

ISSUE 1, 2021

RER CONNECT

REAL ESTATE RESULTS NETWORK MAGAZINE

WHAT WILL
2022 LOOK
LIKE FOR THE
REAL ESTATE
INDUSTRY?

**The Art from
Working at Home**

THE TOP
THINGS
I FOCUS ON **3**

Why **GOALS**
aren't enough

PRINCIPAL ADVANCE 2021

REAL ESTATE RESULTS NETWORK DOMINATES BYRON BAY

HELLO&WELCOME



Well..... what a year..... actually... the last 18 months...

We are almost ¾ through 2021 and for many of you the balancing act of work, home and family plus throw in a few lockdowns, you have done exceptionally well. I'm extremely proud of all of you and who you've been for your team, clients and community.

With the pace of the industry and the market dynamics, you have done amazingly well. Working on and off from home, Zooming more than you thought possible, dealing with a new way of doing business - you have just got on and did it. And I'm hearing some amazing results throughout the Network.

So a HUGE heart felt "Well Done" to you.

As stock tightens and buyer demand is strong, we need to ensure the team are truly playing to their strengths.

I believe you will need more skill, add more value, be more client connected, willing to go the extra mile and use social strategies to widen your reach and be the absolute first choice for clients. It's about leaving no stone unturned in looking for opportunities.

The key in a tightening market is to stand out, nurture your current clients - adding value all the way. Really get to know what your clients and potential clients are looking for - get to know them even better, uncover and connect to understand their needs and property goals.

In this issue you'll see some great articles, inspirational stories and some good reading.

Thanks for your energy and commitment to being the best you can be.

Michael Sheargold

PS If you need any support or advice feel free to **[reach out](#)**.



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ABOUT THE NETWORK

Real Estate Results Network (RERN) is all about delivering the best business support system to create awesome results for Independent Real Estate Agencies. With over 32 brands, 66 offices and 1,132 real estate professionals, the Network is the largest Independent Network across Australia and New Zealand – representing the most progressive independent agencies, selling an impressive 10,000+ properties and managing almost 30,000 properties.

There is no other Network like RERN.

2022 Real Estate Outlook

What's the outlook for the Australian property markets for the rest of 2021 and beyond?

This is a common question people are asking now that our real estate markets are up and running again.

Westpac have recently revised their outlook for the outlook for dwelling values for the balance of this property cycle.

Back in February Westpac was one of the first of the banks to do an about face and at that time boldly predicted a 20% increase in values over 2021 and 2022.

Since then all the other major banks have fallen in line with some economists suggesting property values could increase up to 30% over this cycle.

Westpac now say a stronger than expected surge over the first half of 2021 is now expected to see prices up 18% in this year alone.

Lockdowns will see some loss of momentum in the third quarter, particularly in the Sydney market, but an eventual easing in restrictions should see activity rebound swiftly and price growth lifts again into year-end.

Westpac believes our regulators will step in and slow down the market.

They feel evidence of an 18% lift in prices nationally – including a 22% gain in Sydney – and a 7% increase in housing credit will set the scene for prudential policy tightening in the first half of 2022.

ANZ Bank similarly predicts at the national level Australian house prices will rise by a strong 17% through 2021, before slowing to 6% growth in 2022.

They see

- Sydney house prices increasing by up to 19% by the end of the year
- Melbourne house prices rising by over 16% over the year
- Brisbane house prices rising by 16% this year
- Adelaide house prices rising by over 13% over the year
- Perth house prices rising a whopping 19% in 2021
- Canberra house prices rising by over 16% in 2021
- Darwin house prices rising by over 16% this year.

What a turn around from all the pessimistic forecasts all the banks made in the middle of last year.



Another strong forecast



Christopher Joye from Coolabah Capital Investments (CCI) is predicting substantial property price growth through to the end of 2023, as well as similar gains in real residential investment.

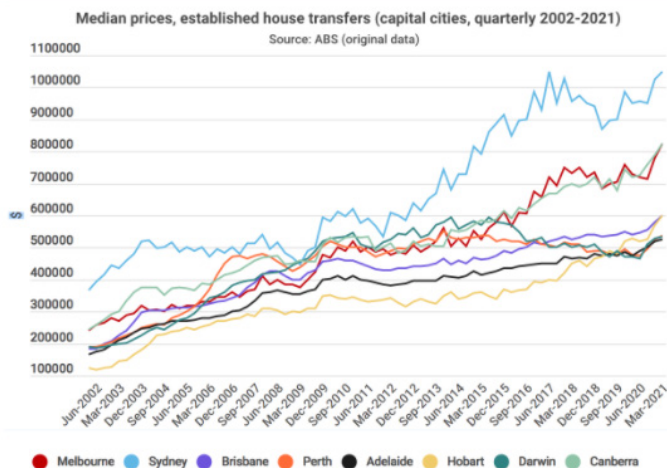
Using the Reserve Bank of Australia's model of the housing market, the forecast, predicts house prices growth of 8 per cent over 2021, then an additional 9 per cent in 2022, before a final spike of 8 per cent in 2023.

This takes the cumulative growth through to end-2023 up to 25 per cent.

Capital city dwelling prices rose 2.2% over the month of May to be 10.6 % higher over the current year but, of course, there are multiple housing markets around Australia.

