

Schedule of Duties & Responsibilities

LICENSE NUMBER:	• 024546L
TRADING NAME/S:	• Rent Roll Maximiser
DIVISION:	<ul style="list-style-type: none"> • Sales Division • Retail Sales & Project Marketing
LOCATION:	• 123 ABC Street, Melbourne, VIC, 3000
TITLE OF POSITION:	• Sales Consultant / Project Marketing / Sales Administration
DIRECTORS:	• Michael Furlong
DATE:	• April 2020
DIRECT REPORTS:	• Nil
REPORTS TO:	<ul style="list-style-type: none"> • Sales Manager • Company Director
POSITION OBJECTIVE:	<ul style="list-style-type: none"> • Best Practice Real Estate aims to provide competitive services in the Real Estate market, selling and managing residential property. The organisation is continually seeking to enhance its reputation among both the public and members of the industry for honesty, integrity and competence as Real Estate Practitioners • To provide direct operational assistance to the Company Director with all tasks and activities connected to the Company's Sales and Project Marketing division • To contribute (under supervision) to the development of the systems and processes connected to the Company's Sales and Project Marketing division • To gain valuable industry exposure, insight and training to such a level that will enable the Employee to independently discharge the role of a Sales Agent representative in accordance with Governing Legislation and Industry best practice • To provide administrative and special projects support to the Sales & Project Marketing divisions • Supporting a team of professionals, the individual will be required to demonstrate initiative and work as an enthusiastic team member in accordance with the organisations office policies and procedures, keeping in mind the overall business objectives • To assist Management with aligning the Sales & Project Marketing division and its sub-functions towards the Company's core business and financial objectives and targets and promote business efficiency, profitability and Best Practice standards • To assist Management with implementing, periodically auditing and reporting on key divisional strategies relating to risk management, legislative compliance, database management, file management, internal documentation (policies, procedures, templates & forms) and Customer management strategy • To contribute (under supervision) to the development and

<p>POSITION OBJECTIVE: (Cont.)</p>	<p>implementation of Best Practice “Sales & Project Marketing” systems and processes connected to all of the Company’s divisions</p> <ul style="list-style-type: none"> • To assist Management with ensuring that full synchronisation exists between the core functions within the Sales division and Accounts division, with responsibility for ensuring that Trust Account money’s are received and treated in accordance with the Act. This responsibility also flows through to deposit moneys pre-paid advertising money held in Trust • To develop a Client database that can provide the Employee enough listing leads and converted Sales opportunities, external to the Company leads / rent roll to provide a satisfactory income source so that the Employee is not in a negative commission position each month
<p>QUALIFICATIONS:</p>	<p>(Essential)</p> <ul style="list-style-type: none"> • Australian / Victorian Drivers Licence • Agents Representative Certificate • Eligibility to Act as an Estate Agent <p>(Desirable)</p> <ul style="list-style-type: none"> • Estate Agents Full Licence • Certificate IV in Property (Real Estate Agency Practice)
<p>INDUSTRY EXPERIENCE:</p>	<p>(Desirable)</p> <ul style="list-style-type: none"> • Intermediate administration skills applied within a Real Estate Agency or comparable environment • Previous experience in an agency environment in either an Administrative role, Reception role, Assistant Property Manager, Sales Administrator or Leasing role • Previous experience with Real Estate database management programs, such as Agent Box, Box & Dice, Console, Salesforce, MyDesktop, Eagle, Rex • Exposure to marketing initiatives, copy writing, graphic design, direct mail, web design, online marketing • Previous role with a strong Customer Service / relationship building focus • Previous exposure to a Sales role of a high-end product or financial services • General understanding of contract law, financial planning, accounting or property investment would be an advantage
<p>LEGISLATIVE KNOWLEDGE:</p>	<p>(The Employee will be supported in understanding the core principles connected to the following legislation):</p> <ul style="list-style-type: none"> • Estate Agents Act 1980 • Guide to Trust Accounting • Estate Agents Act - General Account Regulations • Residential Tenancies Act 1997 • Domestic Violence • VCAT Act 1988

