

# ELDERS REAL ESTATE ANNUAL AWARDS

## Awards Period:

1 Jan - 31 December inclusive, awarded in the following March/April

## Regions:

For the purpose of Awards, territories are included in the closest State and form part of the Regional Awards. Regions are determined as follows:

- NSW to include NSW, ACT & exclude NTH NSW
- QLD to include QLD, NTH NSW and NT
- SA to include all SA offices
- VIC to include all VIC offices
- TAS to include all TAS offices
- WA to include all WA offices

## Conditions/Rules:

- All performance-based criteria are judged on sales settled through Agentbox (for franchises) or sales settled and reported to the settlements team in Adelaide HO (for company branches). This has been proven to be the only fair and just manner of recognition.
- December records must be finalised through Agentbox or Adelaide HO by **7<sup>th</sup> January**.
- Nomination-based awards will be judged by a selected panel from HO. Nominations must be completed by **1<sup>st</sup> February**. Only 1 winner will be awarded but all nominees can be recognised in the presentation. Nomination awards will only be recognised state by state and not nationally, except for Commercial awards which will only be recognised at a national level.
- Property Management awards based on figures will be awarded as per the reports returned manually using the online form by **1<sup>st</sup> February**, if you do not send in your PM figures you will not be eligible to win an award in this category. This has been proven to be the only fair and just manner of recognition. Figures to be GST exclusive.
- All awards are inclusive of franchise and company owned offices unless stated in the table below.
- Gross commission based awards will be calculated using residential figures only with settled sales including all property types, unless stated otherwise in the table below.
- Gross Commission based awards are based on GST exclusive figures
- National award winners will be announced at the same time as the state awards in each category and will be awarded 1 trophy with both awards listed.
- No **office** shall win an Award unless their Franchise Fees are fully paid at the time the awards are presented, i.e. no outstanding debt. However, any **office** meeting the requirements of a part payment plan for fees owing, can be included. Salespeople, Property Managers and Support Staff are **always** eligible, **regardless** of fees owing. However, a **Business Owner** owing fees, or not meeting his/her part-payment plan, **will not** be eligible for Individual or Office Awards.
- Any salesperson who is under investigation or has had any offence charged against him or her by the Company and/or the Law is considered under suspension and therefore not eligible.
- Any complaints received throughout the year via Adelaide HO will also be taken into consideration when reviewing nomination based awards.

SALES AWARDS			
AWARD CATEGORY	AWARD CRITERIA	AWARD MEASURE	AWARD PLACE-GETTERS
TOP 5 OFFICES - Gross commission	<ul style="list-style-type: none"> <li>Office with the highest gross commission written during the awards year.</li> </ul> <p><b>Note:</b> Residential figures only, GST exclusive</p>	Performance based on settled gross commission figure.	Up to 5 <sup>th</sup> place based on the calibre of competitors in each state.
TOP 5 OFFICES - Settled Sales	<ul style="list-style-type: none"> <li>Office with the highest number of settled sales during the awards year.</li> </ul> <p><b>Note:</b> Open to all settled sales (residential, rural &amp; commercial)</p>	Performance based on number of settled sales.	Up to 5 <sup>th</sup> place based on the calibre of competitors in each state.
TOP 3 BUSINESS OWNERS - Gross Commission	<ul style="list-style-type: none"> <li>An active selling franchise business owner with the highest gross commission written during the awards year.</li> </ul> <p><b>Note:</b> Franchise only award, residential figures only, GST exclusive</p>	Performance based on settled gross commission figure.	Up to 3 <sup>rd</sup> place based on the calibre of competitors in each state.
TOP 3 BUSINESS OWNERS - Settled sales	<ul style="list-style-type: none"> <li>An active selling franchise business owner with the highest number of settled sales during the awards year.</li> </ul> <p><b>Note:</b> Franchise only award, open to all settled sales (residential, rural &amp; commercial)</p>	Performance based on number of settled sales.	Up to 3 <sup>rd</sup> place based on the calibre of competitors in each state.
TOP 5 SALESPeOPLE - Gross Commission	<ul style="list-style-type: none"> <li>A disciplined non-business owner with the highest gross commission written during the awards year.</li> </ul> <p><b>Note:</b> Residential figures only, GST exclusive</p>	Performance based on settled gross commission figure.	Up to 5 <sup>th</sup> place based on the calibre of competitors in each state. *NSW/ACT to award up to 10 <sup>th</sup> place.
TOP 5 SALESPeOPLE - Settled sales	<ul style="list-style-type: none"> <li>A disciplined non-business owner with the highest number of settled sales during the awards year.</li> </ul> <p><b>Note:</b> Open to all settled sales (residential, rural &amp; commercial)</p>	Performance based on number of settled sales.	Up to 5 <sup>th</sup> place based on the calibre of competitors in each state. *NSW/ACT to award up to 10 <sup>th</sup> place.

