

Consider a Career in Real Estate



"promoting ethics in real estate"

Licensed Real Estate Agent (REAA 2008)

IF YOU ARE CONSIDERING A CHANGE IN YOUR CAREER

CONSIDER A REAL ESTATE CAREER

This booklet provides details of a method of recruiting being used by Lovell Estate Agents.

Lovell is committed to building a winning team consisting of results-focused people who are highly skilled in sales, customer care, and ethics. We are willing to teach these skills to the right people: those who want a career, not merely a job.

With the right people and the right training, our aim is to improve the real estate industry; not only for our agency, but also for the clients we serve.

This booklet will give you an insight into what we can offer you if you work with us. It will also give you an insight into what is expected of you should you accept a position with Lovell.

If you are inspired by what you read, you might consider a real estate career.



REAL ESTATE INDUSTRY

BACKGROUND

As the real estate industry entered the 21st Century it did not enjoy a good standing in the community.

Morgan Group surveys published in The Bulletin show that on average only eight people in one hundred regard real estate agents as honest and ethical.

This is because nine people in ten have had (or know people who have had) bad experiences with real estate agents. Unfortunately, there is little sign of improvement.

In spite of this, there are many fine and honest people in the real estate industry and you can enjoy a wonderful career. Poor systems and outdated practices, have led to the widespread public disdain.

Apart from brief periods of booming markets, many real estate agencies, and their salespeople struggle to survive. It does not have to be this way

You are invited to consider a career with a different type of agency – one that believes salespeople should be well trained in selling skills and client care.

Lovell Real Estate is not perfect, but we attempt to be a positive example in our community. To achieve this aim we are constantly looking for good people, who are willing to learn how to sell real estate in a manner that puts the client first.

If you are a person like this, we welcome the opportunity to meet you.

BREAKING WITH TRADITION

A GOOD SECURE INCOME IS ESSENTIAL

We know that provided we hire the right people and teach the right skills, the chances of success are excellent. We ensure all sales staff are paid a good income.

Many agents remunerate salespeople by 'commission only' or a 'pay back retainer'. This often indicates that agents are incapable of training their people to succeed. They hire almost anybody and hope things will 'work out'.

In many cases things don't work out. Salespeople can struggle for months on pitiful incomes only to leave the industry feeling disillusioned. The industry loses many potentially successful people with these payment schemes.

'Traditional' pay schemes are one of the underlying causes

for the bad reputation suffered by agents.

How can the real estate industry expect to attract the best people if it offers some of the worst conditions?

Lovell won't just hire just anybody, and all team members must successfully completed a number of interviews, training programs and tests.

The personal and financial rewards are high. The base income package is \$52,000 – which excludes bonuses.

Bonuses are based on sales performance and can easily equal the base income. Salespeople are expected to earn at least \$75,000 annually in personal income. There are many earning well over \$100,000 per annum.

WHAT CAN YOU EXPECT

If you join Lovell Real Estate you will be given clear direction and are expected to make a number of commitments. Some of these are:

GIVE

- Show honesty at all times in your dealings with clients
- Follow the sales programs made available to you
- Complete specific actions on a regular basis
- Observe and monitor your results and progress
- Become part of a team
- Foster an attitude that encourages achievement
- Continually improve your knowledge and skill
- Use our strategies to delight your clients
- Work hard to reach your goals and those of your clients
- Be loyal to your clients, colleagues and to the culture of the agency

RECEIVE

- A secure income
- A generous bonus package
- Work-related expenses paid for by the agency
- Support from your leader and colleagues
- A long term career with a high income
- Pride in being part of an agency the public can trust
- Challenge and excitement. No 2 days are ever the same!
- Freedom of working hours – time is under your control
- The opportunity to advance or train and assist other salespeople
- The happiness that comes from being in one of the best industries in the world

NEW PEOPLE ARE NEEDED

WHO ARE THE RIGHT PEOPLE?

Traditionally, real estate offices preferred to hire experienced people; not at Lovell Estate Agents.

We prefer people with NO experience. We teach newcomers selling skills that range from the basics through to the most advanced. In particular, we believe that 'pre-start' training is vitally important to success.

For many years, principals believe that a person could enter real estate with little or no 'skills training' and master the strategies to succeed.

But horrendous staff losses and abysmal levels of income received by salespeople hired under 'traditional methods' are proof that these 'hit and miss' methods don't work.