<p>LEGISLATIVE KNOWLEDGE: <i>(Cont.)</i></p>	<ul style="list-style-type: none"> • Owners Corp Act 2006 & Regulations • Retail Leases Act 2003 & Regulations • Fair Trading Act 2012 • Competition & Consumer Act 2010 • Equal Opportunity Act 2010 • Privacy Act & Guidelines • Sale of Land Act 1962 • Building Act 1993 & Regulations 2018 • Domestic Building Contracts Act 1995 • Subdivision Act 1988 • Property Law Act • Electrical Safety Regulations 2019 • Planning & Environment Act 1987 • Occupational Health & Safety Act 2004 • Human Resources Legislation • Fair Work Act 2009 • Corporations Act 2001 • Independent Contractors Act 2006 • Best Practice Real Estate - Policies & Procedures • <i>The Employee will be encouraged to attend training to strengthen their understanding of key legislation governing the Real Estate sector</i> • <i>The Employee is required to seek out, either directly through reading the relevant act, or by speaking with a Senior Agent prior to making a decision that is impacted directly by a piece of legislation</i>
<p>BEHAVIOURAL PROFILE:</p>	<ul style="list-style-type: none"> • High level accountability & compliance • Integrity and self-management • Respect for others and team player • Intermediate organizational skills • Ability to meet deadlines • Ability to multitask & prioritize • Advanced communication skills • Energetic, enthusiastic and innovative • Respect confidentiality • Astute judgement • Analytical and lateral thinking skills • Be flexible • Excellent interpersonal, negotiation and persuasion skills • Ability to demonstrate & take initiative • Remaining calm & professional, even whilst under pressure • Compliant, especially with proscribed documents

<p>BEHAVIOURAL PROFILE: (Cont.)</p>	<ul style="list-style-type: none"> • Ability to handle & resolve conflict • Displays strong leadership qualities • Enthusiasm for training & personal development • Demonstrate sound work ethics • Inspire confidence and credibility • Be honest, trustworthy, ethical and display strong moral values in accordance with the industry and Company standards • Proactive, Punctual and reliable • Polite, helpful and responsive • Maintain a well-groomed and business-like appearance, whenever you are representing the Company, both in and out of the office • Strong problem solving and decision-making skills • Ability to listen to instructions and execute with a high level of attention to detail • Respectful of the Company's Policies & Procedures
<p>KEY OUTCOMES: (The Employee's performance will be measured against these indicators)</p>	<ul style="list-style-type: none"> • Ability to demonstrate initiative • Ability to meet task deadlines • Quality of technical work • Ability to absorb technical knowledge and apply process • Level of legislative compliance • Performance against key benchmarks set such as prospecting activity levels, telephone canvassing, letterbox drops, database marketing, attending open for inspections with Company Director, appraisal lead generation & follow up calls to open for inspection attendees • The quality and accuracy of the information obtained from Buyer inquiries either from the internet or OFI's in accordance with the Company guidelines • The quality of information that has been stored in the Company database as a result of the OFI's and sales inquiries • The number of ongoing genuine Buyers that the Agent is working with as a direct result from internet inquiries & OFI's • The ability to cross promote other business divisions and services – i.e. Property Management, off the plan Sales, finance, depreciation schedules, Landlord Insurance • Ability to demonstrate a strong understanding of the business environment and the impact that their behaviour has on the reputation of the Company • The ability to ascertain Customer needs, and then to provide the most appropriate solution • The ability to create a positive, everlasting impression with the most professional, courteous and expedient manner and to continually strive for superior Client service • The quality and accuracy of the sales transactions and the effectiveness of the settlement process

<p>KEY OUTCOMES: <i>(Cont.)</i></p>	<ul style="list-style-type: none"> • The ability to learn the systems & processes required to adequately complete the “end to end” Sales process • The quality, accuracy & effectiveness of the marketing material, flyers, internet listings, and direct marketing material • The ability to bring to a close the sale of a listed property either personally or in conjunction with Senior Staff • The number of both private and publicly advertised inspections that have been undertaken • The quality, accuracy & effectiveness of the internet listings • The quality and accuracy of the documentation required to successfully sell a property, including advertising, sales file, contracts, letters and internal office documentation • The ability to develop a relationship with the Renter throughout the sales campaign • An attempt must be made to <u>follow up all sales inquiries on the same day</u> that they are made – this can be in the form of a telephone call, an email or an SMS • Ensuring that each person that attends an Open for Inspection is followed up for feedback within 48 hours of attending the open
<p>KEY DUTIES: <i>Residential Sales</i></p>	<ul style="list-style-type: none"> • Data entry into the CRM of all sales leads, including from the internet inquiries, OFI, and call in's • Database management – Client management • Letterbox dropping (new listings, OFI, Auctions) • Telephone canvassing (not cold calling) • Gathering market share evidence • Monitoring property market activity • Collating pre-listing & listing presentation kits • Preparing advertising copy • Assisting with the set-up and running of Auctions • Updating window display & brochures in the office • Book appointments with Renters for Sales appraisal • Liaise directly with the Buyers either through internet inquiries or telephone call in's, as the first point of contact for general office listings • Arrange Sales file, appraisal forms, RRP & Renter ledgers, Sales comparables and keys prior to appraisal • Complete the Sales appraisal after the inspection from the Agents notes, comparables, photos and rental assessment • Update the CRM with the Sales data once the appraisal has been completed, including updating property specifics • Preparing advertising schedules as part of the appraisal • Once listed, prepare Agency authorities in accordance with the Company's policies • Once listed, arrange the marketing including; photography, copy writing & floor plans

KEY DUTIES:

Residential Sales (Cont.)