REFERRAL AWARD			
AWARD CATEGORY	AWARD CRITERIA	AWARD MEASURE	AWARD PLACE-GETTERS
TOP REFERRER FOR ELDERs HOME & COMMERCIAL FINANCE	<ul style="list-style-type: none"> <li>Any Elders staff member that has referred the most amount of loans to Elders Home &amp; Commercial Finance.</li> </ul>	Will be calculated by Elders Home & Commercial Finance.	1 <sup>st</sup> place only Only valid for states that have Elders Home & Commercial Finance.

PROPERTY MANAGEMENT AWARDS			
AWARD CATEGORY	AWARD CRITERIA	AWARD MEASURE	AWARD PLACE-GETTERS
<b>TOP 3 PROPERTY MANAGEMENT OFFICES</b> - Revenue	<ul style="list-style-type: none"> <li>Based on the total revenue of properties under management for the previous calendar year. Figures to be <i>GST exclusive</i>.</li> </ul> <p><b>Note:</b> <i>Offices must have been trading with Elders Real Estate for a minimum of 12 months to be eligible and only those who submit data via the online form can be considered eligible for awards due to the inconsistency in Agentbox PM data</i></p>	Performance based from manual reports sent to HO.	Up to 3 <sup>rd</sup> place based on the calibre of competitors in each state.
<b>TOP 3 PROPERTY MANAGEMENT OFFICES</b> - Organic Growth	<ul style="list-style-type: none"> <li>Based on the total organic growth of properties under management for the previous calendar year.</li> </ul> <p><u><i>Not to include any acquired rent rolls or managements from a predecessor.</i></u></p> <p><b>Note:</b> <i>Offices must have been trading with Elders Real Estate for a minimum of 12 months to be eligible and only those who submit data via the online form can be considered eligible for awards due to the inconsistency in Agentbox PM data</i></p>	Performance based from manual reports sent to HO.	Up to 3 <sup>rd</sup> place based on the calibre of competitors in each state.
<b>TOP 3 PROPERTY MANAGERS</b> - Organic Growth	<ul style="list-style-type: none"> <li>Based on the total organic growth of properties under management for the individual property manager from the previous calendar year.</li> </ul> <p><u><i>Not to include any acquired rent rolls or managements from a predecessor.</i></u></p> <p><b>Note:</b> <i>Property Managers must have been employed by Elders Real Estate for a minimum of 12 months to be eligible and only those who submit data via the online form can be considered eligible for awards due to the inconsistency in Agentbox PM data</i></p>	Performance based from manual reports sent to HO.	Up to 3 <sup>rd</sup> place based on the calibre of competitors in each state.
<b>OUTSTANDING NEW TALENT</b> - Property Management	<ul style="list-style-type: none"> <li>A property manager who has achieved extraordinary results during their first 12 months in the industry.</li> </ul> <p><b>Supporting documentation for a nomination could include;</b> <i>Positive testimonials, number of new managements brought on, professional development undertaken, low percentage of arrears.</i></p>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only
<b>PROPERTY MANAGEMENT TEAM OF THE YEAR</b>	<p>This award is for a Property Management Team</p> <ul style="list-style-type: none"> <li>Retention of landlords</li> <li>Attend PM training sessions held by HO</li> <li>Effective arrears management</li> <li>Positive testimonials</li> <li>Correct marketing materials used</li> <li>KPI's met</li> <li>No complaints</li> </ul> <p><b>Supporting documentation for a nomination should include all of the above.</b></p>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only Runner up may be awarded at the discretion of each state.

