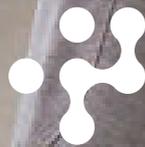


This is  
the book  
for those  
who want  
and expect  
better.





# Move over Real Estate Agent. Hello Real Estate Professional.

Our industry is at a point of change – one that presents us with the most critical choice we've been posed in more than 100 years. As agents we need to position ourselves not as simply Agents but as professionals at the centre of each and every real estate transaction. We need to offer a wide range of services to our clients, provide creative solutions to complex problems and give sound information and advice about the property and the market. We need to have a reputation for providing a high level of service and behaving ethically and honestly.

Everything we do must be about increasing the quality of our service. At REIA, we believe the right decision is clear. We've been working closely with the Professional Standards Councils and its agency, the Professional Standards Authority, as well as industry leaders over the last year to map out our path to being formally recognised as a profession. Our journey will require us all to make positive changes – our attitudes, our behaviours and the way we collectively present ourselves. But by working together we can be the change we want to see.



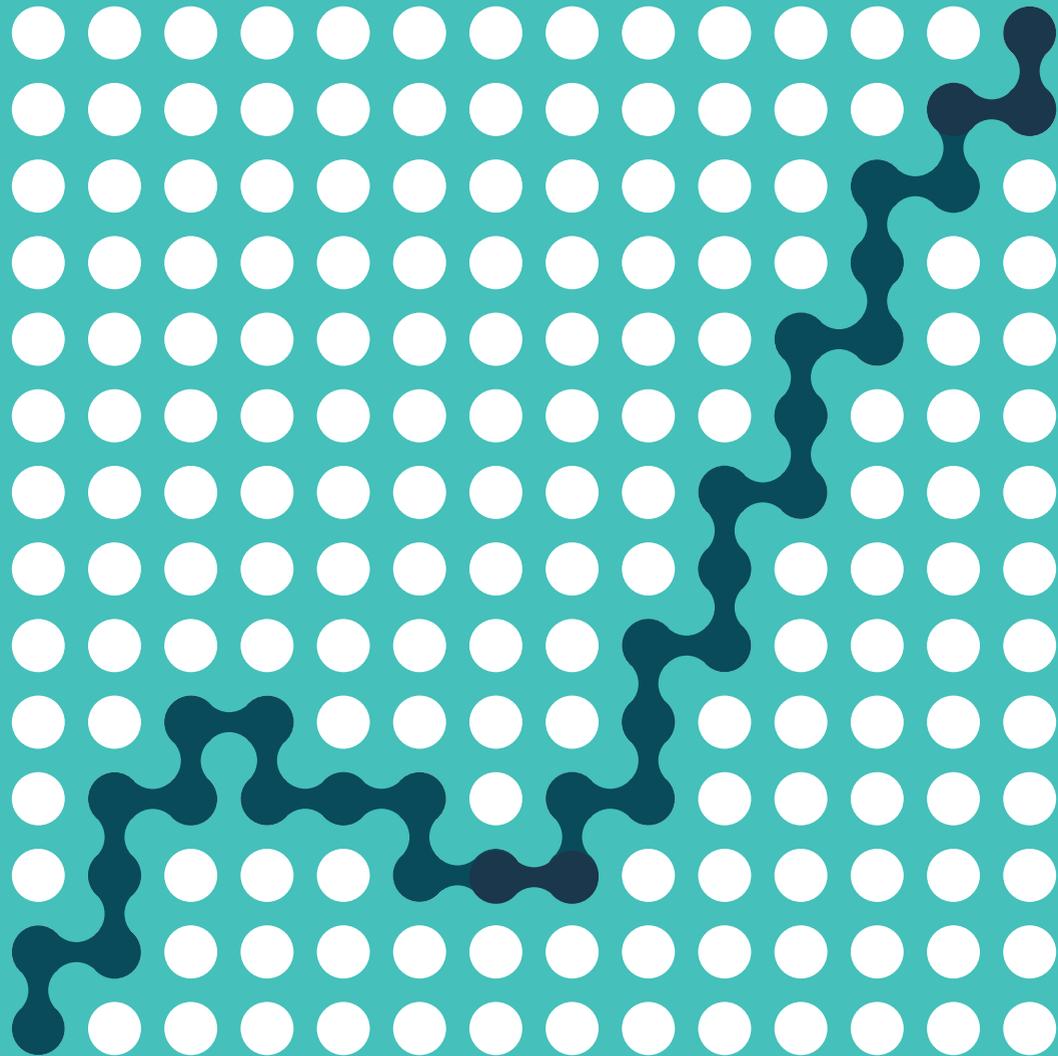
A group of people in a meeting looking at documents on a table. The image is overlaid with a teal circular graphic.

