Key to Business Success:

Staff Development and Longevity
What is Business Success?
“Success is the progressive realisation of a worthy goal.”

‘Earl Nightingale’
The key to Independent Property Group’s achievement of its business goals is:

**Staff Development and Longevity**
Independent Property Group

Some fast facts:

- 2006 REIA Australian Residential Real Estate Agency of the Year
- 2003 and 2005 National Training Awards
- REI-ACT Agency of the Year (10 times in the last 11 years)
Total staff of over 160 including:

- 70 Salespeople
- 25 Property Managers
- 15 Strata Managers
- Plus Marketing, Accounts, IT, Admin, Mortgage Brokers, Customer Service and RTO
- Average 1500 sales per year
- 1800 Property managements
- 10,000 Strata managements
So, What makes Independent different?

- Core philosophy
  - “We are not in the property business we are in the PEOPLE business”
- Culture
- Training
The magic formula:

GREAT STAFF
  ↓
HAPPY CLIENTS
  ↓
HAPPY SHAREHOLDERS
Where do great staff come from?:

- Advertise for them
- Use Hope method
- Steal from competitors
- TRAIN the people you already have
Independent Property Group Training Program
Traineeships

**Entry Level Training**
- 150 hours Certificate IV in Property plus the "Independent Edge"
- Company Induction Training - 5 hours

**Field Training & Mentoring**
- 60 hours over 1st 30 days & 108 hours per year throughout career
- 15 hours over 1st week, twice daily review next 2 weeks, 108 hours per year throughout career
- 36 hrs over 1st 2 week, daily review for next 2 weeks, 3 hrs per month throughout career

**Entry Level Review**
- Single Day Review session 2 weeks after completion of Stage 1 Entry Level
- Review & Assessment - Certificate IV Qualification
  - Demonstrations & Role Play over 2 days linking theory with practice whilst contributing to qualification

**Continual Professional Development**
- 8 hours per month throughout career to extend entry level qualifications in key competencies including customer service, legal and legislative requirements and changes, risk management, negotiation, sales skills, Information technology and property law
- 4 hours per month throughout career in key competencies including customer service, legislative requirements & Information technology

**External Training**
- Minimum of 3 days per year with leading external trainers and industry experts
- Minimum of 2 days per year with leading external trainers and industry experts
- Encouraged and attended subject to opportunities, availability and relevance

**Frontline Management**
- 40 hours over 26 weeks to develop further potential

**Senior Management**
- 60 hours per year in focussed workshops at the cutting edge of industry practice
Training alone is unlikely to give you great, long serving staff to dominate your market with.
So – what does it take?
10 Rules for Developing a Great Staff Culture
1) Train for performance
2) Recognition – make them feel important
3) Get to know your people – really know them
4) Surprise your staff with something unexpected
5) Allow your staff to contribute e.g. feedback survey
6) Show your appreciation
7) Incentives and Rewards
8) Encourage innovation
9) Offer a career path / personal growth
10) Golden handcuffs for your key people
11) Create a sense of Team / belonging
……. And that, is what will give you long serving staff to dominate your market with.

Thank You