

If I Were An Australian  
Real Estate Agent in 2014



Inman Connect -San Fran and NYC

58/31

“Real Estate Agents won’t be replaced by technology... they’ll be replaced by Real Estate Agents who effectively use technology...”

# 2014 >

- Most significant turning point in Australia's Real Estate Industries future is upon us.
- Industry losing control
- It's time for Action before its too late...

# Disintermediation..



Disintermediation

# Digital Agent?

If you knew that your Number 1 Competitor was going to go 100% Digital in the next 6 months, what would you do?



What I'd do...



#POD?



Anyone can load to a portal



## No More Excuses - Video it.. or Disappear

Every listing. Every Community. Every Staff Member. Every FAQ

[https://www.youtube.com/watch?v=EcD\\_nGv0tz4](https://www.youtube.com/watch?v=EcD_nGv0tz4)



✓



**NOTICE!**

***For your own safety!***

Please, Do Not Feed  
The Real Estate Agents!

Change the perception!  
...Immediately



Its no longer what 'the girl' does  
when she's finished her real work



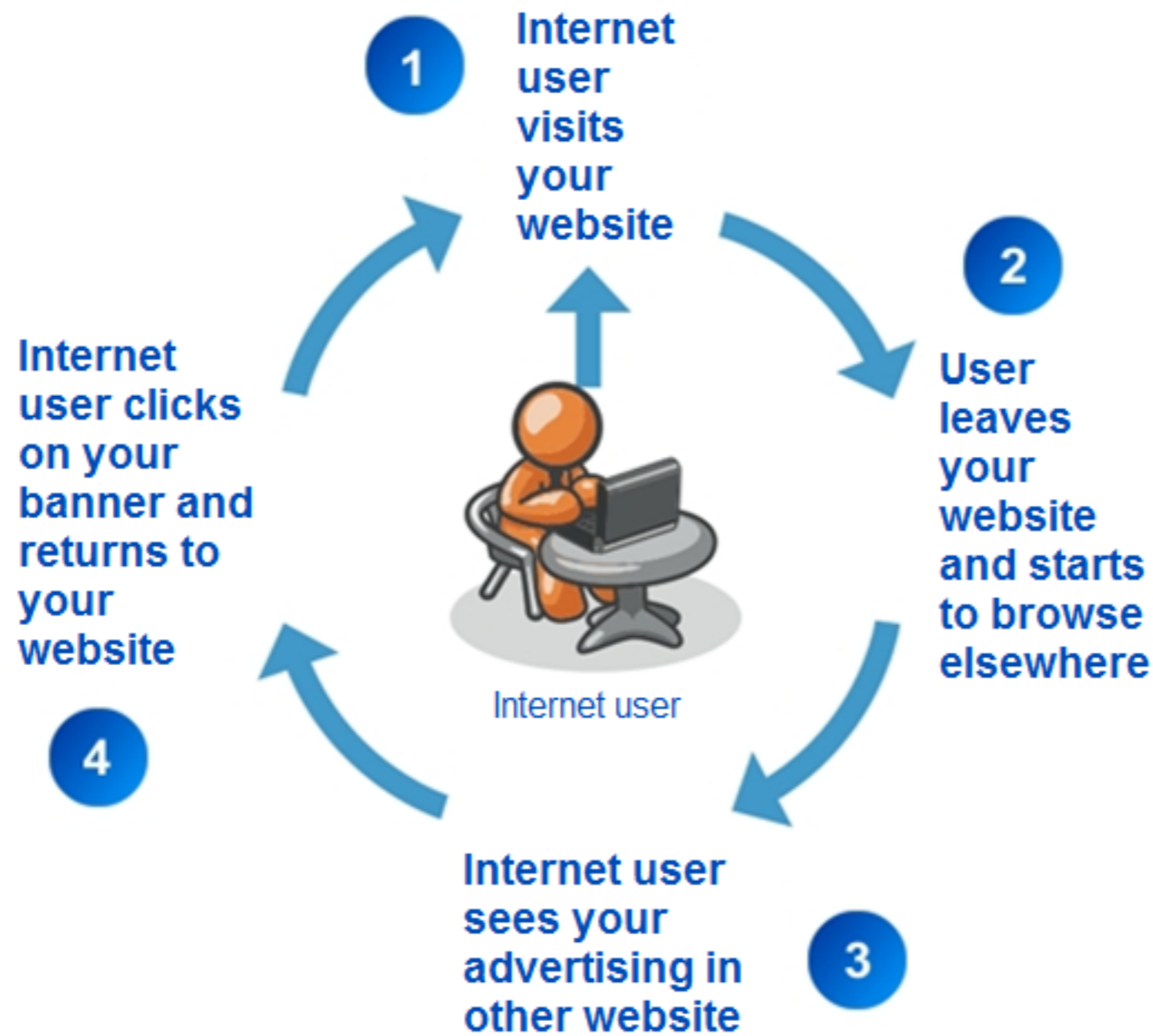
Pimp it - pimp it good!  
+5 more!





