

# SPECIALISED COURSES

## JANUARY - JUNE 2017



## ULTIMATE ACCESS PACKAGE FOR INDIVIDUALS:

\$770 MEMBERS

\$880 NON-MEMBERS

Or pay by the month

Access as many:

- Short courses
- Sales and property management recordings
- Property Management Breakfasts
- Sales Success Series Networking evenings

as you like for 6 full months from purchase date.

All Ultimate Access Package eligible products marked with this logo:



\*excludes Conferences, Feature Days, Mentoring, Commercial Series/Webinars, Consultancy/In-house Services, PM Support Service. Ultimate Access Package is for individuals only, and cannot be transferred to another person.

### TO ENROL

✉ [E. courses@reiq.com.au](mailto:E_courses@reiq.com.au)

☎ P. 3249 7347

🌐 W. [REIQ.com](http://REIQ.com)



### BOS 1 CREATING CULTURAL CHANGE IN YOUR ORGANISATION

- Adopting effective leadership strategies that deliver outstanding results from your team
- Becoming an employer of choice
- Creating brand ambassadors
- Team engagement
- Learn how to identify disengaged employees
- The pre-recruitment process
- New employee induction programs
- Performance management
- How to hold successful career nights

Brisbane, 21 March | 9am - 12.30pm  
\$150 members | \$200 non-members



### BOS 2 STRUCTURING YOUR BUSINESS FOR GROWTH AND PROFITABILITY

Growth and ensuring your business is profitable should be your number one priorities. Are you making money out of your rent roll? Are you struggling with competition? Are you ready for big changes in 2017? This session is in two parts: The first focusing on profitability and identifying wastage in your agency, plus new fee/commission structures in the marketplace. The second part focuses on department structures and how to implement them, dealing with external threats and being prepared for change rather than being reactive.

Brisbane, 28 April | 9am - 12.30pm  
\$150 members | \$200 non-members



### BOS 3 BUYING AND SELLING A RENT ROLL

Thinking of buying or selling a rent roll? Both processes are extremely involved and if done incorrectly or without adequate preparation for hidden pitfalls the transaction can be extremely costly to you. Forward planning in advance of any sale or purchase is paramount to ensure a successful purchase or a profitable sale.

This session will give you the tools you need to make informed decisions, including dealing with appointments.

Brisbane, 15 May | 9am - 12.30pm  
\$150 members | \$200 non-member



### BOS 4 TEAM GOAL SETTING, KPI'S, KPT'S AND MEASUREMENT TOOLS FOR SUCCESS

In this session we'll cover:

- Understand how to set realistic office goals and achieve them, after having set the team's goals
- The difference between KPI's & KPT's and how this will affect your bottom line
- The No.1 Reason most people don't achieve their goals and how you can avoid failure
- Why having a plan for success is so important
- The 4 biggest mistakes in setting achievable goals
- Why working backwards to achieve your goals is paramount
- Find out how you can assist your team to achieve their goals by using our easy tools for success
- And a whole lot more... Including templates to take away

Brisbane, 5 June | 9am - 12.30pm  
\$150 members | \$200 non-members



## AGENCY MANAGEMENT AND ADMINISTRATION



### AGENCY GROWTH AND PROFITABILITY: BUSINESS OWNER FEATURE DAY

Designed for business owners and agency managers, the Agency Growth and Profitability day will feature sessions on:

- Business planning to maximise profitability
- Strategies to grow the business
- Measuring success through KPIs
- Recruitment and retention strategies
- Coaching for performance
- Leading for success
- Expanding your perspective – Harnessing the creative energy of your team
- Key legislative issues

Brisbane, 23 June | 9am - 4pm  
\$250 members | \$300 non-members



### PROFESSIONAL CORPORATE SUPPORT: AGENCY ADMINISTRATOR FEATURE DAY

This feature day is designed for administration professionals, and focuses on:

- Being an integral part of a top performing agency team
- Documentation, legislation and practical guidance
- Time management
- Communication strategies and conflict prevention
- Practical strategies to offer the best support possible for your agency team
- Identifying opportunities for initiative

Efficient and well trained administrators are the backbone of any successful agency. Keep up-to-date with best practice and compliance issues, and learn how to implement and improve office processes and procedures.

