



QLD REAL ESTATE INDUSTRY

Succeeding through the 'tough' times - Newsletter 2009/3

DON'T CUT THIS OUT OF YOUR BUDGET!

BY LANE CATHCART  
LINKLEARN.COM.AU

I find it fascinating how many real estate sales people are complaining about how tough the market is and that no one is buying due to the global economic crisis.

Many people will blame poor sales figures on the 'global economic crisis' rather than looking at developing their skills, putting their head down and bettering their portfolio (and therefore bettering their chances of succeeding through these tough times).

Unfortunately, managerial and employee development is often among the first expenses to be cut when money is tight. Yet, if you carefully select training programs, seminars, college courses, books and tapes that focus on business growth and productivity, you may find these training resources becoming one of your best survival tools.

If you not only want to survive, but make greater commission income during these tough times, you need to be trained and continually develop your skills.

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GROWING TRENDS

BY RAYMOND KUCELI  
DUBAI REALTY

A growing trend in Queensland is Sales Staff 'upgrading' from their Certificate of Registration to becoming a Fully Licence Real Estate Agent.

People have told me that this is due to them wishing to;

- significantly increase their commission income,
- advertise themselves as a Fully Licence Real Estate Agent and
- increasing their employment opportunities.

I tell people I train that I believe the difference between a Standard Sales Person with a Sales Registration and a Sales Person that is a Fully Licenced Real Estate Agent is like the difference between a Learner Car Driver and an Open Licenced Car Driver.

Who would you trust to drive your car?  
Who would you trust to sell your home?"

People in the industry used to put off becoming a Fully Licenced Real Estate Agent because it was too difficult and very time consuming. LinkLearn is exposing this myth with their Streamlined Real Estate Full Licence Course.

LinkLearn helped me out, so why not give them a call to see how they can help you.

DUBAI REALTY

BEST TO BE OBJECTIVE DRIVEN!

BY ROGER CLARK  
REALTY INNOVATION

In the current challenging market conditions principals and salespeople need to make expenditure decisions very carefully. Budget driven decisions can rapidly lead to reduced commission income.

Be very aware that reducing expenditure on promoting your business and postponing improving your skills will lead to less listing opportunities and a lower success rate.

If any of your competitors are increasing their prospecting and promotional activities whilst you are doing the opposite your profitability will drop dramatically and rapidly.

In today's more competitive market place each agent's skill level becomes crucially important. A ninety percent success rate when making listing presentations is necessary and achievable.

The classic objections of price and cost and advertising can all be overcome by an agent who is well prepared and knows how to make a successful presentation and close.

My message is simple; agents make more commission income in these market conditions when they have committed expenditure to skill development.

If you are concerned about the number of listing opportunities available to you or your success rate, then make an Objective Driven Decision and get some coaching and training and improve your listing presentation skills now.

Phone Roger Clark today on 0419 950 975.

COACH  
CONSULTANT  
MENTOR  
MOTIVATOR  
EDUCATOR

ROGER CLARK 0419 950 975

**MEN'S FASHION**  
BY JEANELL JONES  
FASHION CRITIC

Regardless of a person's gender, image is everything. Your visual presence will impact the way others perceive you - for better or worse.

Did you know that a perspective client may make their decision about your abilities and character before you even open your mouth?

Remember that colors send out powerful messages to other people, colours will say a lot about you—this is what they will say...

**Green:** Peaceful and stable. Men wearing green are usually conventional and bounded to traditions.

**Yellow:** Interested in details and having an open mind. Optimist. Mostly worn by intelligent men, who like having an authoritarian controlled position.

**Orange:** Full with energy and adventurous. Sense of humour and conversationalist. The wearer is enthusiastic and stands for that what he is doing.

**Red:** Full with energy. Extroverted and wants to advance. Eye-catcher. Passionate. Red neckties are mostly worn by people who like action and drama.

**Turquoise:** Open-minded, fresh and easily available characters. Creates free communication. If you are wearing turquoise you probably want to make a young and brilliant impression.

**Magenta:** Dignity and self-confident. Many artists wear this colour to show their creative quality.

**Claret:** Affectionate, loving and passionate. Are mostly worn by nice and delicate men.

**Blue:** High intelligence. Important. Peaceful. Honest and honourable.

Communicating with color can be a very powerful tool, especially in business, so make sure to use it to your advantage when coordinating your corporate attire.

**DISSOLVING THE MYSTERY OF MARKET CYCLES**  
SIMON NEWMAN  
RAY WHITE TOOWOOMBA RANGE

Can we find high growth property regardless of overall market conditions?

For the majority of investors, property is seen as a long term investment. When it comes to researching markets, New Projects at Toowoomba Range aims to achieve two things:

1. long term reliable capital growth, and
2. above average rates of capital growth in the first 1-3 years for the investor.

The question is: is this achievable on a consistent basis?

Of course, we cannot predict the future performance of any particular area. However, we can use past history, research and logic to give ourselves the best chance of beating the average and maximising property growth in the early years.

Here is an insight into some of the historical considerations to take into account in sourcing high growth property markets.

The last major housing slump occurred between 1989 and 1994. During this time, the residential property market grew by only about 7.2% total over this five year period. This represents an annual growth rate of 1.4% per year through this period.

However during this period, some individual markets performed better than this, whilst others performed worse. The result was an overall flat market. In Brisbane for example the market was more positive than the average. Over the same period of 1989 - 1994, Brisbane grew by 39%, which represents an annual growth rate of 6.81%.

So, in answering the question of whether or not growth markets exist through all phases of the overall property cycle, the answer is: yes.

The only remaining question then becomes: how do we identify which property types and markets will achieve this early growth for us?

This is where we will ask ourselves the important questions about each market we are studying. For example, where is the market in its cycle? Is the market relatively cheap or expensive? Do favourable supply and demand pressures exist? Using our knowledge of property market fundamentals such as cycles, population growth and dwelling approvals, we are able to seek out and position ourselves into growth markets. Regardless of the overall picture, we can still give ourselves a high probability of early capital growth in our property investments.

We now need to underpin this research with sound risk management strategies such as market diversification. Knowing all the rules of the game will also allow us to minimise risk. This will ensure that our portfolio is robust and resistant to whatever the future may throw at us.

For investors seeking further guidance please contact Simon on 0402 813 427 or email [simon.newman@raywhite.com](mailto:simon.newman@raywhite.com)

**Ray White**  
New Projects



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