**WHY JUST MARKET**

**WHEN YOU CAN REMARKET?!!**





Install Live Chat! - Train your team.  
3 key questions



Its not about you...

# WHAT'S MY HOME WORTH?

Home

How It Works

View a Sample Report

Local Market Experts

Real Estate Institutes of Australia

## I'm Curious about the market?

Are you itching to find out your home's true market worth? What have other homes close by sold for? You're not alone. We can help. Use the simple form below to get started. It's easy, and it's free!

[I Want To Know!](#)



Brand Agnostic lead generation sites for every market

eg: [noosapropertyreport.com](http://noosapropertyreport.com)



Stop sending irrelevant crap!

If you're the business owner - Own this!



Less time chasing NEW..  
More time loving the ones you had!

REFERENCE 2012 BEST DATABASES

# BEST DATABASES

Librarians around the country tell us which databases made the grade  
By Savannah Schroll Cox

**Digital advances began** at the outset of the 21st century, and significantly eased the burden on researchers, who no longer needed to go to the stacks to see their research. Now, millions of articles, journals, documents, and books that have been preserved digitally are available online. Moreover, with digital support, such images and data are available for viewing at any time. Library automation developments are available to librarians who may not have access to the physical collection, and they are available to users of electronic journals, articles, and books. This is a significant step in the evolution of library services, and it is one that will continue to evolve in the future. The following are the top 10 best databases for 2012, as ranked by librarians in the Reference & Information Services section of the 2011 Survey of Librarians' Use of Reference & Information Services. See our list of contributors on page 38. Some of them will be familiar to you, but others may be new to you.

**NOT SMALL**

**Credo Reference**

**Credo** was the most popular choice for librarians in the 2011 Survey of Librarians' Use of Reference & Information Services. Credo Reference is a full-text, online reference service that provides access to a wide range of reference materials, including encyclopedias, dictionaries, and more. It is available in both print and digital formats, and it is accessible from a variety of devices, including smartphones and tablets. Credo Reference is a great choice for libraries that want to provide their patrons with a comprehensive, easy-to-use reference service. Credo Reference is available in both print and digital formats, and it is accessible from a variety of devices, including smartphones and tablets. Credo Reference is a great choice for libraries that want to provide their patrons with a comprehensive, easy-to-use reference service.



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**Sign up for Credo**  
**See more news**  
[www.credoreference.com](http://www.credoreference.com)

Annual Survey of Librarians' Use of Reference & Information Services. Credo Reference is a full-text, online reference service that provides access to a wide range of reference materials, including encyclopedias, dictionaries, and more. It is available in both print and digital formats, and it is accessible from a variety of devices, including smartphones and tablets. Credo Reference is a great choice for libraries that want to provide their patrons with a comprehensive, easy-to-use reference service.

to search and find the information you need. Credo Reference is a full-text, online reference service that provides access to a wide range of reference materials, including encyclopedias, dictionaries, and more. It is available in both print and digital formats, and it is accessible from a variety of devices, including smartphones and tablets. Credo Reference is a great choice for libraries that want to provide their patrons with a comprehensive, easy-to-use reference service.

**Find**

**Find** is a full-text, online reference service that provides access to a wide range of reference materials, including encyclopedias, dictionaries, and more. It is available in both print and digital formats, and it is accessible from a variety of devices, including smartphones and tablets. Find is a great choice for libraries that want to provide their patrons with a comprehensive, easy-to-use reference service.

Which is the best one? #jfdi

**The one you actually use!**






Best Listing Presso Ever

10,000 bits of crap?..