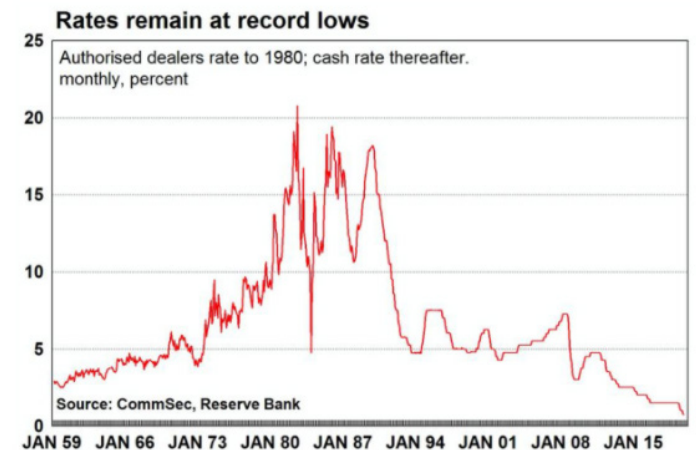
Check out the following interactive chart which shows what's happened to house values across the nation over the last 2 decades.

Two decades of house price growth



Here are **8 reasons** to feel positive about our economic future

1. The Reserve Bank Governor has committed to leaving the cash rate at 0.1 per cent till 2024. Bond purchases are being employed with the hope of reducing longer-term yields.



2. Underlying inflation is expected to broadly hold near 1-1.5 per cent over 2021.

3. Unemployment is the focal point of all monetary and fiscal policy actions.

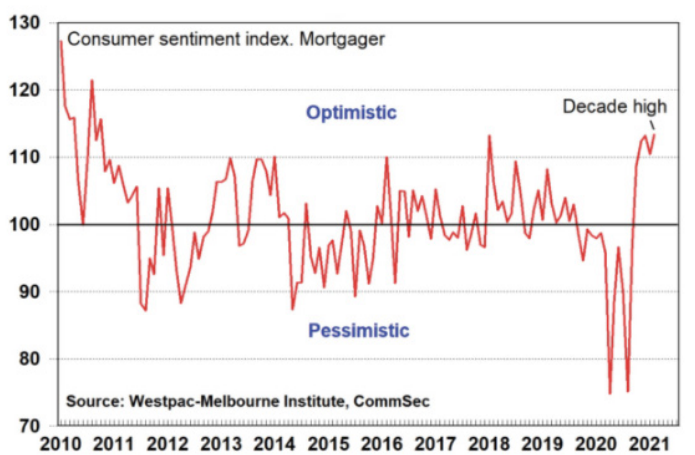
And despite the concerns of what could happen to unemployment with the removal of job keeper, Australia's unemployment rate keeps falling and has now hit 5.5%

And despite the concerns of what could happen to unemployment with the removal of job keeper, Australia's unemployment rate keeps falling and has now hit 5.5%

While Australia's recession is now over, the economic road back to recovery will take years.

4. The Westpac consumer sentiment index is at decade highs while business confidence is at 31-month highs.

Compared to prior downturns, the recovery in consumer sentiment is the sharpest seen in the history of the series and reminds us of the unusual nature of this shock and the extensive government support provided to households and businesses.



5. The success in suppressing the virus has enabled our states and territories to 're-open' their economies.

6. Governments, the Reserve Bank, commercial banks, and regulators have provided all the necessary support and stimulus to ensure as many businesses as possible to stay in business and workers hold onto jobs.

7. Borrowing costs for businesses, households, and governments are at 'rock bottom'.

8. The additional boost to confidence and future prospects comes from the prospect of a vaccine.

Risks to our economy include further waves of virus cases; setbacks with vaccines; policy mistakes on the removal of support measures; and an extended delay in the re-opening of foreign borders.



We're spending more

The major banks regularly report their internal data on credit card spending and consumer activity which has lifted strongly over the last few months in part due to the opening up of Victoria but consumer spending is also strong in other states.

Going forward, consumer spending faces headwinds from elevated unemployment, weak wages growth, tapering income support, and weak population growth.

The government recognises that consumer spending is a key driver of economic activity and that's one of the reasons it is so keen to reduce unemployment and support our economy.

Property markets are booming

When Australians feel comfortable and confident about the value of their homes, their castle, they experience a wealth effect that encourages them to spend more.

The Stock Market is Rallying

Rising stock prices are important for several reasons – they show investors are confident in the earnings and profits of the business sector and they boost the wealth of shareholders which underpins confidence and spending.

A vaccine rollout is happening and boosting confidence



THE ART FROM

Working at Home

Working on and off from home has gone on a lot longer than most people thought.

With some of us still working (and schooling) from home over the last 18 months it's surprising how quickly we all adjusted and just got on with it. I think the BIG message here is hang in there!

It's had its challenges.

But one thing we can be grateful for, is real estate has shown how resilient the industry is and how important each of us is in our client's lives. In fact, in certain markets it's become very clear how the market values homes and a lockdown has seemingly increased demand and we've seen some incredible price growth.

The old saying "that there is no better time than now to invest in bricks and mortar" is standing true.

The MILLION DOLLAR QUESTIONS IS... "how long will this go on for"?

Now dealing with the pandemic and keeping us working from home seems like a safe option not only for you but for the people around you.

And it seems so easy to work from home when in reality it's not.

It requires a different approach: being more resilient, more self-aware, being more disciplined, and understanding that feeling frustration is ok. We all have good and bad days as well as loads of unplanned interruptions from kids or animals.

The key is planning your day and having breaks to keep your mind active and fresh. Think "BurstWork" giving yourself a mini deadline to get something done and finished. Then have a reward to focus on after (the carrot).

