property management activity.

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

2. QUALITY CLIENT SERVICE

(Maximum 500 words)

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

3. BUSINESS CHALLENGES & RISK

Give examples of challenges or major risk management issues that you have encountered, for example rental disputes, repairs and maintenance issues, termination and NCAT.

4. INNOVATION

(Maximum 500 words)

Describe new ideas and innovative procedures/services you have implemented in your agency and its contribution to your success.

5. LEADERSHIP

(Maximum 500 words)

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

6. PROFESSIONAL DEVELOPMENT

(Maximum 500 words)

Outline any professional development activities you have undertaken in the Submission Period and how they have improved your performance. Describe how this improved performance will help you achieve your 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.

TO ENTER

- Entrants must submit their answers to all criteria

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- The winner of this category is eligible to apply for the Commercial Salesperson of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards for Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. SALES ACTIVITY

(Maximum 1000 words)

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

Supporting material: Include supporting material including, but not limited to, data feeds, audited statements, third party independent data provider endorsements etc. You may upload up to five pages.

2. SIGNIFICANT LISTING ACHIEVEMENT

(Maximum 500 words)

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

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

3. QUALITY CLIENT SERVICE

(Maximum 500 words)

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

4. INNOVATION

(Maximum 500 words)

Describe new ideas and innovative procedures/services you have implemented in your agency and its contribution to your success.

5. LEADERSHIP

(Maximum 500 words)

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

6. PROFESSIONAL DEVELOPMENT

(Maximum 500 words)

Outline any professional development activities you have undertaken in the Submission Period and how they have improved your performance. Describe how this improved performance will help you achieve your 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

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

TO ENTER

- Entrants must submit their answers to all criteria
- Entrants must submit one video as part of Criterion 3

ELIGIBILITY

- Entrants must be an REINSW member agency

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.
- Responses can either be full sentences or dot points, depending on the entrant's preference.
- Entrants are not judged on the size of their budget, but rather the ability to deliver information effectively and in a way that appeals to the market the agency operates in.

- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for this category will take place on **Friday, 16 July 2021** by zoom. All finalists will need to make themselves available for this date.
- The winner of this category is eligible for the Communications REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards for Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

- 1. STRATEGY**
(Maximum 1000 words)
Provide a summary of your overall communication strategy during the Submission Period. Outline why you chose that approach, what communication channels you used, and how you believe this contributes to your agency's success.
- 2. INNOVATION**
(Maximum 1000 words)
Outline any innovative communication techniques or methods you have introduced during the Submission Period and how they have contributed to the success of the agency.
- 3. CHANNELS**
(Maximum 500 words)
Outline the communication channels that you use to engage your audience and why. Explain how these channels support your business and keep you competitive in your market while setting you apart in the industry.
Explain how the judges can view the various marketing channels. Include URLs where relevant.
Supporting material: Provide examples of two advertisements (print or electronic) or brochures you have prepared during the submission period and/or provide your website address and describe its features.
- 4. MEASUREMENT**
(Maximum 500 words)
How do you measure the effectiveness and reach of the communication activities for your agency? Also, describe potential benefits for your consumers and the wider real estate community.
Supporting material: Include supporting material to demonstrate effectiveness and success of the communication activities. You may upload up to five pages.
- 5. CONTINUOUS IMPROVEMENT**
(Maximum 500 words)
Explain how you continually improve your digital marketing strategy, including how you stay up to date with changes in the communication space.

TO ENTER

- Entrants must submit their answers to all criteria
- Finalists must take part in a panel interview

ELIGIBILITY

- Entrants must be an REINSW member agency
- Entrants must have introduced a new system, service or product that has made a significant impact and is regarded as above and beyond good business practice. Innovations can include progressing and enhancing existing systems, services and products to produce an innovative approach that is unique to the marketplace. Where this is the case, the new ideas or concepts implemented to ensure the innovation meets the definition of "new system, service or product" must be highlighted in the first criterion

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.

- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.
- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for this category will take place on **Monday, 19 July 2021** by zoom. All finalists will need to make themselves available for this date.
- The winner of this category is eligible for the Innovation REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards for Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. INNOVATION

(Maximum 1000 words)

Outline the essential elements of the innovation introduced during the Submission Period and how it has contributed to the success of the agency. Describe how the innovation has improved your business. Briefly explain any research undertaken to determine whether the innovation would be worthwhile and the factors taken into consideration.

Explain how the judges can test the innovation. Provide evidence that the innovation was developed during the Submission Period.

Supporting material: You may wish to include supporting material in the form of case studies or examples that support the success of innovation. You may upload up to five pages.

2. ORIGINALITY

(Maximum 500 words)

Explain why your innovation is unique and how it differs from current industry systems, services and/ or products. If your innovation builds upon an existing system, service or product, explain how you have progressed or enhanced it so it is uniquely different.

3. PROCESS

(Maximum 500 words)

Explain how you conceived and developed the innovation. Include details of work undertaken internally by agency staff and work carried out by external service providers.

4. BENEFITS

(Maximum 500 words)

Outline the benefits of the innovation to consumers, your business, your employees and/or the real estate profession. Detail what methods or tools are used to measure the success of the innovation.

5. FUTURE

(Maximum 500 words)

Outline how you believe the innovation will assist your business in the short term (next 12 months) and the longer term (next five years).

TO ENTER

- Entrants must submit their answers to all criteria
- Finalists must take part in a panel interview

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries.
- Panel judging for this category will take place on **Monday, 19 July 2021** by zoom. All finalists will need to make themselves available for this date.
- The winner of this category is eligible to apply for the Community Services REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards for Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. COMMUNITY SERVICE ACTIVITIES

(Maximum 1000 words)

Detail the community service activities you have been involved in during the Submission Period. Include details of the amount of time spent on activities and the monies raised or contributed. Demonstrate your own personal efforts in the activities.

Supporting material: You may wish to include supporting material in the form of letters of appreciation, media clippings, photos etc. You may attach up to five pages.

2. COMMUNITY BENEFITS

(Maximum 1000 words)

Outline the measurable outcomes achieved and how the community service activities have made a difference to the wider community.

3. PERSONAL MOTIVATION

(Maximum 500 words)

Explain your reasons and motivation for involvement in the community service activities. What made you choose the causes you are involved with?

4. REFEREES

Provide the contact phone numbers and email addresses of two referees who can speak about your involvement in community service, with the written reference.

5. VIDEO RESPONSE

Upload a 1-2 minute video outlining your community service, the outcome it achieved, and what inspired you to get involved.

Please stick to the 1-2 minute timeframe, think quality not quantity, know your message and choose your surroundings.

Note: This video may be used in REINSW promotional material or at the Awards for Excellence Gala Dinner if you are selected as a finalist or winner in this category.

ADDITIONAL INFORMATION TO BE PROVIDED

(Maximum 500 words)

Where the entrant is supported by others in their community service activities, please provide a statement which outlines the number people involved in the community services activities of the entrant and the specific duties they undertake on behalf of the entrant.

Note: This information will not be scored. It will simply be used by the judges to better understand the entrant's activities.

TO ENTER

- Entrants must submit their answers to all criteria

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency
- An operational leadership role is defined as a person responsible for controlling or administering an organisation or group of staff. This would include head of department, line/ operations manager, supervisor, principal, administrator, director and managing director

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits. Supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for this category will take place on **Thursday, 15 July 2021** by zoom. All finalists will need to make themselves available for this date.
- The winner of this category is eligible for the Operational Leadership of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards for Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. CONTRIBUTION TO AGENCY

(Maximum 500 words)

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

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

2. SUPPORT FOR FELLOW WORKERS

(Maximum 500 words)

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

3. CONFLICT RESOLUTION

(Maximum 500 words)

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

4. INITIATIVE

(Maximum 500 words)

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

5. PROFESSIONAL DEVELOPMENT

(Maximum 500 words)

Outline any professional development activities you have undertaken in the Submission Period and how they have improved your performance. Describe how this improved performance will help you achieve your 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.

