



WHEN IT COMES TO **SUCCESS**
THERE ARE NO SHORTCUTS.

Training Pathways

Education Made Easy

Harcourts Academy

Welcome to the Harcourts Academy

Our training is often regarded as setting the benchmark for the entire real estate industry.

The award-winning Harcourts Academy delivers relevant and accessible training for all levels of experience.

Outlined in this booklet are the training pathways available to your team and descriptions of each course or workshop.

To Register attendance:

- Login to HarcourtsOne
- Go to the “Event Calendar” on your dashboard
- Select the course or workshop you wish to attend
- Complete registration

The Non-Verifiable hours applicable to each course are outlined in this booklet but please note that they may be subject to change.

We look forward to working alongside you and your team to help lift sales performance and be the best brand the industry has to offer.

From the Academy Team

CONTENTS

Training Pathways Overview – Salespeople New To Harcourts	p1
Training Pathway – New To Harcourts – New Salesperson	p2
Training Pathway – New To Harcourts – Experienced Salesperson	p9
Training Pathway – Existing Harcourts Salesperson – Experienced	p15
Training Pathway – New To Harcourts – Personal Assistant	p20
Training Pathway – New To Harcourts – Office Administrator	p24

Training Pathways for Salespeople New to Harcourts

1. New to Harcourts – New Salesperson
2. New to Harcourts - Experienced Salesperson

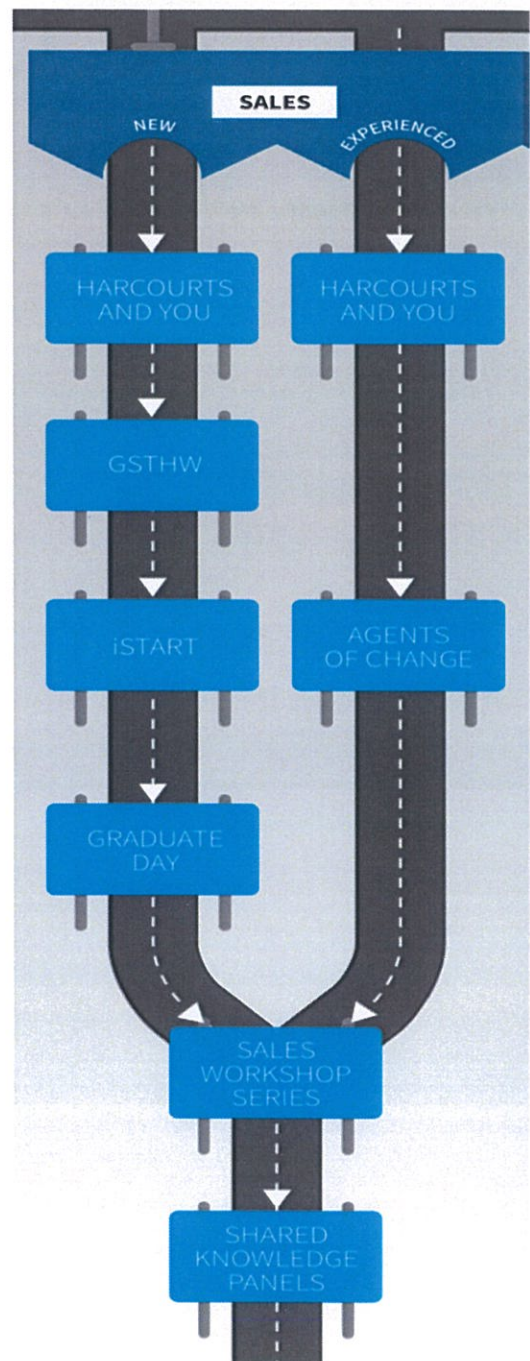
Training Pathways Education made easy.

Harcourts has long held the reputation for providing quality education for the continuous growth of our people and we are with you every step of the way.

Our training pathways allow you to tailor a training schedule by building a development plan for the year ahead.

We currently have training pathways designed specifically for Sales, Auction, and Leadership plus more on the way!

Set the foundation for your future growth, follow your pathway at your own pace and commit to your future success today.



Training Pathways

New to Harcourts – New Salesperson

1. Harcourts and You
2. Getting Started The Harcourts Way (GSTHW)
3. iStart Online
4. Graduate Day
5. Sales Workshops
6. Technology Workshops
7. Auction Workshop
8. From Bronze to Silver (90 minute workshops)
9. Shared Knowledge Panel
10. Business Booster Session

1. Harcourts and You

Duration: 3 hours

Cost: Complimentary

Welcome to Harcourts! This session has been designed to provide an in-depth introduction to Harcourts and what it means to be better in blue! This is an excellent opportunity to take a behind the scenes tour of each department and how they support you – training, marketing, communications, technology, e-business, finance, specialist divisions, events and recognition.