So, I thought I'd share some *tips that might help make a difference while working at home.*

Communicate expectations with anyone who will be home with you

Of course, you might be working from home but still have "company." Make sure any roommates, family members, and dogs or cats (well, maybe not dogs or cats) respect your space during work hours. Just because you're working from home doesn't mean you're home. you're home.

If you share space with another work-from-home adult, you may have to lay ground rules about times, shared desks and chairs, and quiet times. If you are in the position of working full time and homeschooling, you need to lay down the rules too!

Get a routine

Deciding you'll sit down at your desk and start work at a certain time is one thing. Creating a routine that guides you into the chair is another. A routine can be more powerful than a clock at helping you get started each day. What in your morning routine indicates you're about to move from "home mode" to starting work?

It might be making a cup of coffee before check your emails. It might be returning home after a jog, putting a load of washing on, showering and getting dressed. Look for an existing habit you have, like brushing your teeth or coming in from a dog walk, to act as your trigger. That way, you can tack on the new habit of kicking off your workday. Atomic Habits by James Clear is a brilliant book about creating habits for success and gives great tips on creating routines for life.

Take clear breaks

Go for a walk, enjoy fresh air, or spend time with others who might also be in the house. Breaks, like eating lunch, can recharge you to do better work. Don't assume you need to be working 100% of the time while you're home to be more productive.

Interact with other people

Boredom and loneliness can be a real issue. So add in frequent communication with other team members or clients. Reach out to them through calls, text, Zoom, Teams and Slack or however else your company communicates.

Prepare meals the night before

By knowing your food plan in advance you can do some great prep work and avoid the unscheduled visit to a well stocked fridge! This is super useful if you have kids at home. Chop up fruit and vegetables and put them in a container in the fridge. Make a soup or frittata on the weekend and let the kids know what's on the menu and they can heat it up themselves. This stops them barging into your workspace and asking what's for lunch. Preparing food ahead of time ensures you can use your meal times to eat and socialise.



Play around with lunch away from your working desk and see if it helps you coming back fresh for your next burst of work.

Pick a definitive finishing time

You might be under the impression that working from home establishes more work-life balance, but be careful with that assumption. Working from home can also feel like being at a casino – you can get so caught up in your activity, in a relaxing environment, that you lose complete track of time. It's important not to get fatigued.

Eat well, sleep well and exercise.

Save binge-watching your favourite shows for the weekend and make sure you have a regular bedtime during the week. With the right food (and water) to keep energy levels high and sound sleep to refresh your body and mind, you can make a success of working from home. Do some exercise every day. A walk or run early morning prepares you for a day at your desk. Every 2 hours get up and do some stretches, push-ups or sits up – it refreshes you and keeps your muscles toned until the gyms reopen. You could end up in even better shape than pre-lockdown.

Set up a dedicated work area

Not everyone has a spare room to use as an office in their home, so instead, dedicate a desk or table space and some peripherals that will be used only for work. Try to be away from distractions so you aren't tempted to start cleaning the kitchen! Train your brain to know when you're off the clock as it will contribute to better work-life balance.



Your End Your Day Routine

Just as you start your day with a routine, create a habit that signals the close of the workday. It might be a sign-off on a business messaging app, an evening dog walk, or an at-home yoga class. Something as simple as shutting down your computer and turning on a favourite podcast will do. Whatever you choose, do it consistently to mark the end of working hours.

Find an Upside

Working from home can be challenging, but find an upside in the coming weeks. The time you save commuting and preparing for the office could be giving you an extra hour or two a day – use this to upskill yourself with books or podcasts, use it to improve your fitness or spend an extra hour a day with your family. It will soon pass and we'll be in a "new normal" for work – so let's find a silver lining.

Hope some of these tips have helped you outline a better working homework place.

PRINCIPAL ADVANCE 2021

HIGHLIGHTS FROM HOLLY COLE-CRAVENS

Although many of us were able to attend our annual RER Network Annual Principal Advance in Byron Bay, we certainly missed seeing our Melbourne, Perth and NZ Members. Many did zoom in but it's been too long since we have all been together.

There were loads of excitement in the room with everyone catching up like pre-COVID times - yes we were very lucky with this June window!

For three action packed days at Elements at Byron, we heard from fellow Network Members and keynote speakers. The theme this year was People, Productivity and Performance. Michael added a 4th P and that was for what Purpose.

One of the highlights of the event was Holly Cole-Cravens a psychologist and executive coach who spent half a day with the group looking at Leadership. It was all about improving your impact as a leader.

Holly commenced by asking us to ponder what it would take for us to be a more effective leader and what was getting in the way of achieving that.

Great leaders need to stay energised and motivated, and everyone found it interesting to analyse what energised and motivated them vs what drained them.

Holly shared the Eight Core Human Needs and how understanding how each of our team rates those needs can greatly enhance our impact as a leader trying to inspire and motivate them.

For example, if you micromanage someone that values autonomy, they will probably get frustrated and leave. For someone that values mastery, giving them new projects that take them out of their comfort zone will create fear. Whereas, someone with a need for variety, will love the challenge. Leadership is not one size fits all and understanding what motivates each of your team members is vital to maximising your impact.

The Eight Core Needs are:

- 1 **Autonomy**
- 2 **Mastery**
- 3 **Connection**
- 4 **Certainty**
- 5 **Variety**
- 6 **Significance**
- 7 **Growth**
- 8 **Contribution**

Holly then moved on to making good decisions. Making decisions is something leaders do every day, but how do we ensure we are making the best choices? It starts with mental clarity and perspective - and we need to ask ourselves, what will the impact be of our decisions today, next week, in a month, a year or five years from now?

