

Your Real Estate Company

Office Manual

Table Of Contents

BUSINESS SUMMARY	2
KEY BUSINESS AREAS	4
ORGANISATIONAL TREE	18
STAFF TO DO LISTS	19
Your Real Estate Company	19
ToDoReport_Your Real Estate Company.pdf	19
KEY PERFORMANCE INDICATORS AND STANDARDS	20
ROLES & JOB DESCRIPTIONS	23
Director And Officer In Effective Control	25
Office Manager	27
Branch Manager	29
Receptionist	30
Saturday receptionist	32
Sales Manager	33
Auctioneer	36
Training Supervisor	37
Sales Administration	38
Salesperson	40
Personal Assistant	43
Property Manager	45
Assistant Property Manager	47
Company Accounts Manager	48
Financial Controller	50
Bookkeeper	51
Quality Manager	52
Customer Service Manager	53
Personnel Manager	54
Marketing Manager	55
POLICIES AND PROCEDURES	56
LEADERSHIP & PLANNING	57
OUR COMPANY	57
Mission Statement	57
What makes us us	58
Key points of importance	59
Our company strategic profile	60
COMPANY POLICIES	61
Quality Policy	61
Sexual harassment	63

Table Of Contents

Health and safety policy	64
Leave & Holiday Policy	65
Accident Reporting Policy	66
Manual Handling Policy	67
PLANNING AND STRATEGY	68
Company Overview	68
Business Strategy	70
Market Opportunity	72
Marketing Plan and Strategy	74
Financial Plan	84
Product Strategy	86
Vision, Mission, Goals and Objectives	93
Exit & Payback Strategy	96
SALES	97
SALES TEAM OPERATIONS	97
Salespersons Commission	97
Vendor communication and feedback	98
Pro2000 Data Entry	99
Buyer communication	100
Under offer email advice	101
Targets for the sales team	102
Management review of listings	103
Weekly sales meetings	104
Maintaining the Sales White Board	105
Prepare market share reports	106
Market appraisal policy - External to your office	107
Office commissions and basis of calculation	108
Buyer Inquiry Source Recording	109
Conjunctional arrangements with other agents	111
LISTINGS	112
Reassigning a listing to another salesperson	112
Advice of new listing procedure	114
The property run	115
Listing aim	116
Methods of sale	117
Changes to listing details	118
Gaining an extended authority period	119
Listing closing process	120

Table Of Contents

Advertising Negotiation Policy	121
Listing presentation summary	122
Property marketing plan	124
The agency agreement	125
Leave behind documentation	126
Needs analysis	127
Property Run Policy	129
Who is authorised to list and appraise property	130
Hidden (on the quiet or pocket) listings are strictly forbidden	131
Who is authorised to appraise and list property	132
Market Appraisal Appointment Procedure	133
Obtaining Vendor Statements when taking another agents listing	135
PROSPECTING	136
After appraisal dropper policy	136
Prospecting Strategy	137
Retrieve and distribute future planned telemarketing leads	139
Building long term relationships with clients	140
Business Development Areas Policy	141
Testimonials	142
After appraisal filing procedure	143
Handling a telemarketing lead	144
Managing Telemarketing Reports	145
Telemarketing Policy	147
Recording future planned telemarketing reports	148
PROPERTY SALES	149
Offer and acceptance of a contract	149
After the offer is made	150
Offer and acceptance	151
Obtaining and presenting offers	152
Organising and exchanging contracts	155
Cancelled sales	156
When a buyer defaults	157
After settlement	158
Guidelines on giving out property information	159
Qualifying buyers	160
Email sale sold advice	161
Sold Property Script Policy	162
Reviewing an inspection with a prospective buyer	163

Table Of Contents

After inspection advice procedure	164
Prospective buyer inspections	165
OPEN FOR INSPECTIONS	166
Conducting an open for inspection	166
Presenting property for inspection and auction	168
Open for Inspection Buyer Referral Policy	169
AUCTIONS	170
Auction venue guidelines	170
Auctioneer's guidelines	171
Is the property suitable for auction?	172
Preparing for an auction	173
CUSTOMER SERVICE OPERATIONS	175
Surveying vendors, purchasers	175
PROPERTY MANAGEMENT	176
ARREARS CONTROL	176
Arrears Management	176
When tenants pay all arrears	177
Orders for possession	178
PROPERTY MANAGEMENT OPERATIONS	179
Negotiating access with tenants	179
Premature intention to vacate (additional rules)	180
Routine Inspections	181
Tenancy Tribunal hearings	182
Tenants request for further tenancy agreement	183
Intention to vacate (all tenants)	184
Conduct property management meeting	185
Property maintenance	186
Withdrawal of intention to vacate	188
Vacated property inspection and bond refund	189
Tenant's reference	190
MARKETING	191
MARKETING OPERATIONS	191
Maintain corporate marketing	191
Marketing strategies	192
Property marketing aims and rules	193
Newspaper advertising	194
Marketing administration	195
PERSONNEL	196