2. Getting Started The Harcourts Way (GSTHW)

Duration: 4 days

Cost: \$613.00 + GST (\$704.95)

Non-Verifiable Hours: 24



Target group is new to the industry sales consultants and their personal assistants or buyers agents.

What you will learn:

- To develop real estate success attitudes and strategies
- To run your own business planning and goal setting
- To generate leads for future business through consultative techniques
- To make superstar presentations and sales
- To build repeat and referral business through client management systems
- To develop skills for managing yourself and achieving life balance
- To maximise the benefits of Harcourts technology, communication and marketing tools for self-promotion, service and efficiency

3. iStart Online

Cost: \$52.25 + GST per year (\$60.00 GST incl)

Complimentary for attendees of GSTHW

Non-Verifiable Hours: 0

A self-paced 12 workshop programme for those new to real estate sales. iStart will help you create lifetime success in your real estate business. The programme requires self-commitment and a willingness to complete all practical activities. Throughout the programme we've provided real life examples that have worked for some of our most successful sales consultants. Let their experience guide you along your journey.

1. Qualifying Buyers
2. Showing Property
3. Open Homes
4. Lead Generation 1
5. Lead Generation 2
6. Personal Promotion
7. Closing the Sale
8. Negotiating a Sale
9. Listing Interview Preparation
10. The Listing Interview 1
11. The Listing Interview 2
12. Service to Sellers

4. Graduate Day

Duration: 9.00am – 4.30pm

Cost: Complimentary

Non-Verifiable Hours: 6

Graduate Day is an opportunity to celebrate your successes and discuss real world challenges based on your experience. Upon completion, you will have the focus, determination and self-confidence that will enable you to drive your business forward.

- Re-connect with your peers, share your experiences and learn from others.
- Review results from the field, plus your successes and challenges.
- Take a look at mindset and motivation to drive your business forward
- Learn about proactive behaviours and attitudes, reassess your commitment as well as setting goals and planning to succeed
- Review the core Harcourts systems, tools and resources, review the Harcourts systems, tools and resources you are currently utilising and identifying which ones you need to use more effectively or still need to implement into your business.

5. Sales Workshops

Duration: 3 hours
Cost: Complimentary
Non-Verifiable Hours: 3



A variety of up to date sales workshops which provide specialist knowledge in all areas of real estate sales.

Building Your Unique Brand

Bring your offline and online personal marketing inline. Discuss sales consultant websites, social media, search engine optimisation, content creation and effective ways to use video. There will also be a focus on online brand reputation, personal promotion and defining your unique point of difference within your marketplace.

#SocialSavvy

Are you looking for a more cost-effective way to get in front of potential clients? Searching for a better way to research and monitor what people are saying about your business and the real estate industry? Wanting to build trust and improve your online brand presence? If you are ready to turn your marketing up a level, then this workshop is a must to attend.

Control. Focus. Balance – Effective Time Management

We are in the decade of ultimate speed and effective time management is crucial. The pressure is on to work longer hours, to produce more, to provide more. Take an in-depth look at ways to manage ourselves, the time-pressures that we face and how to become more proactive rather than reactive in our work lives. Learn practical skills and habits of successful sales consultants such as prioritisation, finding balance, setting goals and planning to succeed.

Negotiation Skills

During every negotiation, it is not the strongest, smartest or most experienced person who will win. The result will always depend on each party's individual situation, timing and circumstances. This session looks at key aspects and strategies for making you a sensational influencer and negotiator.

Tech Tools for Sellers

Learn everything a sales consultant needs to know to about how to utilize our technology systems to streamline your effectiveness with sellers.

Examine your listing ability using our Harcourts Technology systems and tools such as eCampaign app, Our Promise, the Client Login and email marketing. We also examine the contact management processes available to you, using HarcourtsOne, eOne app and eOpen app.

Tech Tools for Buyers

Learn everything a sales consultant needs to know to about how to utilize our technology systems to streamline your effectiveness with buyers. Examine your consistency of service using our Harcourts Technology systems such as, email marketing, buyer matching and tracking and contact management using HarcourtsOne, eOne and eOpen apps.

