



REIA

REAL ESTATE INSTITUTE
OF AUSTRALIA

real news

The official newsletter for the real estate profession - Issue 51

Would you like to earn a \$50 Coles Myer voucher per client?

You can with Bradford Insulation...

The offer: Bradford Insulation is offering a \$50 Coles Myer voucher to real estate agents for each client referral received, which results in the installation of ceiling insulation, covered under the Federal Government Energy Efficiency Homes Package.

What you need to do to participate: raising awareness of this scheme adds value to your clients - you can help improve clients' property prices, maintain regular tenancies and also pursue a green business ethos, without potentially costing a cent.

Bradford Insulation has specific promotional material available for those real estate agents who wish to take up this opportunity. With the permission of your client, you can then simply enter their details via the link below, and Bradford will do the rest.

The follow up, measure and quote and insulation install will all be taken care of. Your clients will enjoy a more comfortable living environment and reduce energy costs.

You need to be a member of your participating Real Estate Institute. You can enter client referral details by [clicking here](#).

For background information, see page 3 of this newsletter. For further information on the program, contact Alison Lavis on (02) 93725316 or at alavis@csr.com.au.

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National Awards and
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terri scheer

Reduce risk this bushfire season

Property managers who look at an iWith the bushfire season upon us it is time for property managers to remind landlords of the importance of fire protection, particularly within areas of high fire danger.

Terri Scheer Insurance received several claims from the Victorian bushfires last summer and witnessed the terrible pain and suffering these tragic events caused.

Local fire protection authorities are an ideal source of information and advice for property managers and landlords in bushfire risk areas.

Preparation is the best defence against bushfire and there are key steps landlords can take to better protect their properties and their tenants:

- Make sure tenants are aware of their bushfire action plan and their escape routes.
- Overhanging branches, long grass and other vegetation are prime fuel sources for fire and should be removed to reduce the threat to the property.
- Ensure any fuels, chemicals and other flammable materials are safely stored away as spot fires are often caused by embers settling on flammable materials around the property.
- Creating a fire break to the property reduces the risk of sparks and embers igniting more flames. For example, keeping lawns mowed and creating landscaped gardens or paths are other simple ways to achieve this.

For information about landlord insurance, visit www.terrischeer.com.au or call 1800 804 016.

Join FIABCI today and receive a world of benefits



FIABCI is the Paris-based worldwide network open to all professionals involved with the property industry enabling students and professionals to learn more about real estate markets and practices at home and abroad.

FIABCI can help you to network globally

With more than 3300 members in over 60 countries in the Americas, Europe, Africa and Asia Pacific, FIABCI is the only truly global real estate organisation. Develop a broad base of contacts to increase business opportunities and financial success.

FIABCI can help raise your profile

You will be automatically listed for free on the online membership database. All of your contact details, photo and links to your website and your email will be listed and viewed by thousands of potential clients who visit the site every day.

FIABCI gives you credibility

Use the prestigious FIABCI name and logo on your marketing and business materials. Show your clients, partners and suppliers that you are officially recognised as a global real estate professional.

For further information and registration information, contact Elena Ghatt on 02 6282 4277 or via elena.ghatt@reia.com.au.

New e-conveyancing system

NSW home buyers will save up to \$50 million in fees each year under a new, more efficient and less expensive property settlement process.

The new system is being developed in partnership with the Queensland and Victorian Governments, the Law Council of Australia, Australian Bankers' Association and the Australian Institute of Conveyancers. Benefits for individual home purchasers will include:

- Savings of up to \$263 on each settlement cost;
- Greater certainty on settlement date, making it easier for home buyers to plan their moving date;
- Simpler lodgement processes for home buyers in regional New South Wales, and;
- Integration with the Torrens System to protect purchasers against surprise losses.

Start the New Year on the right foundation

As we start another year, it's time to take stock and plan for 2010 with a health check on your insurance. Aon recommends the following basic rules:

- Make sure you are fully covered – underinsurance can be costly
- Understand the replacement value of your assets
- Value and protect your income
- Identify the hazards and risks to your business
- Make sure you understand your policy and what's covered
- Establish a relationship with a trusted insurance broker who understands your industry
- Always ensure all claims are disclosed to your insurance broker and insurer. This has a bearing on the insurance coverage provided. If something goes wrong and you do have a claim, this removes problems that can occur with settlement.

Whether it is an increased exposure to potential litigation for professional negligence or perhaps a variation in the values of assets your business owns, it is of crucial importance that your insurance policies correctly reflect and therefore protect your business' exposure.

For further information, call your local Aon representative on 1300 734 274 or visit our website at www.aon.com.au/realestate.

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Bradford Insulation launches home energy efficiency program with REIA

Real estate agents may benefit from one of the biggest windfalls for Australian home owners since the first home owners grant - the Federal Government's ceiling insulation rebate offer to homeowners, landlords and tenants.

The Home Insulation Program can cover the cost of insulating a property, and provides a perfect opportunity for real estate agents to offer demonstrated value to their customers at virtually zero cost.

The benefit of the scheme is not only the money saved through the rebate, but also the impact insulation has on improving the overall running costs of the home, delivering savings on electricity bills of up to 60%. Insulation also contributes to a reduction in greenhouse gas emissions and the property will be more comfortable, being cooler in summer and warmer in winter.

For real estate agents this equates to increased tenancy duration, which has been documented in recent studies conducted in New Zealand*. With the possible 2011 introduction of mandatory disclosure of home energy efficiency rating, real estate agents can help boost the value of a client's property on resale or if leasing. In ACT, where mandatory disclosure was introduced in 1999, ABS research shows that the value of a property with ceiling insulation can achieve an increased value on resale of up to \$15,000**, compared with an uninsulated property.

Bradford Insulation is at the forefront of the emissions plan, joining forces with REIA to help stakeholders take advantage of this not-to-be-missed opportunity.

"Real estate agents win, as raising awareness of the program can help clients improve their property prices, help maintain regular tenancies and also pursue a green business ethos," Ashley said.

To discuss this opportunity with Bradford, call Ashley Whitter on (02) 9235 8108. For information about Bradford Insulation and the Government rebate, visit www.bradfordinsulation.com.au.

*Source: The Professional face to face interview study, 2005, Whakatane, NZ.

** Source: ABS report modelling the relationship between energy efficiency rating of houses and house prices in ACT, 2007

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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16 Thesiger Court Deakin ACT 2600
Tel: 02 6282 4544

www.reiact.com.au

REINSW

30-32 Wentworth Avenue
Sydney South NSW 2000
Tel: 02 9264 2343

www.reinsw.com.au

REIQ

21 Turbo Drive Coorparoo QLD 4151
Tel: 07 3249 7347

www.reiq.com.au

REINT

Unit 3/6 Lindsay Street Darwin NT 0801
Tel: 08 8981 8905

www.reint.com.au

REIWA

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Tel: 08 9380 8222

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Next week...

- The REIA office will be closed on Tuesday 26th of January for Australia Day.