She also suggested to find a thought partner in our business as it not easy to make a good decision on our own - someone you can bounce your thinking off prior to your final decision.

Holly finished her session with a discussion on culture and the importance of listening.

We learned there are three fundamental skills to creating a great culture:

Mission – know your vision, strategy, and purpose.

Behaviour – knowing what behaviour you will allow and how your behaviour as a leader lands.

Social conformity – we are programmed to be part of the group and will conform to the standards around us.

We should constantly look at the cultural good and bad habits of our team - reward the good and clean up the bad!

Finally, the most essential skill for great leaders and great cultures is listening. We listen by stepping into the other person's perspective and asking questions to get further understanding.

"Seek first to understand before you are understood." - Stephen Covey

There are different levels of listening; noise, content, intention, values, and then the deepest level of listening which is curiosity. We should aim to listen with curiosity and really understand rather than judge. Here is an overview of the levels of listening. We did recognise ourselves in some of them !

Noise - listening for the chance to speak eg; "can I just say?"

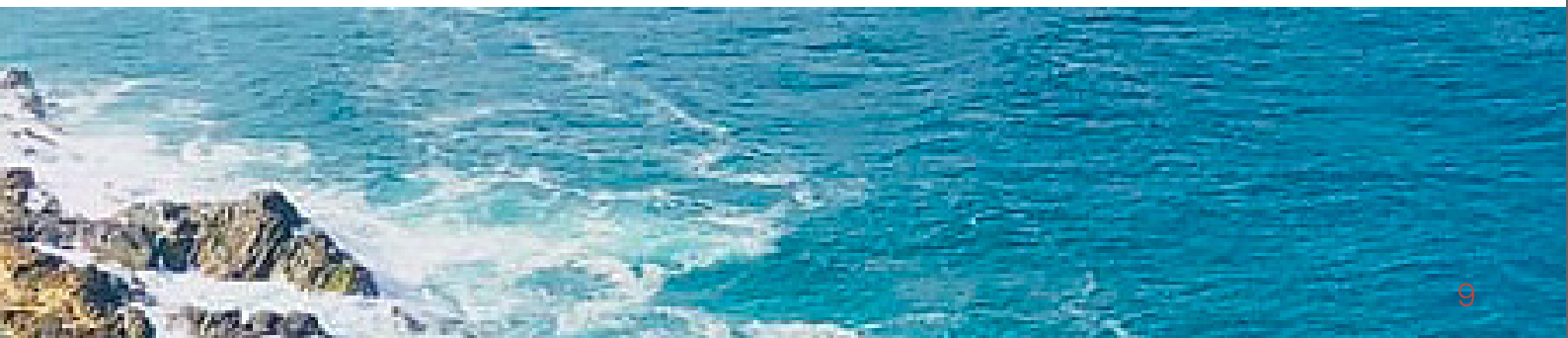
Content - listening to words spoken and judging et "that's right/ that's wrong"

Intention - listening to what others say ie what are they trying to say, have I understood?

Values - listening to people's drivers and values eg asking; "do you feel XYZ is important here?"

We all walked away vowing to be better listeners.

A range of tools, presentations and video recordings are loaded on the Network's KnowledgeBase so if you want to revisit an aspect or do a deep dive on something you missed - jump on to explore.



THE TOP 3 THINGS I FOCUS ON

INTERVIEW WITH JOHN CUNNINGHAM



My biggest achievement in life:

Firstly becoming a grandfather, but not sure if that has much to do with me, but it certainly feels that way.

The most inspirational person in my life and why:

As I have got older I still value the great examples my parents set for me to follow in life and love but now it is my wife Ann who keeps me inspired with her love and care.

What motivates you?

Seeing other people thrive who I have assisted on their journey in life and work as well as generally helping others who are less fortunate or are facing challenges that I can help them with.

My tips on life balance:

“Always look on the bright side of life” never take things too seriously unless they are truly serious and give some the benefit of the doubt and second chances because good people can often do stupid things at times. This will help you stay calm under stress and to be able to cope with everything that will be thrown at you.

So in a nutshell love, laugh, listen and live the best life you can by understanding your purpose and priorities. If you put family and your health first, then everything has a better perspective around what is actually important. Don't wait for things to happen, make them happen and be in control of your life, make commitments and follow thru, seek challenges to keep you stimulated and find connection to people and the planet.

My biggest achievement in business:

From a business perspective, it's building and empowering an awesome partnership team that leads a business - full of really great people who have a client/consumer first set of values.

The best advice I've ever been given:

1. Always tell the truth, it's the right thing to do but also people cannot remember their lies because they are not real.
2. If a job is worth doing, it is worth doing well.
3. Always apply common sense, even when it's not so common anymore.
4. Be nice, it costs nothing but pays the best dividend.

The top 3 things I focus on:

1. How people are going/feeling/experiencing.
2. Strategy and growth planning for the business.
3. Mentoring and team skills training

The most interesting experience I've had in my real estate:

It was way back in 1990 when we were doing Thursday afternoon auctions at the Australia Square auction rooms in the city. I had a very nice property in Seaforth going to Auction and had an interesting character turn up to the auction who I recognised as a man who refused to provide his details at the open home, saying he was just a sneaky beak. Anyway there he was the last man standing and down came the hammer. SOLD.

Joseph was a tough as nails looking man who spoke in a very strong Balkans accent and when asked how he would like to pay the deposit of \$69,000 said..CASH. He then pulled out a brown paper bag from his backpack and wanted to hand it over. We convinced him to keep it in his backpack and meet us at our bank back at Seaforth where we sat down with a bank teller and counted out the \$100, \$50, \$20 and \$10 notes.