TO ENTER

- Entrants must submit their answers to all criteria

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency
- Entrants must work in a support position, including (but not limited to) administration, office management, reception, personal assistant etc.

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits. Supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for this category will take place on **Thursday, 15 July 2021** by zoom. All finalists will need to make themselves available for this date.
- The winner of this category is eligible for the Operational Leadership of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards for Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

- 1. CONTRIBUTION TO AGENCY**
(Maximum 500 words)

Briefly outline your current role and responsibilities. Describe the skills and qualities that make you an outstanding corporate support professional and explain how you apply these to your role.
Supporting material: You may wish to include supporting material in the form of written testimonials, letters of appreciation etc. You may upload up to three pages.
- 2. SUPPORT FOR FELLOW WORKERS**
(Maximum 500 words)

Provide two examples of the most effective ways you provide support to your fellow workers. Highlight how this support has enabled you to build strong relationships with them.
- 3. CONFLICT RESOLUTION**
(Maximum 500 words)

Provide one example of how you have successfully resolved a conflict with a fellow worker or a client and how in doing so demonstrated quality customer service during the Submission Period.
- 4. INITIATIVE**
(Maximum 500 words)

Describe a situation where you have demonstrated initiative. Explain the reasons for undertaking the initiative, the efficiencies that resulted and how this was communicated with the agency and how the agency benefited.
- 5. PROFESSIONAL DEVELOPMENT**
(Maximum 500 words)

Outline any professional development activities you have undertaken in the Submission Period and how they have improved your performance. Describe how this improved performance will help you achieve your 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.

TO ENTER

- Entrants must submit their answers to all criteria

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency
- Joint submissions are permitted in this category

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards
- In addressing the criteria, include material relevant to individual performance only.

- Responses can either be full sentences or dot points, depending on the entrant's preference.
- Supporting material should only be provided where specified and must not exceed specified limits. Supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- The winner of this category is ineligible to apply for the REIA National Awards of Excellence as there is no equivalent award category.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. MARKETING CAMPAIGN

(Maximum 1000 words)

Outline your best marketing campaign of a residential, business or commercial property during the Submission Period. Clearly detail your involvement in the marketing of the property and the work that you personally carried out. Stipulate if a conjunction agent was involved and if you sold the property or someone else did. You may choose to include the following information: details of the property, your listing presentation, any research conducted, marketing strategies used, number of days on market, copies of ads, website links, media editorial, brochures, independent supporting evidence of the sale price achieved, any follow up after settlement.

Supporting material: You may wish to upload up to 10 pages of supporting material.

2. RESEARCH

(Maximum 500 words)

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

3. MARKETING

(Maximum 500 words)

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

4. CAMPAIGN OUTCOME

(Maximum 500 words)

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

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

Supporting material: You must attached a copy of the Agency Agreement.

5. PROFESSIONAL DEVELOPMENT

(Maximum 500 words)

Outline any professional development activities you have undertaken in the Submission Period and how they have improved your performance. Describe how this improved performance will help you achieve your 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.

TO ENTER

- Entrants must submit their answers to all criteria
- Finalists must take part in a panel interview

ELIGIBILITY

- Entrants must be an REINSW member agency
- Single trading equity of 21 or more people including admin and principle or a trading entity with multiple offices in different locations operating under a single license and aggregating its offices into a single entry

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits. Supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for this category will take place on **Tuesday, 20 July 2021** by zoom. Finalists will need to make themselves available for this date.
- The winner of this category is eligible to apply for the Large Residential Agency of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards for Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. AGENCY ACTIVITY

(Maximum 1000 words)

Provide details of how your overall business performance has improved over the Submission Period. Outline any year-on-year improvement (e.g. percentage increase in sales, percentage increase in rent roll etc). Explain what strategies you have employed to achieve this success. **Supporting material:** Include supporting material including, but not limited to, data feeds, audited statements, third party independent data provider endorsements etc. You may upload up to 10 pages.