*Julia Escobar's  
Recipe of the Month*



**Julia Escobar**  
ProspectsPLUS!  
Business 800.287.5710  
*Collect them all!*

# Savory Sausage & Peppers

**Ingredients:**

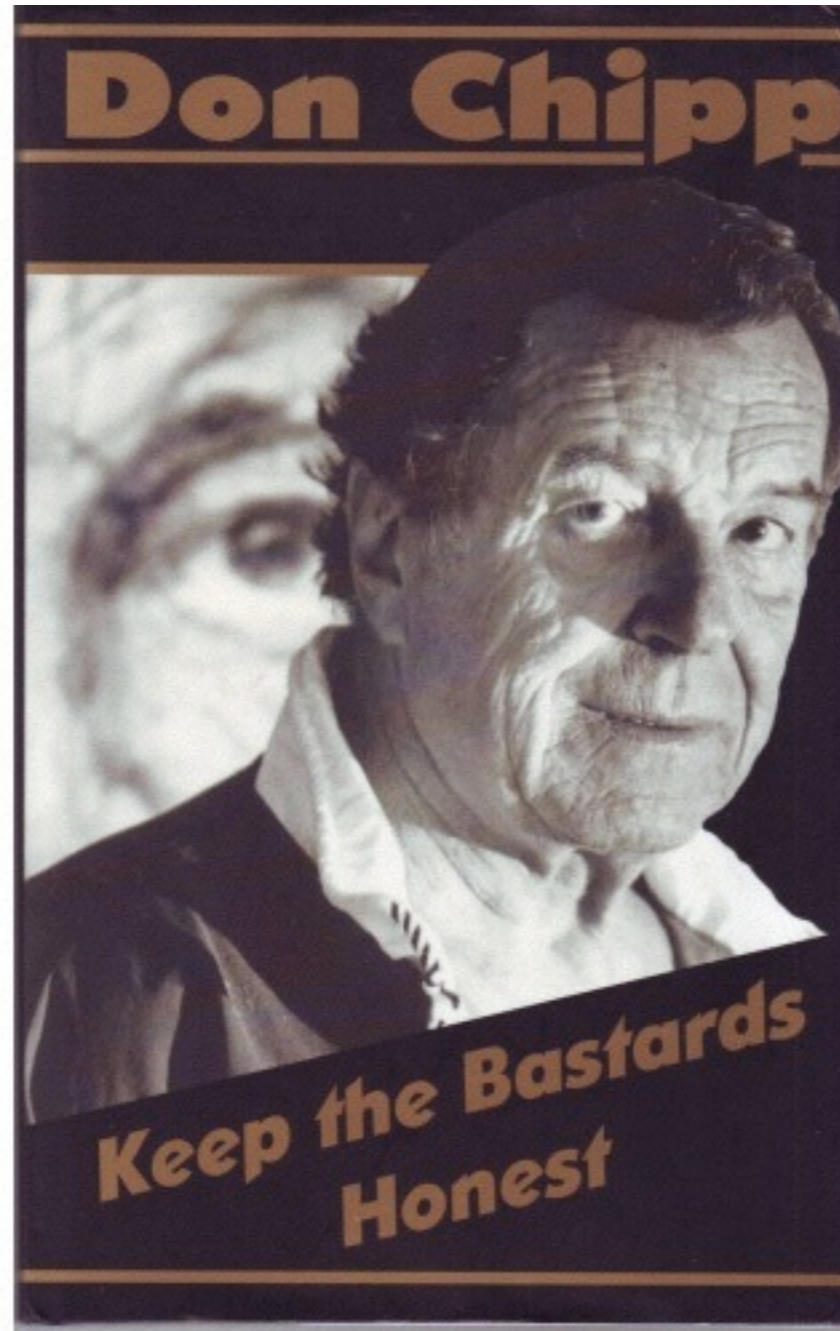
- 2 lbs. Italian sausage (sweet or hot)
- olive oil
- 1 tablespoon minced garlic
- 1 lb. fresh mushrooms, sliced
- 4 med. bell peppers, red, orange, yellow and green, seeded & sliced
- 1 large onion, sliced
- 1 cup red burgundy wine
- 1 (32 oz.) can sliced tomatoes (or 2 whole tomatoes, sliced)
- 1 cup grated cheese (romano or parmesan)

Steam sausage 10 to 15 minutes, remove from skillet, rinse skillet, add a small amount of olive oil and minced garlic. Cut sausage links into medium sized pieces. Brown and remove from skillet. Add peppers to skillet, stir quickly as peppers and onions cook fast. Sauté until onions are transparent. Add cup of red wine, scraping pan as you stir. Add tomatoes, salt and pepper to taste, add cheese and stir before serving. Place in a large bowl and top with a little extra grated cheese. Serve with Italian bread!