3 years later he came to me to resell the property in a hurry for whatever I could get for it as long as he had the funds in his pocket in cash in 5 weeks! Well I made about 10 calls and within 4 days contracts were exchanged at a value that was probably 10% under market but he got a 4 week settlement and to cut a very long story short I met him at the bank on a Thursday to hand over the balance of the deposit in CASH. His parting words to me were, John, if anyone wants to know where I am, tell them Melbourne. The next day the Federal police came to visit and asked about Joseph, and I told them the story and when they asked if I knew where he had gone, I said Melbourne - they burst out laughing.

Joseph, they told me was a cigarette smuggler and he did it between Sydney and Melbourne. They rang me on the following Monday to let me know he was actually now in Serbia as he had flown out that Thursday afternoon with a bag full of cash that was not detected and he had gone into hiding. They doubted they will ever find him.

The most amusing experience in my real estate career:

Conducting an auction one day before registered bidders were legislated when I expected to have 3 bidders turn up but only had 2. The opening bid came in from one of them and then the second bid came from the same bidder and then the third from him as well. I mentioned to him that he was bidding against himself, and he replied that he knew this and that he intended to buy the property. So the next 3 bids were from him, and we were just below the reserve price. I called time out to seek the vendor's instructions and had a chat to them to decide what to do. They agreed that if he paid the reserve price that they would sell as they had set it higher than I had advised with the view to reduce it if necessary. I then had a chat to the other buyer who said it had gone further than he wanted to pay, so I asked the current bidder if he wanted to make a further bid and he said just one more bid and that was it. The final bid was \$10,000 higher than the reserve at \$295,000 and bang down went the hammer. That buyer has subsequently bought and sold no less than 6 properties through us.

What do you believe the real estate industry will look like in 2022?

2022 will be a very interesting year as there will be so many learnings from the past two years that businesses will have either learnt to adapt or they will still keep doing what they have always done. Consumers will have new higher expectations of our service offering and there will be more and more digital intermediaries trying to jump in-between the Agent to consumer relationship for a slice of the pie by offering a perception of simple, easy ways of doing business. Agents will need to totally reassess their value proposition and understand that more than ever the relationships built on understanding, trust, value and performance will win out. The use of technology to enhance the value proposition through enablement of better, more relevant communications and strong Advisory services will be essential to further cement the whole foundation of ADVICE EXPERIENCE RESULTS that we build our business on.

Why Goals aren't enough



It's not your fault, being told it's super important to have goals, to have them in writing, even to look at them every day. You may have even created a vision board or got pictures of you in that new car you want. And while these are important steps, there's a BIGGER impact you can have on your achievement.

It's your big WHY - your purpose - your reason!

Your WHY has to be bigger than your habits!
Your WHY has to be bigger than your challenges!
Your WHY has to be more meaningful to you than your reality today!

It's your WHY that's the difference between you taking action and being fired up or retreating back from a new challenge and slipping back into your old way of doing things and settling for what you already have.

Remember: When the reason is big enough, you will be in action!

Your WHY is the difference between searching for solutions or being stuck in problems. Our WHY has to be bigger than any fears you may have.

Big WHYs overcome the WHATs!

They fuel us to do the things we already know we need to be doing, but aren't.

An overwhelming WHY overcomes all obstacles and perceived limitations. Not a believer yet? Look at the countless stories of people who have done the impossible because of a Compelling WHY.

Look at the story of a Mum who has lifted a 4WD off her child trapped underneath. Logic tells us that's impossible, yet it happened. How?

Because at that moment for this Mum her WHY was overwhelming, and she took ACTION.

So grab your RER Journal and rewrite that goal again at the top of a clean page. Then write down as many WHYs you can think of that you want to achieve. Your initial WHYs are usually about others peoples expectations and desires - not yours. That won't get you into action. So don't just write a few, I want you to keep going and fill 2 pages with your WHYs.

A few extra questions you can ask to help you reflect:

1. What do you look forward to?
2. What pushes you?
3. What makes you come alive?
4. What are your innate strengths?
5. Where do you add the greatest value?
6. What do you stand for?
7. Looking back, where and when have you been most switched on?

Use the above questions like a brainstorming exercise. Now go through and see which are your big WHYs, the ones that make your future even more compelling - bigger than any individual goal. The ones that make you feel committed, enthusiastic and passionate.

When your thoughts around your goals are fired up with passion, enthusiasm and heart, you will find it easier to turn them into a reality. It's your WHY that will send you into action, it will lead you to step out of your comfort zone in search of the answers, strategies and solutions to support your growth.

What's New on KBase...

A sneak peak at some of the tools, documents and videos available on the RER Network Member only portal.

90 Day Race

It's clear... "The power of an idea is in its implementation so this 90 day focus tool brings together the upgrades, projects, commitments and goals to accelerate your success.

LEARNING & DEVELOPMENT PLAN

LEADERSHIP	SALES
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

PROPERTY MANAGEMENT	OPERATIONS
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

EMOTIONAL INTELLIGENCE SHIFTS

LEADERSHIP SHIFTS	SALES SHIFTS
DISCONNECTED	SELF-AWARENESS
PRESENT	PRESENT
INVENTIVE	AWARENESS OF OTHERS
EMPATHETIC	EMPATHETIC
VULNERABILITY	AUTHENTIC
GENUINE	GENUINE
TEMPORAL	SELF-MANAGEMENT
RESILIENT	RESILIENT
INCOMPETENT	POSITIVE BELIEFS
EMPOWERING	EMPOWERING

PLANNING OUR 90 DAY RACE

AGENCY: _____ DATE: _____

YOU. YOUR TEAM. YOUR BUSINESS.