Brisbane, 26 May | 9am - 4pm  
\$200 members | \$250 non-members

## RECORDINGS AVAILABLE FOR REGIONAL MEMBERS

For REIQ members outside of South East Queensland, REIQ will be recording these two events:

- Agency Growth and Profitability Feature Day
- Professional Corporate Support Feature Day

Recordings will be available approximately 4 weeks after the event date, and will be a great training tool for your agency.

Each recording \$110 members | \$140 non-members

## STARTING AN AGENCY

This course will provide the foundations for a successful business. The session focuses on practical considerations of operating a new office including location, agency structure, roles and responsibilities, and corporate support. It also highlights legal considerations, operating a trust account, risk management strategies, practical processes (software, signage, website, communications and marketing) and business planning, market demographics and KPIs.

Brisbane, 13 June | 9am - 4pm  
\$200 members | \$250 non-members



## PROPERTY MANAGEMENT

### CONFERENCE: I LOVE PROPERTY MANAGEMENT

The 2017 I LOVE PROPERTY MANAGEMENT conference celebrates positive property management strategies. Learn how to navigate through everyday property management situations by knowing and understanding the legislation and sorting facts from fiction. Learn how leading property management practitioners use authentic and smart communication techniques to influence positive client and customer relationships and minimise conflict. We'll look at real life every day property management scenarios and best practice tips to take back to your office to implement immediately. With sessions on legislation, investigations, a QCAT Update and top compliance issues, this is an information-packed day for property management professionals.

Brisbane, 17 March  
\$250 members | \$300 non-members

### QCAT KNOW HOW FOR RESIDENTIAL PROPERTY MANAGEMENT

This workshop will give participants a solid understanding of where QCAT sits in the legal system and understanding QCAT forms, published orders and precedents, how to prepare and present professionally for a hearing, and how agency documents impact on QCAT hearings. The session will include a case study review with hands on referencing to the RTRA Act and Regulations and will address regional QCAT hearings with magistrates.

Brisbane: Full day session with Guest Speaker Peta Stilgoe OAM, QCAT Senior Member  
3 March | 9am - 4pm  
\$200 members | \$250 non-members

Other areas: half day session 1pm - 4.30pm  
\$150 members | \$200 non-members

**Gold Coast, 9 May**      **Sunshine Coast, 3 April**

**Toowoomba, 7 March**      **Cairns, 20 June**

**Townsville, 15 March**      **Mackay, 30 May**

**Rockhampton, 28 June**      **Hervey Bay, 14 June**

All regions (excluding Brisbane) 1pm - 4.30pm



### MANAGING COMMUNITY TITLED PROPERTIES AND DEALING WITH THE BODY CORPORATE

In response to demand, this course has been developed to assist property managers navigate their way through the sometimes complex world of managing strata titled properties. This session will cover common questions about who is responsible for maintenance and repairs, what constitutes common property, insurances and communication with the body corporate.

Brisbane, 5 May | 9am - 12.30pm  
\$150 members | \$200 non-members



### PROPERTY MANAGEMENT DOCUMENTATION AND LEGISLATION REFRESHER

This workshop is designed to give participants a solid understanding of the provisions of the Property Occupations Act and associated legislation impacting on everyday property management practices, completing the Form 6 and protecting the agency commission and asset, completing RTA forms and complying with notice periods, and how to research and understand relevant provisions of the RTRA Act and Regulations (a full copy of the legislation provided to all participants). The session will also focus on risk avoidance, including case study examples.

Brisbane, 7 June      Gold Coast, 9 May

Sunshine Coast, 3 April      Toowoomba, 7 March

Cairns, 20 June      Townsville, 15 March

Mackay, 30 May      Rockhampton, 28 June

Hervey Bay, 14 June

All regions | 9am - 12.30pm  
\$150 members | \$200 non-members



### PROPERTY MANAGEMENT BREAKFASTS

Property Management Breakfasts are run throughout Queensland and are an opportunity for property managers to meet their peers, discuss issues and share ideas in open and interactive sessions. Breakfasts run from 7.15-8.45am.