# Welcome to better. Welcome to the Pathway.

The REIA together with its member state Institutes, are working with the Professional Standards Councils (PSC) and its agency, the Professional Standards Authority, to explore how real estate agents can be formally recognised as a profession. The creation of a formal nationally recognised professional standards schemes as approved by the PSSCA. This involves the 5 critical standards. Ethics, Education, Experience, Examination and Entity to define the elements that are necessary to qualify as a profession. Over the course of 2018, we'll be focusing on these to explain how the Agent of the future will look like.



# e is for...



## evolution.

It is not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change. So, said the father of evolution himself, Charles Darwin. At a time when the real estate industry is facing a growing number of challenges, how do we evolve into a profession in order to ensure our survival?

## ethics.

If you think ethics is just for philosophers and intellectuals, think again. Ethics are at the core of everything we do and shape our behaviours. As our industry travels the pathway to professionalism, we must decide the guiding principles that define our collective behaviours and strive to always act in accordance with them.

## education.

“Upon the subject of education ... I can only say that I view it as the most important subject which we as people can be engaged in.” So said Abraham Lincoln – and it’s a sentiment we need to wholeheartedly embrace as our industry seeks to evolve into a profession.

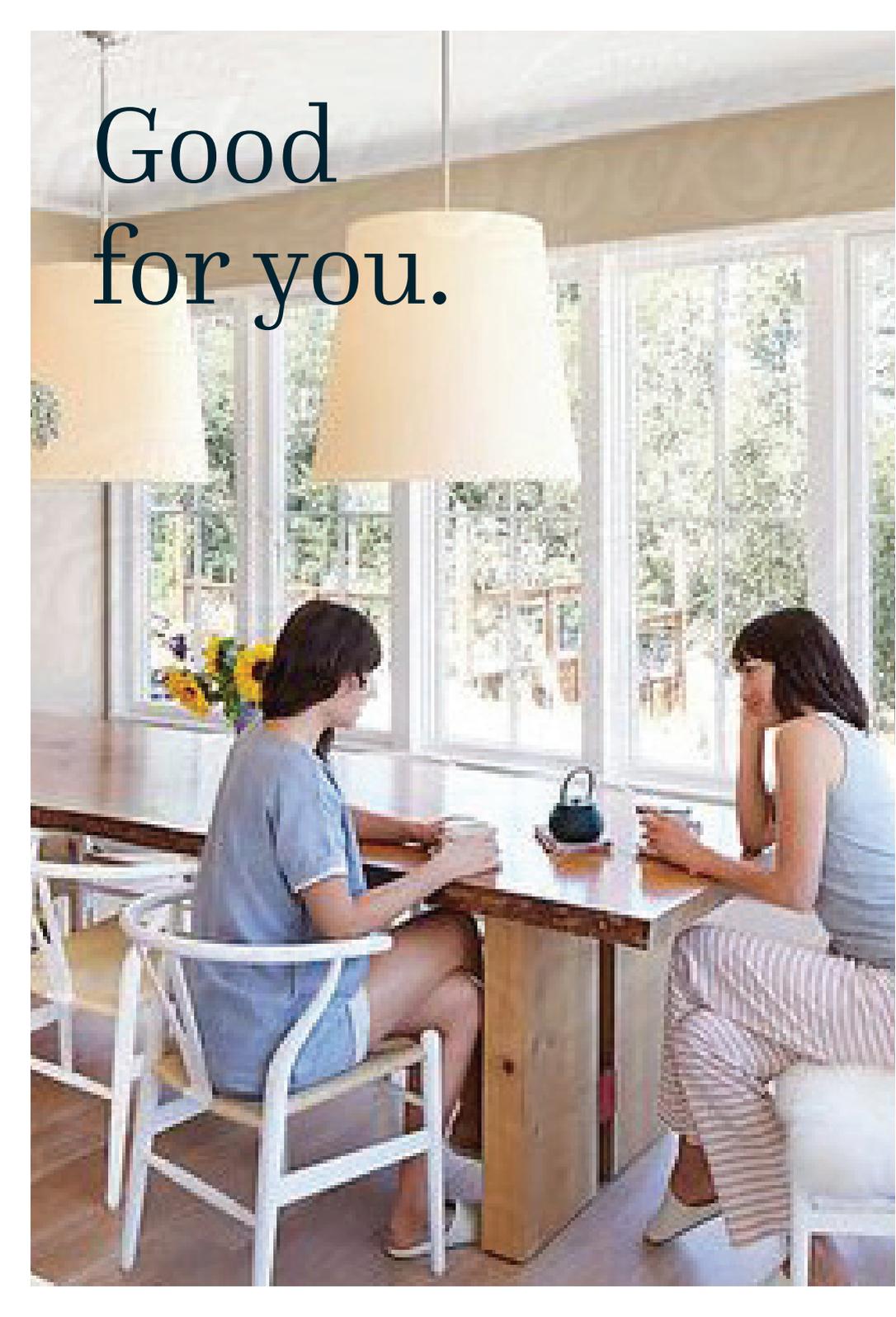
## experience.