6. Technology Workshops

Duration: 3 hours

Cost: Complimentary

Non-Verifiable Hours: 0



HarcourtsOne – Introduction

Drive your business forward with HarcourtsOne.

In this introduction session, you'll discover how to:

- Personalise and navigate HarcourtsOne for daily use
- Display a winning profile on harcourts.co.nz
- Structure your database to produce results
- Automatically stay in touch with your database
- Work buyers with ease and identify hot buyers
- Manage your listings through HarcourtsOne
- Secure more listings with the Client Login

HarcourtsOne Advanced

Designed to help sales consultants with a good working knowledge of the system to streamline their databases so they create business opportunities and maximise their individual branding/promotion.

- Advanced contact management – Advanced search options for buyer matching, setting up smart groups and using advanced report options
- Advanced listing search – Criteria, searches and reports
- Custom email marketing – creating your own, editable template and personalised “snippets” (images and text) and newsletters
- Hyperlinks – using hyperlinks and email links to add value/ drive business back to your website

Harcourts Apps

- **eOne, eOpen and eCampaign**

Cost: \$50.00 + GST per year each (\$57.50 GST incl)

Complimentary for attendees of GSTHW

Take your sales career to the next level with the Apple endorsed Harcourts apps – eCampaign, eOne and eOpen. This practical session will show you how to add value when carrying out listing presentations whilst using eCampaign, allowing you to close more listings and overcome fee objections. Find out how to manage your listings and open homes more efficiently and keep clients and buyers better informed with eOne and eOpen.

Build a Website

Duration: 6 hours

Cost: Complimentary

Non-Verifiable Hours: 0

Have you recently purchased a Harcourts website, or are you looking to maximise its value? This hands on workshop is designed for sales consultants and office administrators with existing websites to get them up and running, and looking good. Gather your testimonials, find the high quality images you want to showcase, and get ready to build your website with us. If you don't already have a website you can order one through HarcourtsOne in the Technology section in Products and Services, or phone the Business Operations Managers to find out more. Cost for Website: \$135.00 + GST per quarter (\$621.00 GST incl per year)

Getting Started with Facebook

Duration: 2 hours

Cost: Complimentary

Non-Verifiable Hours: 2

Who's on Facebook? And who's not. For those who aren't, the first thing you need to do is create an account. This workshop takes you through creating and populating a business facebook page, Scheduling posts, boosting posts, and running a facebook competition

7. Auction Programme

Duration: 9.00am – 4.00pm

Cost: Complimentary

Non-Verifiable Hours: 6



Successful Auction Campaigns

The exclusive Harcourts Auction Programme provides real estate professionals with the necessary skills, knowledge and resources to enable them to list and sell property successfully using the Auction method of marketing.

Topics Covered:

- The auction method of marketing property and why no-price marketing can be so successful
- Scripts to assist you with handling common seller concerns about auction
- The importance of the auction listing file and what it should contain
- How to identify components for bidders' packages and review high profile auction marketing plans
- How to work with buyers for auction and explain the benefits of the auction process to them
- Effective scripts for discussing price with buyers of no-price property
- How to handle offers prior to auction and hold buyer interest up until the auction day
- How to establish a strong working relationship and communicate effectively with sellers

8. From Bronze to Silver

Duration: 1.5 hours

Cost: Complimentary

Non-Verifiable Hours: 1.5

A series of 90 minute workshops to address the current market conditions and to help sales consultants take their business to the next level. Focussing on the “back to basics” of Real Estate that we need to be doing daily, and brilliantly.

Prospecting – it’s the big earner

“It’s the very rare sales consultant that consistently and proactively lead generates for new business for even one or two hours per day. But it is this small percentage of sales consultants that earn up the vast majority of all real estate commissions.”

Avoid the real estate roller coaster by generating leads each day. High-volume sales consultants don’t just service existing business and then start lead generating once they have closed the majority of their transactions. Instead, they block out time to do something each business day that gets them closer to earning a new client. This workshop looks at how to prospect “by design” rather than “by default”, to get your business really booming.

Listing in Competition

From initial call to listing time, you are being evaluated. People do business with people they like and trust – so how do we make this effective when securing a listing?

Each point of contact, piece of marketing and component of your presentation needs to be exceptional.

This session looks at what it is that makes a sales consultant stand out from the crowd, how to build trust and how to establish “you” as the expert they need to work with for the sale of their property.

Vendor Paid Advertising – Perfect Your Pitch

When looking at your own business – is it easier to increase your income by finding completely new listings ... or by increasing your profile and commission from generating premium results for your existing vendors? This session takes a look at your current VPA pitch and the components that are needed to help you secure VPA every time.