Brisbane,      Gold Coast,  
2 March & 8 June      22 February & 25 May

Sunshine Coast, 23 February & 7 June

\$25 members | \$35 non-members



## PROPERTY MANAGEMENT PLATINUM SERIES

This series takes attendees through the full property management life cycle – from securing the listing through to finalising the tenancy. Attend one session for a targeted approach, or all four to really boost your property management skills.

Day 1 – Sourcing the business: Prospecting, winning the appraisals, business development strategies and the listing process | 8 March

Day 2 – Renting the property: Preparing the property to achieve the highest price for your client, reducing vacancies and establishing the tenancy | 12 April

Day 3 – During the tenancy: Managing the tenancy, including maintenance systems, inspections, managing arrears and the tenant relationship | 24 May

Day 4 – Ending the tenancy: Minimise stress through understanding serving notices, how to communicate with landlords and tenants, QCAT appearances and dealing with abandoned goods | 14 June

Each day: 10am – 3pm  
All sessions in Brisbane

Single day:  
\$200 members | \$250 non-members

Full Platinum Property Management Series (4 days)  
\$600 members | \$750 non-members



## JOB READY PROPERTY MANAGEMENT

A highly practical course focussing on operational requirements of a property manager's role, with specific focus on listings, property inspections, systems for tracking arrears, issuing notices, time management and technology. Designed for newcomers to the profession after completion of the Registration Course and those that need a kick-start, this course will ensure attendees are genuinely 'job ready' for their role as a property manager.

Brisbane, 1 & 2 March  
\$330 members | \$440 non-members



## PROPERTY MANAGEMENT ONLINE LIBRARY

An ongoing challenge for property managers is how to find timely, relevant training that is accessible at your desk in a quick bite. These short online recordings are designed for experienced property managers, and will feature sessions which focus in depth on hot issues in the world of property management.

Library released March 2016. Topics include:

- Top tips for completing the POA Form 6 Appointment of Agent with the Residential Property Management Schedule
- Managing community titled properties
- Minimising disputes at the end of a tenancy
- Managing breaches
- Changeover of managing agent
- Compliance matters in 2017 (Smoke alarm legislation, pool safety and other emerging issues)

\$330 members | \$440 non-members



## PROPERTY MANAGEMENT ELITE ENTRANT PROGRAM

Seeking a rewarding career in property management? The Property Management Elite Entrant Program provides you the tools to move into an assistant property manager role with competence and confidence. Combining your mandatory Registration course with practical property management training, suitability analysis and the potential for job placement, the Property Management Elite Entrant Program provides the best start to your professional property management career. The package includes:

- A comprehensive 4 day Registration course
- 2 day Property Management Career Essentials course
- Personality testing
- 3 months ongoing support
- Placement of eligible recruits into assistant property manager positions (subject to suitability and availability)

Refer to REIQ's Registration Courses Calendar for 4 day Registration course dates.

Property Management Essentials 2 day course:  
20 & 21 February, 20 & 21 March, 10 & 11 April,  
8 & 9 May, 19 & 20 June

Full Property Management Elite Entrant Program  
\$1080 members | \$1210 non-members or pay by  
the month for 6 months

Upgrade to stand-alone Property Management  
Essentials 2 day course (for previous REIQ  
Registration students)  
\$495 members | \$595 non-members

## TECHNOLOGY AND DIGITAL MEDIA

### DIGITAL MEDIA MARKETING MASTERCLASS

Join Presenters Peter Brewer and Tara Christianson in this 3 hour Digital Media Masterclass. Peter and Tara will be fresh from the stage of the Inman Conference in New York and will be sharing the latest and greatest in Marketing Real Estate using Digital Media.

- Advanced Facebook Ads
- Online Lead Generation
- 360 and VR
- Micro Video
- and much, much more!

Brisbane, 2 March  
9am - 12.30pm

Gold Coast, 13 March  
1.30pm - 5pm

\$150 members | \$200 non-members



### WEBSITE WOE OR WEBSITE WOW?

Agents are now reporting up to 90% of their enquiry is coming from online sources. With industry commentators tipping that popular sites such as realestate.com.au and domain could more than double their charges over coming years the need has become stronger than ever before for real estate agents to take serious counteractive measures and get serious with their own company website. In this course participants will learn to understand and implement 7 critical actions to assist to drive your potential clients to your website, rather than to expensive portals.