Table Of Contents

CODE OF BEHAVIOUR	196
Smoking and alcohol	196
Return to Work Policy - Post Injury	197
Attendance and punctuality	198
Mobile Phone Use Policy - Administration	199
Equal employment opportunity	200
Changes to your personal situation	201
Uniform Policy	202
Telephone, Internet and Email usage	204
Grievances with buyers or sellers	205
Food, drink and cleaning up	206
Private use of company resources	207
Is an action acceptable?	209
GENERAL	210
Administration Core competency	210
Planning special promotional activities to stimulate enthusiasm	211
Family	212
Dispute resolution	213
Tea breaks and rest periods	214
Working hours and overtime	215
Away from office policy	216
Cost consciousness	217
RECRUITMENT	218
Recruitment night procedure	218
Hiring procedures	219
EMPLOYEE MANUAL	220
Introduction	220
Personnel	222
Harassment and Grievances	225
Wages and Conditions	227
Leave	228
Training	229
Responsibilities	230
Business Vehicles	232
Communications	233
General Health and Safety	234
Emergencies and Accidents	236
Attitude	239

Table Of Contents

Office Safety	240
Security	244
Lone Worker	245
Acknowledgement	246
WORKING SAFER	247
Working Safer	247
Ensuring Workplace Safety	249
Risk Management	255
Hazards and Hazardous Environments	262
Manual Handling	270
Explosive Power Tools and Other Plant	271
Other Workplace Hazards	272
ACCOUNTING & FINANCE	276
PAYROLL	276
Online wage transfer	276
Wage payment	277
FINANCIAL MANAGEMENT	278
Setting up business loans	278
Preparing monthly cash flow report	279
Preparing annual budget	280
ACCOUNTING OPERATIONS	281
Settlement procedures	281
Pettycash	282
Paying trades accounts	283
Pay creditors and tradespeople	284
Monitoring settlements due	285
Send advertising and other statements to vendors	286
TAX OBLIGATIONS & RETURNS	287
BAS & PAYG reports	287
TRUST ACCOUNT OPERATIONS	288
Managing dishonoured cheques	288
Banking sales trust monies	289
OFFICE ADMINISTRATION	290
OFFICE PRESENTATION	290
Maintaining customer areas	290
Maintain front window display	291
Keeping desks and the office tidy	292
Cleaning the office	293

Table Of Contents

Managing signs for property sales and rental	294
MANAGING RECORDS AND BACKUP	296
Archiving of sale files	296
Finding and restoring lost data	297
Managing electronic records	299
Backing up data files	301
Managing paper records	302
Managing computer and office equipment security	303
RECEPTION	305
Tasks after entering the office	305
Daily Tasks	309
Greeting visitors to the office	310
Sales Process	312
Greeting telephone callers	314
Receipting rents	316
Opening and closing office procedure	317
Receiving payments	318
The Telephone	320
Processing mail	322
Saturday Receptionist	323
Downloading Photos	329
OFFICE SUPPLIES & MAINTENANCE	330
Computer policy	330
Approved and preferred tradespersons list	331
Office library	332
Business cards	333
Minimising waste	334
Maintaining electronic equipment	336
Selecting suppliers	337
OFFICE OPERATIONS	338
Preparation & Sending of Advertising Feedback Letters	338
Maintaining sales file	339
Withdrawn from sale files	340
Using administration team members	341
Maintaining & updating the staff phone list	342
Administration of office keys	343
Opening the office	344
Closing the office	345

Table Of Contents

Sending paper mail	346
Receiving paper mail	347
Reassigning roles of absent staff	348
Managing keys and lock boxes	349
Internal Audit Procedure	351
Control of Documents	353
Non conformance, Preventative & Corrective action	354
Office closing	356
Office Opening	357
Control of records	358
Keysafe removal	360
Keysafe On	361
Printing an Open for Inspection List	362
Stamping of Sale & Leasing Authorities	363
Who can update policy & procedure	364
MANAGEMENT OPERATIONS	365
Management recording of listings	365
Conducting Management Review Meetings	366
Who pays for staff training?	367
Who can obligate the firm?	368