- Responsible for the board copy & artwork and the placement of the board prior to the start of the campaign
- Responsible for the For-Sale board, ensuring that the Owners Corporation has approved the installation and also, that the vendor has approved the expense
- Responsible for brochures, window cards, flyers, letterbox droppers, corflutes prior to start of campaign
- Manage Sales tub – enquiry booklet, property summary, keys, swipe cards, directional sheets, contracts, brochures, privacy statement, directional sheet, business cards
- Creating Vendor feedback electronic reports on a weekly basis
- Manage advertising expenditure in strict accordance with the Vendors authorised spend and the signed advertising schedule
- Managing the inquiry booklet per property, to ensure the accuracy of the information so as to build the database of potential Buyers
- Liaising with Leasing department for management opportunities
- Responsible to meet with Valuers, Photographers, Copywriters, Building Inspectors, Quantity Surveyors and Purchasers for pre-settlement inspections
- Attend weekly Sales meetings – report on listing activity, Buyer activity, settlement process, advertising progress
- Assist in ensuring that the content of the “sales file” is compliant and in accordance with the Companies guidelines, in preparation for an independent Auditor review
- Responsible for registrations of interest / letter of offer
- Manage contract of sale and section 32 throughout the campaign, including electronic and original copies
- Preparation of contract of Sale & Section 32, in accordance with the Companies’ guidelines
- Managing holding deposits & deposit money’s in accordance with the contract terms as specified, and in line with Estate Agency Trust Account guidelines
- Ensuring all Stakeholders are kept informed of the Sales process & sale conditions including Vendor, Purchaser, Sales team; Property Management team (if managed by **Best Practice Real Estate**), Accounts, Vendors Solicitors, Purchaser’s Solicitor, Renters and Purchasers’ Financier
- Managing settlement process to ensure that the conditions are met, so that **Best Practice Real Estate** is entitled to commission and advertising in accordance with the Authority
- Responsible for the management of the internet listings of properties for sale, including ensuring copy is accurate and up to date, photography accurately represents the property, the price in accordance with the Vendor’s instructions
- Manage the inspection timetable – ensure that all relevant parties are informed in accordance with Company policy – Renters informed in writing, RRP informed, OFI listed on the internet, inspection booked on OFI group diary

<p>KEY DUTIES: <i>Residential Sales (Cont.)</i></p>	<ul style="list-style-type: none"> • Perform the “<i>Open For Inspection</i>” in accordance with the Company guidelines, including property presentation, personal presentation, documentation, boards, Privacy Statement, Flags, Property Summary & Inspection Attendees lists • Personally, handling sales inquiries (relating to the available properties) which includes internet inquiries, telephone call ins and office walk ins • Providing regular feedback to Senior Sales Staff on Sales inquiries, OFI feedback, pricing issues, internet statistics in order for the Listing Agent to report back to the Vendor • Providing regular reports on the OFI activity, including inquiry feedback, pricing feedback, number of attendees, number of section 32 requests – this is to be done each week at the Sales meeting • Personally, telephoning each person that has attended an OFI to obtain feedback – this must be done within 48 hours of the property inspection • Preparing all prescribed sales documentation including sales authorities – Sales & auction, Contract of sales, Section 32 • Meeting with Purchasers to sign up offers and contracts in accordance with the Company’s “sign up policy” • Setting up established property files in accordance with the Company’s Policy and Procedures to ensure that valid Sale Authority & Advertising Schedule forms exist • Ensure that sale property files created within the CRM database are managed in accordance with the Company’s database management strategy. This includes Vendors, Purchasers, inquiries, Solicitors & Financiers • Liaising with Property Management department for leasing opportunities
<p>KEY DUTIES: <i>Project Marketing</i></p>	<ul style="list-style-type: none"> • When required, liaise with Developers, Agents, Property groups and Investor groups • When required, follow up the Agent, Developers, and Property groups to obtain the information required to create a project summary, including independent research • Setting up & updating listings in the Company Sales Database / Trust Account software • Managing the uploading & updating listings onto the Internet – current projects • Managing the content of the property sales files in accordance with the minimum Company guidelines • Preparing project folders for listings • Developing marketing material for workshops • Responsible to ensure that components of the sale are carried out correctly including but not limited to: <ul style="list-style-type: none"> - Marketing Material - Advertising & Marketing Strategy and Implementation - Authority / Marketing Agreement - Reservation Forms - Contract Preparation