2. SIGNIFICANT ACHIEVEMENTS

(Maximum 1000 words)

Specify the agency's two most significant achievements during the Submission Period. Outline why you believe these were significant, how you achieved success and how it contributed to business improvement. The type of examples you may consider include growth (both in size and revenue), expansion through additional staff, outstanding sales or property management results, implementation of systems, introduction of new products or services, use of technology etc. **Supporting material:** You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages.

3. BUSINESS PLAN

(Maximum 500 words)

State the three main priorities in your business plan. Explain their purpose and how you are working to achieve them. **Supporting material:** You may choose to upload a copy of your business plan.

4. SERVICE TO CLIENTS

(Maximum 500 words)

Provide two examples of how your agency provides outstanding service to your clients. Describe how your agency achieves a point of difference when delivering outstanding service to clients.

5. MARKETING

(Maximum 500 words)

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

6. PROFESSIONAL DEVELOPMENT

(Maximum 500 words)

Outline the professional development strategies the agency used during the Submission Period to develop staff to their maximum potential and how these have improved business performance. Provide details of future plans for professional development.

7. ADDITIONAL INFORMATION TO BE PROVIDED

(Maximum 500 words)

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

TO ENTER

- Entrants must submit their answers to all criteria
- Finalists must take part in a panel interview

ELIGIBILITY

- Entrants must be an REINSW member agency where a single trading entity employs between 11 and 20 people including the principal and operate from a single location under its own license

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for this category will take place on **Tuesday, 20 July 2021** by zoom. Finalists will need to make themselves available for this date.
- The winner of this category is eligible to apply for the Medium Residential Agency of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards of Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

- 1. AGENCY ACTIVITY**
 (Maximum 1000 words)
 Provide details of how your overall business performance has improved over the Submission Period. Outline any year-on-year improvement (e.g. percentage increase in sales, percentage increase in rent roll etc). Explain what strategies you have employed to achieve this success. **Supporting material:** Include supporting material including, but not limited to, data feeds, audited statements, third party independent data provider endorsements etc. You may upload up to 10 pages.
 - 2. SIGNIFICANT ACHIEVEMENTS**
 (Maximum 1000 words)
 Specify the agency's two most significant achievements during the Submission Period. Outline why you believe these were significant, how you achieved success and how it contributed to business improvement.
 The type of examples you may consider include growth (both in size and revenue), expansion through additional staff, outstanding sales or property management results, implementation of systems, introduction of new products or services, use of technology etc. **Supporting material:** You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages.
 - 3. BUSINESS PLAN**
 (Maximum 500 words)
 State the three main priorities in your business plan. Explain their purpose and how you are working to achieve them. **Supporting material:** You may choose to upload a copy of your business plan.
 - 4. SERVICE TO CLIENTS**
 (Maximum 500 words)
 Provide two examples of how your agency provides outstanding service to your clients. Describe how your agency achieves a point of difference when delivering outstanding service to clients.
 - 5. MARKETING**
 (Maximum 500 words)
 Highlight the most successful marketing strategies you employed during the Submission Period.
 - 6. PROFESSIONAL DEVELOPMENT**
 (Maximum 500 words)
 Outline the professional development strategies the agency used during the Submission Period to develop staff to their maximum potential and how these have improved business performance. Provide details of future plans for professional development.
- ADDITIONAL INFORMATION TO BE PROVIDED**
 (Maximum 500 words)
- Provide the following details about the agency: size of team, number of offices, geographic coverage of agency, services delivered (e.g. sales, property management, strata management etc) and the percentage of business attributable to each service. **Note:** This information will not be scored. It will simply be used by the judges to better understand the entrant's business model.

TO ENTER

- Entrants must submit their answers to all criteria
- Finalists must take part in a panel interview

ELIGIBILITY

- Entrants must be an REINSW member agency
- Where a single trading entity employs a maximum of 10 people, including the principal and where the business entity operates from a single location under its own license.

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for this category will take place on **Wednesday, 21 July 2021** by zoom. All finalists will need to make themselves available for that date.
- The winner of this category is eligible to apply for the Small Residential Agency of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards of Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. AGENCY ACTIVITY

(Maximum 1000 words)

Provide details of how your overall business performance has improved over the Submission Period. Outline any year-on-year improvement (e.g. percentage increase in sales, percentage increase in rent roll etc). Explain what strategies you have employed to achieve this success. **Supporting material:** Include supporting material including, but not limited to, data feeds, audited statements, third party independent data provider endorsements etc. You may upload up to 10 pages.