Calvin Coolidge, the 30th President of the United States of America, once said: “Knowledge comes, but wisdom lingers.” These words uttered in the 1920s ring true today, as the real estate industry works toward the goal of achieving professional recognition.

## examination.

Being held accountable for your actions is a cornerstone of any Profession and therefore in the Real Estate Profession it will be no different. Having an audit and compliance process that is examinable is crucial for consumer confidence and surety.





# Good for you.

What's good for our Community will follow as the REIA embarks on the creation of a community sentiment survey and then digital platform for the public to interact with the Profession. This will be based around transparent open information and clear expectations of service. Consumers are demanding better service, they want more information of value and desire to deal with someone who is skilled and an expert in their field. Our aim is to equip Australian Real Estate Professionals with all they need to deliver that service expectation. The Professional standards scheme will approach everything we do based on the premise that "if it is good for the consumer, it's good for the professional". To achieve this, it will require the Real Estate Industry to disrupt itself and reinvent, reposition and redefine our value proposition.

# Good for the community.

# What's involved

We are already underway.

What's good for our Australian Real Estate Professionals is a thorough process involving collection of data and setting the structure in place for Administration, Membership criteria, Education levels, Quality assurance and Audit, Complaints and Discipline, Insurance risks.

## Phase 1 Q3 2017-Q2 2018

Information gathering, Industry engagement, member surveys and scheme framework created.

## Phase 2 Q1 2018-Q3 2018

Setting the standards and creation of the courses of Ethics, Education, Experience & Examination. Creation of Branding and value proposition along with consumer surveys.