Brisbane, 3 May  
1.30pm - 5pm

Gold Coast, 22 May  
1.30pm - 5pm

Sunshine Coast, 7 June | 9am - 12.30pm

\$150 members | \$200 non-members



## COMMERCIAL

### COMMERCIAL SALES SERIES

Commencing with the foundations of commercial and industrial sales and leasing, this series encompasses prospecting and networking, inspection skills, creating proposals and submissions, pricing, marketing, negotiation of lease documentation, contracts and client communication. Delivered in a total of four days in two parts (Part 1 and Part 2 are two days duration each).

Part 1: 14-15 March

Part 2: 10-11 April

\$850 members | \$990 non-members

### COMMERCIAL PROPERTY MANAGEMENT SERIES

Commencing with the foundation course 'Introduction to commercial property management', this series encompasses acquiring and commencing a new management, retail leasing, lease and retail management, preparing financial and management reports and operations management. Delivered in a total of four days over two parts (Part 1 and Part 2 are two days duration each).

Part 1: 24 & 25 May

Part 2: 21 & 22 June

\$850 members | \$990 non-members

## BUSINESS BROKING

### LISTING AND SELLING BUSINESSES

This full day session will address:

- Guidelines on gaining a good listing and ensuring that the Appointment of Agent is properly completed
- How to interview and deal with the Seller on the phone and in person
- How to complete an on-site or on the phone 'Quick Price' Assessment - special guidelines supplied to make the pricing a bit easier and more accurate.
- Guideline to understanding the financial statements supplied by a Seller
- In-depth training as to 'the legal details' you need to know and 'how to properly complete' the Property Occupations Form 6 and REIQ Schedule and Essential Terms and Conditions
- The sales process

Brisbane, 5 April | 9am - 4pm

Members \$250 | non-members \$300



## SALES AND AUCTION



### SALES AND AUCTION MENTORING

This program will provide you with the training and guidance to ensure you reach your earning potential faster. Featuring:

- Monthly one on one coaching to create and maintain the fundamentals for momentum in your business
- Exclusive quarterly group training events featuring industry leading speakers
- Access to the document library which contains exclusive real estate content to help and assist you in your growth.

Hosted by leading auctioneer and coach Justin Nickerson.

12 month coaching program for just \$299 per month.

### 4 STEPS TO EFFECTIVE SALES – THE PSYCHOLOGY OF THE SALES PROCESS

Why is it that most homebuyers, when asked 12 months after their purchase, cannot name the agent from whom they purchased? Understanding the psychology behind your clients' and customers' needs translates to a deeper relationship and more business for real estate salespeople. Enhance your potential for repeat and referral business by attending this in depth look into the psychology behind the sales process.

Brisbane, 30 May | 9am - 12.30pm  
\$150 members | \$200 non-members



### BUILDING BETTER RELATIONSHIPS THROUGH CLIENT COMMUNICATION AND AUTHENTICITY

What is Authenticity and how does it work in a sales process? By understanding how your clients and customers are thinking and feeling, their energy and your own fears, empowers you to enter a deeper relationship with them and reap the rewards. How do you communicate and build authentic relationships to grow your real estate business today?

Brisbane, 15 June | 9am - 12.30pm  
\$150 members | \$200 non-members



### SELLING LOTS IN A COMMUNITY TITLE SCHEME

Do you sell units or townhouses? Learn about the crucial disclosure documentation when selling strata titled properties, information about bodies corporate, preparing community title contracts and all important information to collect when marketing the property.

Brisbane, 29 March | 9am - 12.30pm  
Gold Coast, 22 May | 9am - 12.30pm

Sunshine Coast, 12 June | 1pm - 4.30pm

\$150 members | \$200 non-members



### SELLING INVESTMENT PROPERTY

Would you like to maximise your ability to sell properties to investors? This course will show you the ways to best promote properties with investment potential including understanding rental returns, features of properties which attract tenants, depreciation and over-capitalisation. We'll also address the restrictions on providing financial advice and how to source leads from property management departments or other agencies.