PROPERTY MANAGER OF THE YEAR	<p>This award is for an individual Property Manager</p> <ul style="list-style-type: none"> <li>● Retention of landlords</li> <li>● Attend PM training sessions held by HO</li> <li>● Effective arrears management</li> <li>● Positive testimonials</li> <li>● Correct marketing materials used</li> <li>● KPI's met</li> <li>● No complaints</li> </ul> <p><b>Supporting documentation for a nomination should include all of the above.</b></p>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only Runner up may be awarded at the discretion of each state.
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RURAL SALES AWARDS			
AWARD CATEGORY	AWARD CRITERIA	AWARD MEASURE	AWARD PLACE-GETTERS
TOP 3 RURAL SALESPeOPLE - Gross Commission	<ul style="list-style-type: none"> <li>● Rural salesperson with the highest gross commission written during the awards year.</li> </ul> <p><b>Note:</b> Rural figures only, can include business owner if they have an R2, GST exclusive</p>	Performance based on settled gross commission figure.	Up to 3 <sup>rd</sup> place based on the calibre of competitors in each state. *WA up to 5 <sup>th</sup> place.
MOST PRESTIGIOUS RURAL LISTING	<ul style="list-style-type: none"> <li>● Most prestigious rural property based on price, location, photographs and marketing campaign as per the nomination and judged by HO.</li> </ul> <p><b>Note:</b> Rural properties only</p>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only

COMMERCIAL AWARDS			
AWARD CATEGORY	AWARD CRITERIA	AWARD MEASURE	AWARD PLACE-GETTERS
RISING STAR - Commercial	<ul style="list-style-type: none"> <li>● A commercial salesperson who has achieved extraordinary results during their first 12 months in the industry.</li> </ul> <p><b>Supporting documentation for a nomination could include:</b> Positive testimonials, evidence of marketing material you have produced, current development plan, gross commission and settled sales.</p>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only, recognised at a national level.
COMMERCIAL ASSET MANAGER OF THE YEAR	<p>This award is for an individual Commercial Asset Manager</p> <ul style="list-style-type: none"> <li>● Proactive property maintenance</li> <li>● Effective arrears management</li> <li>● Tenant satisfaction</li> <li>● Correct marketing materials used</li> <li>● KPI's met</li> </ul>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only, recognised at a national level. Runner up may be awarded at the discretion of each state.

	<ul style="list-style-type: none"> <li>● Commitment to professional development</li> </ul> <p><b>Supporting documentation for a nomination should include all of the above.</b></p>		
NUMBER 1 COMMERCIAL SALESPERSON - Gross Commission	<ul style="list-style-type: none"> <li>● A disciplined commercial salesperson with the highest gross commission written during the awards year.</li> </ul> <p><b>Note:</b> Commercial figures only, GST exclusive</p>	Performance based on settled gross commission figure.	1 <sup>st</sup> place only, recognised at a national level, based on settled gross commission.

