



REIA

REAL ESTATE INSTITUTE
OF AUSTRALIA

real news

The official newsletter for the real estate profession - Issue 50

COME AND JOIN US IN

Adelaide

ONE DAY, TWO BIG EVENTS

Conference

When will you see these big names speak together again?

Yes, that's right! Mark Bouris, Frank Romano, John Runko, Rik Rushton and Darren Hunter all in the one place.

Missing the opportunity to see these successful speakers and entrepreneurs may be an opportunity you only get once. For further information, [click here](#).

Awards

An event not to be missed...

As submissions are judged and preparations are made for the big event, nervous fingers book tickets, wondering if they will be honoured as the best in Australia's real estate profession.

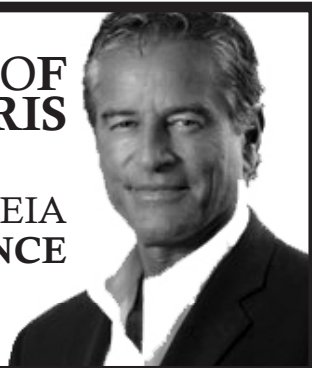
Make sure that you don't miss your chance to have your family and friends at one of the most important nights of your career. For further information, [click here](#).

There are great savings to be made if you book before the end of February and book your Awards and Conference tickets together. For further information, [click here](#).

LEARN THE SECRETS OF
MARK BOURIS

2010

AT THE REIA
NATIONAL CONFERENCE



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CLIENTS'
PROPERTY IN
A SOFT RENT
PROTECTED
BLANKET...**

IN A WAY.

Well, at least that's how safe your clients could feel having their investment property insured through us. Sure, you always choose the best tenant for your clients, but you can't always predict what will happen in the future (and neither can we) so it's good to know your clients' property is covered.

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ABS Housing Finance figures released

In seasonally adjusted terms, the total value of dwelling finance commitments excluding alterations and additions decreased 1.6%. In trend terms, the number of commitments for owner occupied housing finance decreased 1.1%. In trend terms, the number of commitments for the construction of dwellings increased 2.8%, while the number of commitments for the purchase of new dwellings fell 1.3%. In original terms, the number of first home buyer commitments as a percentage of total owner occupied housing finance commitments fell, decreasing from 26.0% in October 2009 to 22.1% in November 2009.

To view REIA's media comment on this issue, [click here](#).

Mortgage Choice are forward thinkers in the online space

Mortgage Choice, this month celebrates a number of key milestones that position it ahead of its competitors in the online space.

The national company may have been operating for 17+ years but is forward-thinking when making the most of optimising its presence on the internet, placing a significant focus on online marketing initiatives. This includes a 17% annual budget increase for search engine optimisation activities.

Mortgage Choice CEO Michael Russell said, "The results speak for themselves. In December 2009, the leads we acquired from online traffic generated almost three quarters - 74% - of our overall volume."

"We're just as proud of the fact that January marks the seventh consecutive month Mortgage Choice has ranked number one on Google's organic search listings for the phrase 'home loan', which provides us with a considerable competitive advantage.

It's your responsibility to understand the Spam Act

The Australian Communications and Media Authority issued a formal warning to Danielou Pty Ltd, trading as Elders Real Estate Wollongong, following an investigation that found the real estate agency breached the Spam Act 2003 by sending commercial electronic messages without an unsubscribe facility. This is the first enforcement measure taken against a real estate agent since an ACMA awareness campaign about unsolicited communications targeted at the real estate sector.

REIA would like to make you aware once again that it is very important to understand your obligations regarding the Spam Act. Failure to adhere to communication guidelines could impact you and your business. For further information, [click here](#).

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"After taking part in other benchmarking surveys, I have to say that Real Business First is more practical, more user-friendly and more responsive to today's rapidly changing business environment," said Wayne Stewart, REINSW President and Managing Director of Century 21 Five Star Properties in Newcastle.

"Real Business First gives me the opportunity to learn how my business compares to other similar-sized businesses – not on a yearly basis, but any time I want to look."

Wayne said he was excited about the possibilities that Real Business First has opened up for his business. He is confident that the benchmarking tool will help him react more quickly to industry trends in the future.

"Real Business First allows me to quickly adjust my business figures by comparing variables within the benchmarking figures," he said.

"I'm sure Real Business First will soon become an essential part of running every agency."

Transform your business in 2010 – subscribe to Real Business First today and it's FREE until 31 March 2010.

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For more information, please call (02) 9322 7451 or email sales@realbusinessfirst.com.

Deloitte.



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Have your say about the Extension of the Do Not Call Register

The Government intends to extend the Do Not Call Register Act 2006 (the DNCR Act) to allow all business and government numbers, fax numbers and emergency service numbers to be included on the register.

The proposed extension of the DNCR to include business phone numbers will mean that if an agent or firm contact another business for marketing purposes without 'express consent' they can be fined if the firm they are contacting are listed on the DNCR.

REIA are currently preparing a submission which addresses the effect the Extension of the Do Not Call Register would affect the real estate profession.

The Australian Communication and Media Authority are also preparing their own submission and have asked the real estate profession to assist by completing an online survey or telephone survey. For further information, please contact Rhiannon McClelland at rhiannon.mcclelland@reia.com.au.

CPA create small business disaster kit

CPA Australia is assisting small businesses to prepare and deal with the impact of a natural disaster. The **Disaster Recovery Toolkit** not only includes tips for businesses looking to develop a disaster recovery plan, but also guidance for businesses that have been affected by a natural disaster, both directly and indirectly.

Loose blind and curtain cords can kill

The Australian Competition and Consumer Commission (ACCC) would like to remind landlords and property managers about the dangers of blind and curtain cords in homes. 15 deaths have occurred in the past 20 years due to loose blind and curtain cords. For further information on this issue, [click here](#).

Find your REI

REIA has eight members, these members are the state and territory Real Estate Institutes.

Your state or territory body can assist you with information which is relevant to being an agent in your state or territory.

For contact details, see below:

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Next week...

- REIA submits Pre-Budget Submission to the Commonwealth Government
- REIA submits submission to the *Extension of the Do Not Call Register*