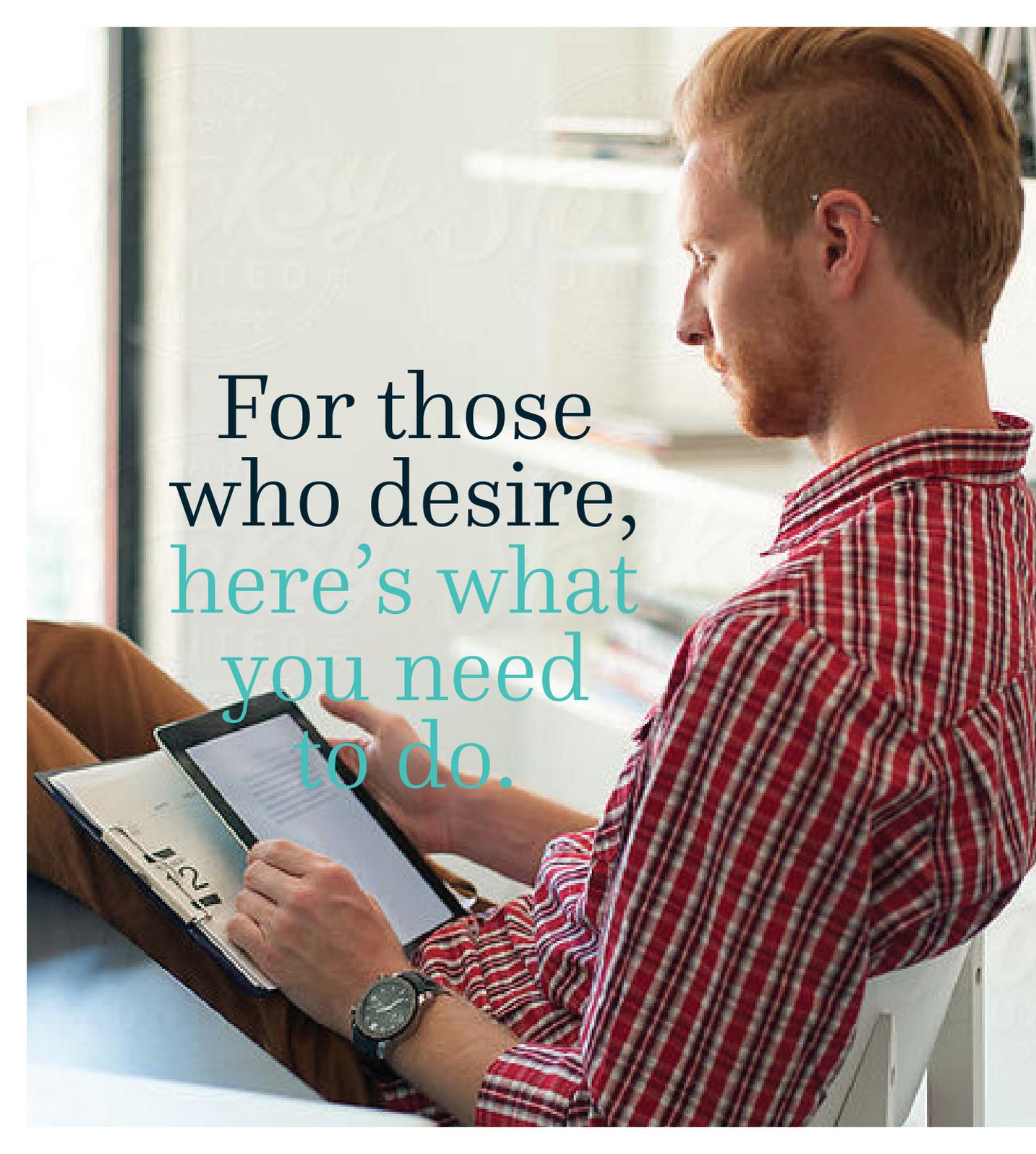
## Phase 3 Q2-Q4 2018

Collation of all surveys and data, creation of the digital platform, start of new education courses.

## Phase 4 Q4 2018

Application finalised and submitted to PSCA.





For those  
who desire,  
here's what  
you need  
to do.

### Phase 1 requires your action today:

1. Talk to your peers, contact your state REI, ask questions and find out more about the Real Estate Professional Pathway.
2. Participate in industry updates so that you can learn and understand the benefit of participating in the change.
3. Spread the word to other likeminded agents and start putting positive changes in place.
4. Take the first steps and complete the expression of interest application for Real Estate Professional recognition.

### Phase 2:

5. Commit to the new standards and ethics and put them into your standard operating procedures, policies and processes.
6. Undertake the recognition of prior learning bridging course or complete the additional units for the Diploma in property services.
7. Complete the formal application online and develop your personal profile and specialisation attributes.
8. Once approved commence your future Australian Real Estate Professional Career.

A person's hands are shown holding a smartphone, with the screen displaying text. The background is a blurred office setting with a clipboard and papers on a desk. The lighting is warm and focused on the phone.

Be part of  
the future.  
Register your  
interest  
online today.

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