## NOMINATION AWARDS

AWARD CATEGORY	AWARD CRITERIA	AWARD MEASURE	AWARD PLACE-GETTERS
LENGTH OF SERVICE - Office	<ul style="list-style-type: none"> <li>● Current Elders franchise offices whom as an entity have been loyal to Elders Real Estate, continuously for a specified period. Starting at 10 Years then every 5 years (i.e. 10 years, 15 years, 20 years etc)</li> </ul> <p><b>Note:</b> Franchise only award. Offices will only be awarded if their anniversary was in the awards year, not the year the awards are presented.</p>	Nomination based. At the discretion of HO judging panel.	Unlimited amount of winners
LENGTH OF SERVICE - Staff	<ul style="list-style-type: none"> <li>● Awarded to all staff within Elders Real Estate who have reached a service milestone. You do not have to have worked in the same office to receive the award, however your service with Elders must have been continuous even if across multiple offices and roles. Starting at 10 Years then every 5 years (i.e. 10 years, 15 years, 20 years etc)</li> </ul> <p><b>Note:</b> Franchise only award. Staff will only be awarded if their anniversary was in the awards year, not the year the awards are presented.</p>	Nomination based. At the discretion of HO judging panel.	Unlimited amount of winners.
RISING STAR - Sales	<ul style="list-style-type: none"> <li>● A salesperson who has achieved extraordinary results during their first 12 months in the industry.</li> </ul> <p><b>Supporting documentation for a nomination could include;</b> Positive testimonials, evidence of marketing material you have produced, current development plan, gross commission and settled sales.</p>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only
ADMINISTRATOR OF THE YEAR	<ul style="list-style-type: none"> <li>● Administrator/Sales Support Officer that excels in every aspect of their role</li> <li>● Attitude and helpfulness</li> <li>● Knowledge of the business</li> <li>● No complaints</li> </ul> <p><b>Supporting documentation for a nomination could include;</b> Positive testimonials, examples of how you excel in your area, evidence of material you have produced, details of the value you bring to your role and your office, professional development undertaken.</p>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only
TOP DIRECTOR OF FIRST IMPRESSIONS	<ul style="list-style-type: none"> <li>● Receptionist that excels in every aspect of their role</li> <li>● Attitude and helpfulness</li> <li>● Knowledge of the business</li> <li>● Phone manner and personal presentation</li> <li>● No complaints</li> </ul>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only

	<p><b>Supporting documentation for a nomination could include;</b> Positive testimonials, examples of how you excel in your area, evidence of material you have produced, details of the value you bring to your role and your office, professional development undertaken.</p>		
TEAM CULTURE	<p>An office that defines, lives, measures and rewards the desired behaviours to grow a beneficial and positive culture for its staff.</p> <ul style="list-style-type: none"> <li>• A statement of core company values</li> <li>• Evidence of programs and/or initiatives currently in place to support the company core values</li> <li>• Evidence of a well thought out and executed recruitment policy that delivers the best people for the job</li> <li>• Employers commitment to health and wellbeing, commitment to work/life balance and building team morale</li> <li>• Investment in training and staff retention</li> <li>• A demonstrable commitment to diversity and inclusion</li> </ul> <p><b>Supporting documentation for a nomination should include all of the above.</b></p>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only
DIGITAL PRESENCE OF THE YEAR	<ul style="list-style-type: none"> <li>• An office or individual displaying an innovative digital strategy</li> <li>• Strong social media presence</li> <li>• Highly relevant and engaging content – original content, regular posts</li> <li>• Originality of content including listings and sales, community activity and content to assist customers in their property experience.</li> <li>• Use of Elders Real Estate website</li> </ul> <p><b>Note:</b> All marketing material must be compliant with Elders RE guidelines and or be approved by HO.</p> <p><b>Supporting documentation for a nomination could include examples of all of the above.</b></p>	Nomination based. At discretion of the RE Marketing Team.	1 <sup>st</sup> place only
COMMUNITY RELATIONSHIP	<ul style="list-style-type: none"> <li>• An office or individual that has continually built relationships with their local community and potential clients through the effective implementation of creative marketing campaigns utilising the Elders range of resources available.</li> <li>• Showed measurable and consistent support of a national or local charity – preferably one of Elders charity partners.</li> <li>• Demonstrated initiative in working with the media to gain positive media coverage about community events and campaigns.</li> <li>• Use of approved Elders resources to promote events and initiatives to establish a profile in the community.</li> <li>• Participation of the above has resulted in increased brand awareness.</li> <li>• Evidence of an office Community Marketing Plan and outcomes.</li> </ul> <p><b>Supporting documentation for a nomination could include;</b> Positive testimonials, examples of marketing initiatives, details on your support of a charity/community event, examples of any PR materials/exposure gained, evidence of material you have produced.</p>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only