Brisbane, 7 March | Gold Coast, 16 May

Sunshine Coast, 11 May | Toowoomba, 21 March

Cairns, 19 June | Townsville, 14 March

Mackay, 29 May | Rockhampton, 27 June

Hervey Bay, 15 June | 9am - 12.30pm

All dates 1pm - 4.30pm (except Hervey Bay)  
\$150 members | \$200 non-members



### DEFENDING YOUR FEE AND HOW TO EFFECTIVELY COMPETE WITH DISCOUNT COMMISSION AGENTS

Real estate professionals need more than ever to understand what sets them apart from others in their marketplace.

- What makes you different?
- What makes your office different?
- Become the area expert and knowledge source in your local area
- Learn why you don't want to compete with discount commission agents
- Earn the right to ask for what you're worth

Brisbane, 15 March | 9am - 12.30pm  
Gold Coast, 6 June | 9am - 12.30pm

Sunshine Coast, 27 June | 9am - 12.30pm

\$150 members | \$200 non-members



## SALES AND AUCTION CONTINUED.

### SALES SUCCESS SERIES 2017

A series of evening events for real estate sales professionals, these events will focus on the driving force behind the top sales agents, resilience, motivation and marketing strategies. Each evening includes networking drinks, canapes and guest speakers who are leaders in their field. Hosted by Peter Brewer.

Brisbane:

22 February | 12 April | 28 June | 6.30pm - 8pm  
\$45 members | \$55 non-members

Also available: Sales Success Series 2016 Recordings. The 2016 series featured 13 top real estate sales professionals. Purchase the full 2016 library of 13 episodes for \$220 members | \$330 non-members



### HOW TO EARN MORE MONEY BY PROSPECTING LESS – TAKE YOUR BUSINESS TO THE NEXT LEVEL IN 6 EASY STEPS

In this session we'll cover the following:

- Discover the key profit centres to focus on for 'immediate' financial gain – Pay-rise BOOM!
- Learn the easiest ways to prospect without formally prospecting
- Get results FAST - Increase your Return on Effort (ROE) and reduce the heavy lifting with your prospecting activities
- Learn how to dominate the digital space with the greatest effect
- How to attract the right audience at the right time in the right way
- Working the heat and converting opportunities with ease

Brisbane, 12 April  
9am - 12.30pm

Gold Coast, 10 May  
9am - 12.30pm

Sunshine Coast, 28 March | 9am-12.30pm

\$150 members | \$200 non-members



### SALES AND AUCTION DOCUMENTATION AND LEGISLATION REFRESHER

Ensure you are completing the Property Occupations Form 6 with Residential Sales Schedule correctly, update your knowledge of the Contract for Houses and Residential Land, and check your understanding of auction procedures and the sales process. This course is a perfect refresher for experienced salespeople and sales administrators.

Brisbane, 21 February | 1pm - 4.30pm  
\$150 members | \$200 non-members



### HOW TO WRITE ATTENTION GRABBING, HIGHLY EFFECTIVE AD COPY THAT SELLS

In this session we'll cover the following:

- Discover what is now the single biggest asset in your online advertising arsenal
- The key components you need to consider when writing a compelling advertisement
- Appealing to the purchasers' hierarchy of needs
- Optimal key words and phrases that sell
- Learn how to write action generating copy in a fraction of the time it now takes you

This session includes an advertising workshop and a whole lot more, including a blueprint / cheat sheet for future success.

Brisbane, 23 May  
9am - 12.30pm

Gold Coast, 13 March  
9am - 12.30pm

\$150 members | \$200 non-members



### SCRIPTS AND DIALOGUES FOR BUILDING A ROBUST PROSPECTING PIPELINE

In this session we'll cover the following:

- Discover 12 little known yet simple prospecting activities for success
- Learn how to work the tail end opportunities successfully
- How to overcome objections at the listing presentation
- It's all about the quality of the questions you ask
- Find out how you can get a head start on your competitors and beat them to the listing
- Discover how intelligence gathering can build a strong referral business, efficiently and effortlessly

Brisbane, 20 June | 9am - 12.30pm

\$150 members | \$200 non-members



### JOB READY SALES

A highly practical course focussing on operational requirements of a salesperson's role, with specific focus on listings, the sales process and securing successful sales. Designed for newcomers to the profession after completion of the Registration course and those that need a kick start in sales, this course will ensure attendees are genuinely 'job ready' for their role.

Brisbane, 28 & 29 June

\$330 members | \$440 non-members