MICHAEL SHEARGOLD NETWORK

GOALS & TARGETS

SALES	TARGET	MONTH 1	MONTH 2	MONTH 3
1.	REVENUE			
2.	LEADS			
3.	SALES			
4.	MARK			

PROPERTY MANAGEMENT	TARGET	MONTH 1	MONTH 2	MONTH 3
1.	REVENUE			
2.	NEW MANAGERIES			
3.	NEW MANAGERIES PER MARK			

KEY PROJECTS

WHO	WHEN	COMPL.
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

QUICK WINS

WHO	WHEN	COMPL.	WHO	WHEN	COMPL.
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

INVESTIGATES

WHO	WHEN	COMPL.
1.		
2.		
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10.		

THEMES & SHIFTS

1.
2.
3.
4.
5.
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7.
8.
9.
10.

CLEAN UPS

WHO	WHEN	COMPL.
1.		
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9.		
10.		

PLANNING OUR 90 DAY RACE

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90 Day Success Plan

It's clear... "The power of an idea is in its implementation so this 90 day focus tool brings together the upgrades, projects, commitments and goals to accelerate your success.

TIME/TEAM LEVERAGE

IMPACT	PROJECTS	ACTIONS	UPGRADES	COMMITMENTS	DONE

OTHER GROWTH STRATEGIES

IMPACT	PROJECTS	ACTIONS	UPGRADES	COMMITMENTS	DONE

KEY LEVERAGE – THE OPPORTUNITY WAVE

1 Time	5 Market
2 Team	6 Relationships
3 Tech	7 Generating
4 Tools	8 Promotion

90 DAY AGENT SUCCESS PLAN

It's clear... "The power of an idea is in its implementation so this 90 day focus tool brings together the upgrades, projects, commitments and goals to accelerate your success.

NAME: _____ DATE: _____

MY KEY BUSINESS GOALS

BY NUMBERS	QUARTER	MONTH 1	MONTH 2	MONTH 3
Listing Goal #				
Sales Goal #				
Sales Income \$				
Average Days on Market				
Commission Rate %				
Seller Profit Margin %				
Gross Fees \$				
Net Listings Held #				
Pipeline A #				
Pipeline B #				

MY KEY PERSONAL GOALS

YOU. YOUR TEAM. YOUR BUSINESS.

MICHAEL SHEARGOLD

BUSINESS GENERATION

IMPACT	PROJECTS	ACTIONS	UPGRADES	COMMITMENTS	DONE

PIPELINE MANAGEMENT

IMPACT	PROJECTS	ACTIONS	UPGRADES	COMMITMENTS	DONE

SELLING SUCCESS

IMPACT	PROJECTS	ACTIONS	UPGRADES	COMMITMENTS	DONE

LEAD FLOW GENERATOR™

RESULTS TREASURE MAP™

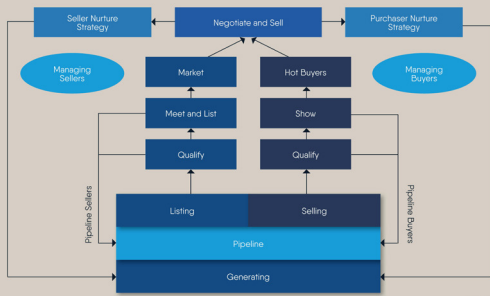
YOU. YOUR TEAM. YOUR BUSINESS.

MICHAEL SHEARGOLD

Results Treasure Map™

Like anything we do in life, there's a "map" or best way help us get there. Real Estate is no different.

I believe success leaves clues and this Results Treasure Map gives you a path to outstanding success for you, your clients and your family!



© 2021 Michael Sheargold | michael@sheargold.com

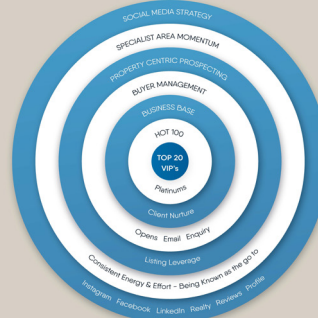
MICHAEL SHEARGOLD

Results Treasure Map

I believe success leaves clues and this Results Treasure Map gives you a path to outstanding success for you, your clients and your family!

Lead Flow Generator™

Mastering your Lead Flow without a systematic method of generating clients you will rarely produce outstanding sales results consistently!



© 2021 Michael Sheargold | michael@sheargold.com

MICHAEL SHEARGOLD

Lead Flow Generator

Mastering Lead Flow without a systematic method of generating clients you will rarely produce outstanding sales results consistently!

Email templates

Market Update email template

Being the person of influence in your area without bombarding your clients with irrelevant information. We've created a template to use for updating your clients weekly on what's happening in your primary marketing area as well as sales, new listings etc.

RERN MEMBERS ONLY ACCESS

Commercial Property email template

RERN MEMBERS ONLY ACCESS

Good Afternoon,

Below is a summary of recent sales results in your area, as well as new properties going to market across the Balmain Peninsula and surrounding suburbs in the past week. Each week we will keep you updated and provide you with a snapshot of what's happening across your neighbourhood weekly.