CUSTOMER EXPERIENCE AWARD	<ul style="list-style-type: none"> <li>• A person that consistently delivers a superior Customer Experience to all of their customers.</li> <li>• Innovative customer experience ideas</li> <li>• Consistent positive feedback from customers</li> <li>• No complaints</li> </ul> <p><b>Supporting documentation for a nomination could include;</b> Positive testimonials, examples of how you excel in your area, details of the value you bring to your role and your office, professional development undertaken.</p>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only
EXCELLENCE IN MARKETING	<ul style="list-style-type: none"> <li>• An office or individual that shows commitment to excellence and professionalism with representation of the brand and company.</li> <li>• Superior presentation of your office (shopfront) and staff.</li> <li>• Examples of effective and innovative property or agent marketing strategy – signboard, brochure, billboard, TVC, newspaper etc</li> <li>• Use of online platforms/social media – Elders website, facebook, Instagram etc</li> <li>• Participation in Elders national marketing campaigns</li> <li>• Creation of proactive marketing campaigns</li> </ul> <p><b>Note:</b> All marketing material must be compliant with Elders RE guidelines and or be approved by HO.</p> <p><b>Supporting documentation for a nomination could include;</b> Positive testimonials, images of your office/staff, examples of marketing material used, details of any online marketing or social media campaigns and anything else in addition which supports your submission.</p>	Nomination based. At discretion of the RE Marketing Team.	1 <sup>st</sup> place only
GAME CHANGER OF THE YEAR	<p>This is an individual or office award. The award is designed to recognise individuals or offices who have disrupted the status quo to deliver on a business objective or solve a broader market issue. This could be through innovative tech advancements, changing the customer experience or service and providing solutions for new or existing business/market needs that has resulted in commercial gain and or benefit for the industry.</p>	Nomination based. At the discretion of HO judging panel.	1 <sup>st</sup> place only
AWARD FOR EXCELLENCE	<p>An award that recognises the contribution an individual has made to the Elders group through any number of areas.</p> <ul style="list-style-type: none"> <li>• Service to the community and other Elders offices and staff</li> <li>• Support of HO training sessions</li> <li>• Continual professional development</li> <li>• Marketing compliance and initiatives</li> <li>• Leadership</li> <li>• Overall hard work and dedication to the brand</li> </ul> <p><b>Note:</b> This award is not specific to a salesperson or franchisee, it can be awarded to anyone within the RE network. The award winner is selected by the Franchise Management team as a result of observations made throughout the year.</p>	At discretion of the Franchise Management Team.	1 <sup>st</sup> place only

HIGH ACHIEVER CATEGORIES			
AWARD CATEGORY	AWARD CRITERIA	AWARD MEASURE	AWARD PLACE-GETTERS
ELITE	<p>Our Elite award for sales excellence is made up of those agents who are high performers within the Elders group.</p> <p>Criteria:</p> <ul style="list-style-type: none"> <li>● \$400,000 up to \$699,999 in Gross Commission and or</li> <li>● 55 full settled sales</li> </ul> <p><b>Note:</b> Open to residential, rural &amp; commercial agents. Figures calculated over the 12-month award period.</p>	Performance based on settled gross commission figure or number of settled sales.	Unlimited number of winners within the criteria.
PREMIER	<p>Our Premier award for sales excellence is made up of those agents who are the next level of high performers within the Elders group.</p> <p>Criteria:</p> <ul style="list-style-type: none"> <li>● \$700,000 up to \$999,999 in Gross Commission and or</li> <li>● 75 full settled sales</li> </ul> <p><b>Note:</b> Open to residential, rural &amp; commercial agents. Figures calculated over the 12-month award period.</p>	Performance based on settled gross commission figure or number of settled sales.	Unlimited number of winners within the criteria.
MASTERS CLUB	<p>The Masters Club is an exclusive club for our highest earning salespeople. To qualify for this club, you must settle \$1,000,000 or over in gross commission during the 12-month award period.</p> <p><b>Note:</b> Open to residential, rural &amp; commercial agents. Figures calculated over the 12-month award period.</p>	Performance based on settled gross commission figure.	\$1,000,000 in settled gross commission or over. Unlimited number of winners within the criteria.