2. SIGNIFICANT

ACHIEVEMENTS

(Maximum 1000 words)

Specify the agency's two most significant achievements during the Submission Period. Outline why you believe these were significant, how you achieved success and how it contributed to business improvement. The type of examples you may consider include growth (both in size and revenue), expansion through additional staff, outstanding sales or property management results, implementation of systems, introduction of new products or services, use of technology etc. **Supporting material:** You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages.

3. BUSINESS PLAN

(Maximum 500 words)

State the three main priorities in your business plan. Explain their purpose and how you are working to achieve them. **Supporting material:** You may choose to upload a copy of your business plan.

4. SERVICE TO CLIENTS

(Maximum 500 words)

Provide two examples of how your agency provides outstanding service to your clients. Describe how your agency achieves a point of difference when delivering outstanding service to clients.

5. MARKETING

(Maximum 500 words)

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

6. PROFESSIONAL DEVELOPMENT

(Maximum 500 words)

Outline the professional development strategies the agency used during the Submission Period to develop staff to their maximum potential and how these have improved business performance. Provide details of future plans for professional development.

ADDITIONAL INFORMATION TO BE PROVIDED

(Maximum 500 words)

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

TO ENTER

- Entrants must submit their answers to all criteria
- Finalists must take part in a panel interview

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency
- Entrants must have held their qualification to practise in the industry more than two years as at the date of submission

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for the category will take place on **Wednesday, 21 July 2021** by zoom. Finalists will need to make themselves available for this date.
- The winner of this category is eligible to apply for the Residential Property Manager of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for REIA National Awards for Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. SIGNIFICANT ACHIEVEMENT (Maximum 1000 words)

Specify your most significant achievement during the Submission Period. Outline why you believe it was significant and how you achieved success. The type of examples you may consider include achieving retention or significant growth for the rent roll, managing complex rental situations, increasing management fees, managing rental increases, innovative approaches which have led to greater efficiencies or results, effective marketing techniques that attracted success etc. **Supporting material:** You may wish to include supporting material in the form of client testimonials, marketing material, or other evidence. You may upload up to three pages.

2. LEADERSHIP (Maximum 500 words)

Provide two examples of how you support, provide leadership and encouragement to other staff in your agency and in the industry in general.

3. CLIENT SERVICE (Maximum 500 words)

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

4. INNOVATION (Maximum 500 words)

Provide one example of a system or procedure you have personally created or modified during the Submission Period. Explain how it has improved your work process and/or your clients' experience. The types of examples you may consider include customer service enhancements, handling tenant arrears, health and safety, property inspections, tenant applications, dealing with asbestos etc.

5. BUSINESS CHALLENGES AND RISK MANAGEMENT (Maximum 500 words)

Give examples of challenges or major risk management issues that you have encountered, for example: rental disputes, repairs and maintenance issues and termination.

6. PROFESSIONAL DEVELOPMENT (Maximum 500 words)

Outline any professional development activities you have undertaken in the Submission Period and how they have improved your performance. Describe how this improved performance will help you achieve your 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 (Maximum 500 words)

Provide details of the property management portfolio you are responsible for, including: the number of properties you personally manage, how you are involved in the management of properties within your agency's portfolio, your role in supporting other staff, the number of staff reporting to you and their roles, and the property types within your portfolio. **Note:** This information will not be scored. It will simply be used by the judges to better understand the entrant's role and responsibilities.

TO ENTER

- Entrants must submit their answers to all criteria

ELIGIBILITY

- Entering teams must be employed by an REINSW member agency

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.
- In addressing the criteria, include material relevant to individual performance only.