Auction clearance rate for our company was 81% - 17 out of 21 properties selling. And the weekly clearance rate across Sydney was 77%, to see these results here. With all of our opens this week, we had 1,528 check-ins to our open homes, averaging 16 groups per property.

Across our 4 offices, we initiated 32 sales last week with an average 1 Our highest priced sale was \$5.65m. We currently have 81 on-market properties on our off-market platform.

With our rentals, we leased 36 properties last week. Our average net consistent at \$850 per week.

Real Estate Results have sold 468 properties so far in 2021.

Real Estate Results Upcoming Photohoots
 1110 Gow Street, Balmain 2 bed 1 bath 1 car (waterfront apartment)
 1 Weston Street, Balmain East 2 bed 2 bath 1 car
 1523-25 Ross Street, Forest Lodge 2 bed 2 bath 1 car
 84 Johnston Street, Annandale 3 bed 2 bath 1 car
 47 Balfour Street, Chippendale
 25-29 Conquer Street, Marrickville
 156 Foster Street, Surry Hills
 202/117 Kippax Street, Surry Hills
 62/103 Victoria Street, Potts Point
 5/158 Victoria Street, Potts Point
 12 Paul Street, Hunters Hill
 46/50-58 Reslyn Gardens
 807/133 Conculum Street, Surry Hills
 30/1-15 Francis Street, Darlinghurst
 29 Earl Street, Randwick
 1/20 Foss Street, Hunters Hill
 26 Halswood Street, Westcliffe
 16 Avenue Road, Hunters Hill
 26/30 Dargali Place, Chippendale
 6 Rocher Avenue, Hunters Hill

Real Estate Results Off Market Listings
 13 Creek Street, Balmain 3 bed 2 bath 1 car
 30 Ogilvie Road, Glasneville
 138 Hargrave Street, Paddington
 187 Pitt Street, Redfern
 225 Commonwealth Street, Surry Hills
 12-14 Wenworth Street, Paddington

Auction Results

Mid-Week
 1118 Mot Street, Balmain 3 bed 2 bath 1 car. Guide \$3.25m
 Sold \$3.4m

97 Darwent Street, Cribbe 3 bed 1 bath 1 car
 Sold \$2,108,800

337 Darling Street, Balmain 2 bed 3 bath 2 car. Guide \$3.7m
 Sold \$3.825m

Saturday
 268A Calyptra Street, Leichhardt 3 bed 2 bath 1 car. Guide \$1.5m
 Sold \$1.945m

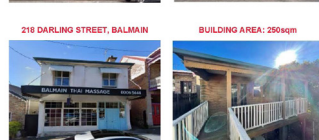
Recently you enquired about a commercial building and we are glad to say that we sold it.



SOLD \$3,396,000.00

This unique offering comprises a well-exposed shop front to Darling Street, and the corner of Church Street, currently leased by an established tenant, as well as two separate apartments, one with City skyline and Harbour Bridge views & 2 lock-up garages.

We have a few new properties that are about to hit the market



For further details including rental return, contact me URGENTLY at [your email] or [your contact number].

Regards,
Your Name

Videos Resources

Capitalising on Social

WATCH WEBINAR

A range of videos specifically tailored for Agents, Principals and Property Managers. This is a great way to widen your knowledge and grow your skill set. These are great videos to play at your team meetings.



AGENT GROWTH INSIGHTS

Due to popular demand from Members, we have introduced the weekly Agent Growth Insight videos. Much like the old Momentum Sessions, you can choose to watch these in the moment or view as a team in your weekly sales meeting.

Here are the last two videos:



WATCH VIDEO



WATCH VIDEO

Whats **HOT**? Whats **NOT**?

What's **HOT**



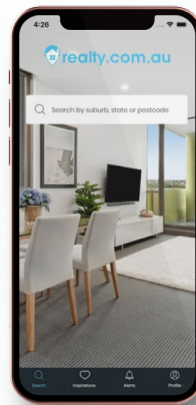
The Parisian Agency: Exclusive Properties

This reality series follows the Kretz family and their luxury property business.

Lovely series with amazing property and great family ethics.

Nine word email

The nine word email is an email concept that engages your audience with out bombarding them. Typically you ask a question to get a direct response. Like – Are you still looking for a property in Balmain? or How is your house hunting going? Do you want to know what your nest egg is worth? Thinking of investing in property? Let me know. I've got a a few that you might be interested in. Would you like a copy of our spring reports to prepare you house for sale?



Realty.com.au

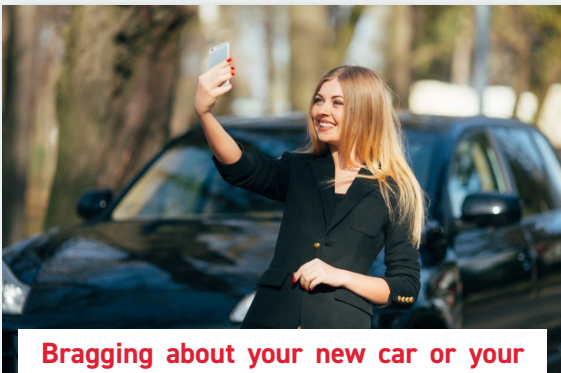
Realty is a great way of Connecting with a larger market of buyers and sellers through social media with over 800 geographically mapped Facebook pages, Realty distribution system allows you to connect with new social savvy consumers.

What's **NOT**



Lux Listings Sydney

Lux Listings Sydney follows three elite real estate agents as they negotiate multi- million dollar deals. Although we think the agents are great and are at the top of their game – we feel the cattiness and the drama doesn't paint a really great image of real estate agents. But that's what reality TV is all about unfortunately.