<p>KEY DUTIES: <i>Project Marketing (Cont.)</i></p>	<ul style="list-style-type: none"> - Execution of Contracts - Appropriate handling of the Trust money's - Communication with Vendor & Purchasers Solicitors - Advertising / Marketing expense recovery - Agency Commission - Invoicing - Account Sales - Settlement process
<p>KEY DUTIES: <i>General</i></p>	<ul style="list-style-type: none"> • Assist with marketing campaigns and business development initiatives for all divisions of the business including the Property Management, Sales, Finance, Investment and Project Marketing divisions
<p>KEY DUTIES: <i>Marketing & Advertising</i></p>	<ul style="list-style-type: none"> • Manage CRM database with specific suburbs of absentee Owners for RP Data • Work in conjunction Sales Admin & Marketing Admin to create direct mail campaigns; social media; community media campaigns • Hands on assistance with direct mail campaigns • Review the content & accuracy of the project summary packs produced by the Graphic Designer • Manage the internet listings – established & project summaries • Proof brochures, Boards, Projects Summaries, Flyers, Letterbox Droppers, Letters & Window Cards prior to print / production
<p>ENVIRONMENTAL CONDITIONS:</p> <p>ENVIRONMENTAL CONDITIONS: <i>(Cont.)</i></p>	<ul style="list-style-type: none"> • The Sales team can become quite busy, it is governed by market sentiments, Investor confidence, Government incentives, Buyer inquiry and our ability to sell property • The Sales Consultant may have to manage a number of projects at one time, and may be interrupted frequently to meet the needs and requests of Staff members, Renters, RRP's, Customers, and the general public. The Sales Consultant may find the environment to be busy, noisy and therefore will need excellent organizational and time and stress management skills to complete the required tasks effectively
<p>STAFF DEVELOPMENT:</p>	<ul style="list-style-type: none"> • Participate in key performance indicator review processes to establish areas of improvement • It is encouraged for the Employee to become an individual member of the Real Estate Institute of Victoria and attend training to promote their own personal and professional development • The determining factor as to the eligibility of the Company either paying for or contributing to the course, depends on the Employee's ability and effectiveness in meeting the Key Outcomes (as noted above) • Where possible the Company will endorse, promote and arrange for the Sales Consultant to attend industry training events, such as AREC, REIV Training Sessions, Real Estate Sales Conference etc • Make use of the training materials offered by the Company including CD's, Books, DVD's, training manuals

KEY DUTIES:

Business Development

- Prospect for new sales listings and conduct Sales appraisals as per targets set by Management
- Ensure that high level synchronization exists between Company Sales and Rental divisions
- Maintain & build Client relationships with Referral Agents, Developers, Property groups, Buyer's Agents
- Ensure that prospective Customers are entered into the Company's database in accordance with its database management strategy

<p>INTEGRITY:</p>	<ul style="list-style-type: none"> • To be true to your word and to act honestly at all times. To follow through on your commitments and to promote the best interests of the Company, its Staff, and its Customers at all times • To engage in responsible communication and maintain a professional context at all times • Not to engage in “<i>gossip</i>” or “<i>irresponsible communication</i>” that discredits or ridicules others • Never compromise your integrity or ethics • Accept that people you work with have strengths and weaknesses – harness their strengths and help them to work on their weaknesses
<p>RESPECT:</p>	<ul style="list-style-type: none"> • To consistently demonstrate a high level of respect for the ideas, contribution, values, and time of others • To respect and abide by the policies, systems, and processes of the Company • To aim to help others show respect when speaking to others, or when speaking about others
<p>ACCOUNTABILITY:</p>	<ul style="list-style-type: none"> • Fully accept personal responsibility for your own decisions and actions • Challenge unethical actions in others and hold individuals and the Team accountable for achieving goals and objectives • Address poor performance issues directly in a timely manner • Report both success and failures in an open and timely manner to management
<p>EXCELLENCE:</p>	<ul style="list-style-type: none"> • Aim to set high standards in everything that you do. Be proud of your achievements and those in your Team • Inspire those around you to reach their full potential • Set the bar high in terms of goals and targets

The **Best Practice Real Estate** culture is underpinned by the values of Integrity, Respect, Accountability, and Excellence