- Responses can either be full sentences or dot points, depending on the entrant's preference.
- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- The winner of this category is ineligible to apply for the REIA National Awards for Excellence as there is no equivalent category.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. TEAM PERFORMANCE

(Maximum 500 words)

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

2. SIGNIFICANT ACHIEVEMENTS

(Maximum 500 words)

Specify the team's most significant achievement during the Submission Period. Outline why you believe it was significant and how you achieved success. The type of examples you may consider include achieving retention or significant growth for the rent roll, managing complex rental situations, innovative approaches which have led to greater efficiencies or results, effective marketing techniques etc. **Supporting material:** You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages.

3. BUSINESS DEVELOPMENT

(Maximum 500 words)

Provide details of the business development strategies the team have used during the Submission Period. Explain how the strategies have resulted in the growth and development of the property management business. Highlight any year-on-year improvement. **Supporting material:** Include supporting material including, but not limited to, data feeds, audited statements, third party independent data provider endorsements etc. You may upload up to five pages.

4. CULTURE

(Maximum 500 words)

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

5. PROFESSIONAL DEVELOPMENT

(Maximum 500 words)

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

(Maximum 500 words)

Provide the following details about the team: size of team and roles, size of rent roll (less than 500, 500-1000, more than 1000), property types within rent roll, and geographic coverage of rent roll.

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

TO ENTER

- Entrants must submit their answers to all criteria
- Finalists must take part in a panel interview

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- Panel judging for this category will take place on **Thursday, 22 July 2021** by zoom. Finalists will need to make themselves available for this date.
- The winner of this category is eligible to apply for the Residential Salesperson of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for the REIA National Awards for Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year

Entry details

EACH CRITERION IS OF EQUAL VALUE.

- 1. SALES ACTIVITY**
(Maximum 1000 words)
Provide details of key business metrics for the Submission Period, including: number of sales settled, total value of sales settled, average time on market, ratio of appraisals to listings, ratio of listings to sales, and geographic coverage of agency. How do these metrics compare to 12 months ago? Outline any year-on-year improvement including any new ideas that contributed to your success. **Supporting material:** Include supporting material including, but not limited to, data feeds, audited statements, third party independent data provider endorsements etc. You may upload up to 10 pages.
 - 2. SIGNIFICANT ACHIEVEMENTS**
(Maximum 500 words)
Specify your most significant listing and selling achievement during the Submission Period. Outline why you believe it was significant and how you achieved success. The type of examples you may consider include a significant or record sale for the local area, a complex situation that made the sale challenging, an innovative approach to the sale, effective marketing techniques that attracted attention etc. **Supporting material:** You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages.
 - 3. QUALITY CUSTOMER SERVICE**
(Maximum 500 words)
Provide two examples of how you have displayed a commitment to quality customer service during the Submission Period. Describe how you achieve a point of difference when delivering outstanding service to your clients.
 - 4. SERVICE AND SUPPORT TO YOUR AGENCY AND OTHER STAFF**
(Maximum 500 words)
Describe how your role and responsibilities support the objectives of your wider agency. Describe how you supported and encouraged your fellow staff during the period and how your contribution made a difference.
 - 5. LEADERSHIP**
(Maximum 500 words)
Provide two examples of how you support and provide leadership to other staff in your agency and the industry in general.
 - 6. BUSINESS CHALLENGES AND RISK MANAGEMENT**
(Maximum 500 words)
Give examples of challenges or major risk management issues that you have encountered during the submission period and explain how you overcame them. Include details of a difficult client or assignment expectations.
 - 7. PROFESSIONAL DEVELOPMENT**
(Maximum 500 words)
Outline any professional development activities you have undertaken in the Submission Period and how they have improved your performance. Describe how this improved performance will help you achieve your 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**
(Maximum 500 words)
Where the entrant is supported by sales support staff, please provide a statement which outlines: the number of full-time staff (or equivalent) involved in the operations of the entrant, the specific duties which these staff members undertake on behalf of the entrant, whether these support staff are responsible for bringing in new clients, and the qualifications of the sales support staff. **Note:** This information will not be scored. It will simply be used by the judges to better understand the entrant's business model.

TO ENTER

- Entrants must submit their answers to all criteria

ELIGIBILITY

- Entering teams must be employed by an REINSW member agency

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.
- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.

- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- The winner of this category is eligible to apply for the Residential Sales Team of the Year REIA National Award. The winner will be required to submit a new application under the REIA National Awards for Excellence guidelines. Submissions for the REIA National Awards for Excellence close 31 January 2022.
- Submissions for REIA will focus on the 2021 calendar year.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

- 1. TEAM ACTIVITY**
(Maximum 1000 words)
Provide details of the following key business metrics for the Submission Period: size of team and roles, 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 metrics 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. You may upload up to 10 pages.
- 2. SIGNIFICANT ACHIEVEMENTS**
(Maximum 500 words)
Specify the team's most significant achievement during the Submission Period. Outline why you believe it was significant and how you achieved success.
The type of examples you may consider include achieving a record sales for the local area, an innovative approach to the sales process, effective marketing techniques etc.
Supporting material: You may wish to include supporting material in the form of client testimonials, marketing material or other evidence. You may upload up to three pages.
- 3. INNOVATION**
(Maximum 1000 words)
Detail any innovative sales strategies or techniques introduced during the Submission Period and how they have contributed to the success of the team. Outline how you believe these will assist the team in the short term (next 12 months) and the long term (next five years).
- 4. CULTURE**
(Maximum 500 words)
Describe the strategies and activities used during the Submission Period to build an outstanding team culture.
- 5. BUSINESS CHALLENGES AND RISK MANAGEMENT**
(Maximum 500 words)
Give examples of challenges or major risk management issues that you have encountered during the submission period, explain how you overcame them. Include details of a difficult client or sale expectations.
- 6. PROFESSIONAL DEVELOPMENT**
(Maximum 500 words)
Outline any professional development activities undertaken by the team during the Submission Period and how they have improved the team's performance. 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.

TO ENTER

- Entrants must submit their answers to all criteria

ELIGIBILITY

- Entrants must be an individual member of REINSW or be employed by an REINSW member agency
- Joint submissions are permitted in this category

IMPORTANT INFORMATION

- All information submitted must relate to the Submission Period of 1 July 2020 to 30 June 2021.
- Answers to all questions must be entered directly into the relevant fields in the online Awards portal. Entrants may not upload answers in PDF, Word or other format. Entrants should draft their answers offline and then cut and paste the answers into the relevant fields in the portal. The portal can be accessed via www.reinsw.com.au/awards.

- In addressing the criteria, include material relevant to individual performance only.
- Responses can either be full sentences or dot points, depending on the entrant's preference.
- Supporting material should only be provided where specified and must not exceed specified limits, supporting material may be uploaded in PDF format.
- All information provided as part of your submission will remain strictly confidential.
- Entrants may not submit the same or substantially similar entry as they have submitted in previous years. Where an entrant has entered the same category in the previous two (2) years, REINSW will conduct a comparison of the entries. Where the entry submitted is substantially similar to a previously submitted entry, it will be excluded from judging and the entrant will be notified.
- The winner of this category is ineligible to apply for the REIA National Awards for Excellence as there is no equivalent category.

Entry details

EACH CRITERION IS OF EQUAL VALUE.

1. MARKETING CAMPAIGN

(Maximum 1000 words)

Outline your best marketing campaign of rural property during the Submission Period. Include all information from the time of the marketing submission through to securing the listing, exchange, settlement and any follow up. You will need to include: a copy of the agency agreement (you may block out the client's personal details), a copy of the front page of the Contract for Sale, copies of the marketing proposal and advertising material, independent supporting evidence of the sale price achieved. **Supporting material:** You may wish to upload up to 25 pages of supporting material.

2. RESEARCH

(Maximum 500 words)

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

3. CAMPAIGN OUTCOME

(Maximum 500 words)

What contributing factors played a role in the success of the marketing campaign and subsequent sale? Did the sale price of the property exceed the estimated selling price? Examples of contributing factors may include market conditions, features of the property, vendor's motivations, special circumstances etc. **Supporting material:** You must attached a copy of the Agency Agreement.

4. INNOVATION

(Maximum 500 words)

Outline an innovative marketing strategy that you have used in the last 12 months that has had a significant impact on the sale result.