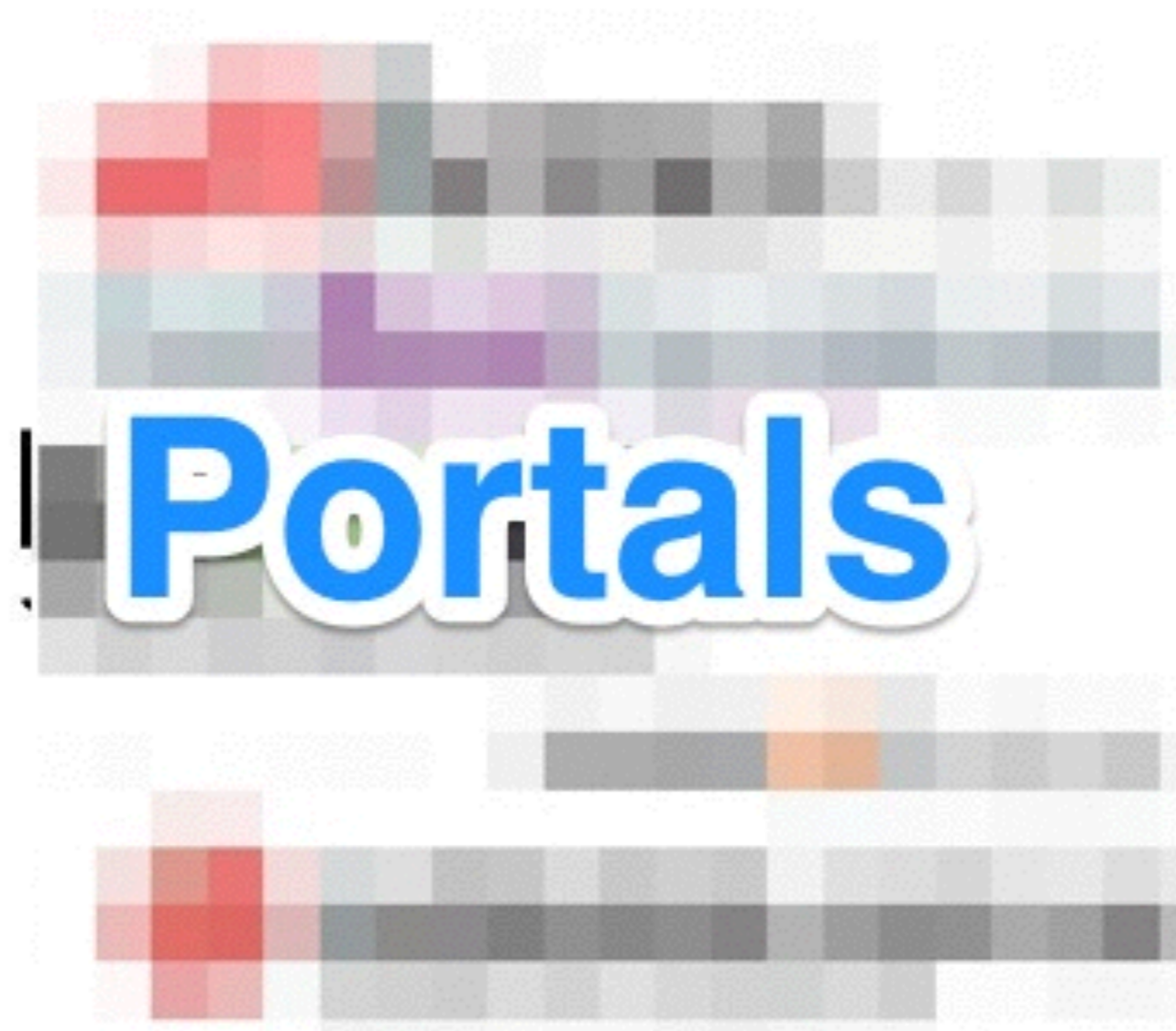
Really?..... They choose you for your  
banana cake recipes?



Be More Creative...



Support your Institutes!



I'd still support them.. ...all...  
But why does it have to be on Day 1?  
Reports of some Agents +30 days..



‘Upgrade’ Style Listings?

8 times the enquiry?.. 8 times the exposure?

Are the price hikes sustainable? Sellers don't think so..

# Social Media



Its no longer a 'fad' - Get to know it!



Get a coach!



- If I were a real estate agent in Australia in 2014, I'd certainly support a move for change, and I'd do it now...otherwise the industry you have today might not be yours in 2016.

But that's just what I'd do. You?



I am thatpeterbrewer.com

+61417630962

Questions?..

## Special November/December Training Offer

Offer only available to Elders Real Estate Members. Must be booked by lunch today.

**90 Minute 'In Office' Team Training Meeting \$650.00** +Travel outside

Bne Metro

- Peter will work with your team to develop your 'Online Strategy'
- Create a truly engaging social media content calendar.**
- Involve & engage your entire team in your 2015 Online Plan
- Break the shackles of the hungry Portals. Own your 'Online'**
- Sessions to be conducted in Nov/Dec 2014.



**Peter Brewer**

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Give Peter your business card to book your Offices session in

An Outstanding Presentation. An essential course for today's Realtors  
Shayne Gordon – Young RE  
Awesome! – One of the most relevant and hands on courses I have attended in years.  
Karen Herbert Position One Property Agents. Brisbane  
Peter's teaching style is very relaxed with his delivery of content extremely interesting. I would gladly attend another course hosted and presented by Peter  
Rob Hunt – Coldwell Banker Brisbane

your presentation style was great, relaxed and inclusive, the information easily understood and your help in putting together a plan for the way forward was clear and achievable. Gibson Barron



# Workshop

- What's your current online strategy look like?
- What's rocking for you?
- What could you do better?
- What's one thing you plan to put in place in 2014/15

20 Mins.. Go!