Bragging about your new car or your new watch on social media.



Forgetting that the process of buying and selling is stressful for most people.

MICHAEL SHEARGOLD'S

coach **the coach**

The Ultimate Dynamic 9 Week Coaching Program

You and your team's success is ultimately connected to the relationship and the methods you use in coaching and setting goals with your team. In this **9-week online Coaching Program**, Michael will share his leading strategies, language and support system to bring out the best in your people. Ultimately enhancing your ability to help team members achieve more and succeed. Ensuring the entire business is firing on all fronts.

Ideal for:

Leaders, Managers & Coaches
GMs, CFOs, PM's and any one who works with teams
Agents who have a team

Starts **Friday 15th October at 10 AM Sydney Time**

Full Price: \$798

RERN Member Rate : \$348

Group Booking Rate: Enquire more than 5

For more information email us at
coach@michaelsheargold.com

[CLICK HERE TO LEARN MORE OR TO BOOK](#)

PROGRAMS & EVENTS

Amazing learning to support your success – Here's a list of the range of members only and also public events.

OCTOBER
15TH

COACH THE COACH

You and your team's success is ultimately connected to the relationship and the methods you use for coaching, accountability and goal setting. In Coach the Coach we unpack the skill, strategies and language that supports the team success while ensuring the entire business is firing on all fronts.

ONLINE VIA ZOOM

FOR LEADERS, MANAGERS AND COACHES
SPECIAL NETWORK MEMBER RATES AVAILABLE

OCTOBER
26TH

MASTERMIND LEADERS

Leaders MasterMind online is designed to give you, as a Leader and your Leadership team up to date strategies and processes to deal with your current market conditions. With a real focus on leadership and your level of thinking plus hearing from your fellow Network members on what is working in their prospective markets.

11 - 12.30 PM | ONLINE

OPEN INVITATION TO YOUR LEADERSHIP TEAM
NETWORK MEMBERS ONLY

NOVEMBER
10TH

MARKETING THINK TANK

Marketing Think Tank provides your business with a true competitive edge. A multi speaker event that highlights some of the best results in real estate marketing plus highlighting some of the Network's marketing success stories and strategies.

11 - 1 PM | ONLINE

FOR MARKETING MANAGERS
NETWORK MEMBERS ONLY

NOVEMBER
22ND

GROWTH PLAN WORKSHOP

The workshop is designed for Principals and Leaders to spend quality time putting their business plan together for the coming year. With a review of the year that was and some valuable insights from Michael Sheargold this is a great way to realign your leaders and your vision. Walking away with a first draft of your business plan.

11 AM - 2 PM | ONLINE

FOR LEADERSHIP TEAM
NETWORK MEMBERS ONLY

NOVEMBER
23RD

SALES GETTING SET FOR SUCCESS

A dynamic workshop for your sales team - focused on helping them build a brilliant plan for 2022. Ensuring they make goal setting a high priority to make the most of the year ahead. This session offers sales teams a chance to review "the year that was" and importantly map into their goals and plans for the year ahead. Plus Michael will share key strategies and mindset tools to support the sales growth in the business.

11 - 12.30 PM | ONLINE

FOR LEADERS, SALES AGENTS, BDMs
NETWORK MEMBERS ONLY

NOVEMBER
24TH

PM GETTING SET FOR SUCCESS

Building a brilliant plan for 2022 is a high priority to make the most of the year ahead. So we have created dynamic workshops for your PM team - focused on supporting them having a brilliant plan for 2022. This event offers your PM team a chance to review "the year that was" and importantly map into their goals and plan for the year ahead.

11 - 12.30 PM | ONLINE

FOR LEADERS, PROPERTY MANAGERS, BDMs
NETWORK MEMBERS ONLY

FEBRUARY
28TH

THE BUSINESS OF REAL ESTATE

One of the most progressive and valuable real estate leadership events of the year! The Business of Real Estate is regarded as the go to event for Principals, Leaders and Property Managers. With a line up of some of the most impressive leaders and change makers from around the world, sharing the best and most effective strategies for growth.

MARCH
1ST

THE GOLDCOAST CONVENTION &
EXHIBITION CENTRE

SPECIAL NETWORK MEMBER RATES AVAILABLE

FEBRUARY
-
MARCH

KICKSTART

The Network's biggest event to kickstart the year ahead. One of the most progressive and valuable events for Members and their teams. Get ready for an exceptional event that will provide insights and learnings that will make a significant difference to you, your team and your business in 2022.

SPECIAL NETWORK MEMBER RATES AVAILABLE
NETWORK MEMBERS ONLY

FEBRUARY
-
MARCH

ARERA

Australasian Real Estate Results Awards - the ARERAs - is the Network's premier Annual Awards presentation. It's where we come together as a Network and celebrate, recognise and reward amazing achievements over the last 12 months.

SPECIAL NETWORK MEMBER RATES AVAILABLE
NETWORK MEMBERS ONLY

Real Estate Results specialises in helping real estate professionals by delivering a superior range of learning and development seminars, programs and products, designed to help you produce outstanding results.

For the full program and event details and registration, you can visit rernetwork.com.au or call 1300 2 RESULTS (1300 273 785) to speak to our events team.

“My mission is to transform the reputation and results of the real estate profession as well as the level of service offered to clients.”

MICHAEL SHEARGOLD



**To join RER Network and fast track your business success,
contact the team at RER Network:**

1300 273 785 | info@rernetwork.com.au | rernetwork.com.au