The success rate of our salespeople is far in excess of industry averages. Our methods are proven.

People who have the following characteristics are most likely to do well:

- no real estate experience
- stable employment history
- own property
- excellent character

With these characteristics, you can succeed provided you work hard and are constantly learning.

Desire is still the key.

People from all age groups and backgrounds can enjoy a successful real estate career in our agency. As in life, the character of a person is the true measure of their success.

WE'RE ALWAYS LOOKING FOR GOOD PEOPLE

If you have made attempts to enter the real estate industry, you may have become familiar with the expression, 'We don't need anybody right now'. This statement is likely to be made by managers who have been so badly hurt by 'traditional' hiring methods that they have become skeptical.

With a high proportion of new people entering the industry failing, and with many experienced people having ingrained bad habits, it is not surprising that real estate managers don't relish the thought of hiring sales staff.

Most managers fear the thought of hiring and avoid it where possible.

You may be thinking, "I'm good, and I'm ready to do 'whatever it takes' to succeed.

Lovell is always open for hiring. Recruitment is ongoing. There are set days when we conduct interviews. A potential applicant need only ask, "When is your interview day?"

Positions are available **now**.

If you are considering real estate now, or at some time in the future, we will always be happy to speak with you.

An important aspect of the hiring process is that it allows the office and the candidate to preview each other before making a permanent decision.



THE RECRUITING PROCESS

- Contact Lovell Real Estate (07 928 3000) and request a questionnaire to be forwarded to you. Fill in the details about yourself on the questionnaire and return it to us.
- If the questionnaire is satisfactory, you will be advised of an interview time.
- If we feel our program will suit you, you will be provided with an audio program called *Beginner to Winner*. This course will give an indication of what is expected should you be successful.
- You will then be asked to study our sales programme, *Winning Ways*. There will be a comprehensive examination based on this programme.
- There is also a four-day practical assessment.
- You will need to obtain the necessary real estate salespersons license to comply with current laws.
- The entire process can take approximately 2 months giving both you and the office plenty of time to decide.
- There will be a three-month Trial Period before a permanent decision is made.
- You will be asked to read several books and listen to other brief audio programs to give you an understanding of what is involved.
- You will be provided with information regarding legal obligations and procedures associated with the buying and selling of real estate.
- You will be asked to provide a written undertaking that you will comply with all aspects of your training

programmes, including achieving targets and performing specific actions.

FACTORS TO CONSIDER

It is important you know as much as possible about a future in real estate. Here are some vital points:

THE HOURS

A successful career requires an enormous amount of dedication. You must be prepared to work many hours, particularly in the early months. It is not unusual for some days to begin at nine in the morning and end at ten that night.

The primary focus, however, is on actions completed, not upon hours worked.

As in most careers, a mastery of time is critical.

Truly successful real estate achievers have plenty of free

time. They master time management skills.

PARTNER SUPPORT

You will need the whole-hearted support of your family. Real estate can be very demanding on family life. Family bonds need to be strong to withstand such pressure. By focusing on the ultimate benefits of a successful real estate career, a family feels part of a team.

YOUR IMAGE

With many real estate agents suffering from a poor public image, you will need the ability to separate yourself from this perception. It will take time to earn respect in your community.

Our system is based solely on putting the client first. Following the system will

quickly enable you to win the respect of your clients.

FACTORS TO CONSIDER

TRAINING

The most successful people are constantly improving. You will need to devote yourself to continuous training and improvement.

SELLING

In real estate, the 'sale' is not so much when someone decides to purchase a property. The true 'sale' is when a person grants you the right to represent them as their agent for the sale of their property. What you 'sell' is yourself, your agency and the benefits your agency can provide to the seller.

The sellers are your clients and their interests are of paramount importance. The better you care for your

clients, the more successful your career will be.

A struggling real estate agent is often a real estate agent who has neglected clients.

The interests of your clients are your major concern. Your success will be measured not only by your income but also by the praise you receive from happy clients. The programs you will be taught eliminate all methods that place agent interests ahead of clients' interests.

The philosophy of 'Client Benefit Strategies' is taught in your pre-start training programs. These strategies will make you very proud of your profession.

People of the highest integrity are very popular with clients.

Trust is the key in every aspect of the sales programs you will study and master.

WHAT YOU CAN DO NOW

If you are interested in pursuing
the possibility of a career in real estate,
and you feel that you have the
dedication to succeed,
please call our office

(07) 928-3000



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