



your career with **Cooper Newman**

Real Estate

Reliable property advice



Why Real Estate?

The information inside this booklet details our company and the opportunities that come as being part of a Cooper Newman Real Estate sales team.

Real estate sales is a wonderful long term career and your choice of company, system and office will have a direct impact on your success.

Here at Cooper Newman Real Estate we are looking for people of integrity who have entrepreneurial spirit. Like all successful entrepreneurs, you must be willing to work hard and invest energy into a new career, and, do the right thing by your and our clients.

This booklet will outline:

- where the real estate industry stands in general
- how and why we aim to change it
- our differences
- who we are looking for
- our recruitment process





The Real Estate Industry

Real Estate experienced a digital revolution with the advent of Internet advertising. The way a buyer researched, enquired and bought property changed rapidly over a couple of years.

What didn't change is an agent's responsibility to their client. Agents are still responsible for representing their sellers - to maximise their returns with minimal risk. A responsibility that many in the industry take seriously.

Unfortunately, not everyone in the real estate industry sees it this way.

Australian real estate agents have an approval rating slightly above used car sales people and slightly below politicians. As an industry, real estate is regarded as untrustworthy and dishonest.

However, there are many individual agents within the industry who are genuine, honest and reputable. So why the disparity between genuine and honest individuals and the industry as a whole?

The disparity lies in the fundamental processes and systems of real estate - in the industry's DNA if you like.

Two main factors affect the industry, its integrity, and reputation:

- The methods and strategies used by real estate agencies to sell property
- How sales people are remunerated

Here at Cooper Newman Real Estate, we use vastly different selling strategies and systems of remuneration designed to benefit our team and our clients.

Sales Ideologies

Most of the high-profile methods of sale used by the real estate industry today are based on flawed strategies designed to help the agent get listings and raise their profile rather than benefit the property seller.

Unnecessary advertising money is paid upfront and risks taken around pricing, marketing and a property's digital footprint.

At Cooper Newman Real Estate we believe in using strategies that are designed for the benefit of our clients - the property seller.

We use a risk free, no sale - no charge method. This benefits our clients along with our sales team because they have real points of difference to sell. **We call this The Smart Sale Method**



Remuneration

Remuneration of sales people is an ongoing disaster in the real estate industry.

Most sales people are paid on commission only or a close variation, making real estate sales a risky career choice for the uninitiated. Principals of most residential sales offices have no desire to pay sales people before the sale is made.

Commission only - that is, zero pay until a property is sold and settled - is generally reserved for the more experienced agents. A minimum wage must be paid to the inexperienced, this currently stands at around \$46,300. This wage is often offset against future commission until they are moved to commission only at the earliest convenience.

Under these traditional pay models, a new salesperson must wait a minimum of three months - and, more likely, six to nine months - before they start to see an increased regular income through sales results. A low income doesn't mean low living expenses! Mortgages must be honoured, school fees paid, families fed, plus a myriad of other expenses met.

To achieve results in this time frame, new sales people need good training and education, and that's rarer than you would imagine.

At Cooper Newman Real Estate we believe decent salary packages should be made from day one.

Our sales people begin with a six-month traineeship, and commence on a full salary.

You will receive free training and education.







Who are we looking for?

The real estate industry will traditionally look for, and hire only experienced people with the aim of putting them straight into commission only roles.

At Cooper Newman Real Estate we are looking for people with an entrepreneurial spirit that have NO real estate experience.

Because we hire people with no experience our training and education is second to none. **It has to be.**

What our team receive:

- Generous salary and large bonuses - unlimited earning potential
- An autonomous, outcome based position with flexible rosters
- Help change the real estate industry from within (through genuine client based strategies)
- High levels of initial and ongoing training, both internal and external
- Excellent mentoring and support
- Be surrounded by salespeople in Australia's Top 5%
- Dedicated support and administration teams
- Annual Gala Awards Evening - receive rewards and recognition
- Loyalty from us to you, as one of our team

What we look for:

- A burning desire to succeed is mandatory
- Integrity and honesty when dealing with clients
- Demonstrated achievement in any field
- Excellent proven relationship-building skills
- Mature minded, enthusiastic and hard working
- Skilled, empathic communicator with a genuine interest in people
- A demonstrated commitment to continual improvement, innovation and learning
- Loyalty, to your clients, your team mates and us

Good real estate sales people come from a broad range of backgrounds. We have tradespeople, chefs, graduates and administration experts just to name a few who have made excellent sales people.

Age is also no barrier. We have had an age spread of almost 40 years between our youngest and most mature sales person.



The Cooper Newman Real Estate Recruitment Process

To begin, simply visit our website, [cnre.com.au](https://www.cnre.com.au) and fill in our questionnaire in the careers section. Or, send a covering email with your resume to reception@cnre.com.au and we will be in touch.

There are a couple of interviews we do, followed by some initial reading of our core material.

After that, if you and us agree that real estate is a career that you're keen to try, there is a two-day work experience exercise. This gives you a good look at what your future career looks like and a look at us, as an organisation to be involved with. It also gives us a look at you in a practical work environment and whether real estate sales is something you may enjoy and thrive in.

Your first six months involves a structured working and learning program designed to teach you everything you need to know about real estate sales. Over that six months our sales system will show you how to find new business, how to present our services to property sellers and then how to market and sell a property. The A to Z of real estate sales so to speak.

All while receiving a secure salary.



**If you are ready to begin -
visit our website or send us an email.**

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