Topics covered are: Why we ask for VPA, Components of effective marketing, Measurability, How to Ask, Handling Objections and Perfecting Your Presentation for VPA.

Defend Your Fee

In a market where there is fierce competition for listings you need all the tools and skills for protecting your fee. This session looks at strategies and Harcourts resources available to assist in demonstrating your value when being challenged to reduce your fee. The activities and services that you provide for an exclusive listing are extensive and it is important to know these and be able to convey their value.

Take a look at why the cheapest sales consultant is usually the most expensive... and how to convey this when handling objections to your fee.

9. Shared Knowledge Panel

Duration: From 1-3 hours

Cost: Complimentary

Non-Verifiable Hours: 1-3 hours

Our most successful team members are also our most generous when it comes to sharing what they do with others. The Shared Knowledge programme is a series of Question and Answer sessions where we ask a panel of Harcourts top performing sales consultants to share their knowledge.

Shared Knowledge panels usually comprise of 3 to 4 panelists who will each speak briefly on a selected topic, before the facilitator opens up to questions from the floor.

10. Business Booster Session

Duration: From 1 to 1.5 hours

Cost: Complimentary

Non-Verifiable Hours: 1-1.5 hours



A high quality session before the Quarterly Awards covering topics relevant to current market changes or conditions. Guest speakers, or a panel, share with you knowledge and tips on how to grow your business and achieve personal bests.

Training Pathways

New To Harcourts – Experienced Salesperson

1. Harcourts and You
2. Agents Of Change
3. Sales Workshops
4. Technology Workshops
5. Auction Workshop
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Duration: 3 hours

Cost: Complimentary

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2. Agents of Change

Are you an experienced sales person, new to our brand?

Needing help understanding what we have and where to find it all?

If so, then this 'Harcourts on a plate' showcase, is a must to attend!

This induction to sales "The Harcourts Way" will set you up with a comprehensive overview of our latest Harcourts systems, tools and resources available to assist you with building a powerful business within the Harcourts brand.

- Prospecting
- Listing Property
- Client Service
- Marketing
- Buyer Matching and Tracking
- Self Management

3. Sales Workshops



Duration: 3 hours
Cost: Complimentary
Non-Verifiable Hours: 3

A variety of up to date sales workshops which provide specialist knowledge in all areas of real estate sales.

Building Your Unique Brand

Bring your offline and online personal marketing inline. Discuss sales consultant's websites, social media, search engine optimisation, content creation and effective ways to use video. There will also be a focus on online brand reputation, personal promotion and defining your unique point of difference within your marketplace.

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4. Technology Workshops

Duration: 3 hours

Cost: Complimentary

Non-Verifiable Hours: 0



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Cost: \$50.00 + GST per year each (\$57.50 GST incl)

Complimentary for attendees of GSTHW

Take your sales career to the next level with the Apple endorsed Harcourts apps – eCampaign, eOne and eOpen. This practical session will show you how to add value when carrying out listing presentations whilst using eCampaign, allowing you to close more listings and overcome fee objections. Find out how to manage your listings and open homes more efficiently and keep clients and buyers better informed with eOne and eOpen.

Build a Website

Duration: 6 hours

Cost: Complimentary

Non-Verifiable Hours: 0

Have you recently purchased a Harcourts website, or are you looking to maximise its value? This hands on workshop is designed for sales consultants and office administrators with existing websites to get them up and running, and looking good. Gather your testimonials, find the high quality images you want to showcase, and get ready to build your website with us.

If you don't already have a website you can order one through HarcourtsOne in the Technology section in Products and Services, or phone the Business Operations Managers to find out more.

Cost for Website: \$135.00 + GST per quarter (\$621.00 GST incl per year)

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Duration: 2 hours

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Who's on Facebook? And who's not. For those who aren't, the first thing you need to do is create an account. This workshop takes you through creating and populating a business facebook page, Scheduling posts, boosting posts, and running a facebook competition

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- How to establish a strong working relationship and communicate effectively with sellers

6. From Bronze to Silver

Duration: 1.5 hours

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A series of 90 minute workshops to address the current market conditions and to help sales consultants take their business to the next level. Focussing on the “back to basics” of Real Estate that we need to be doing daily, and brilliantly.

Prospecting – it’s the big earner

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Existing Harcourts Salesperson – Experienced

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2. Technology Workshops
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1. Sales Workshops

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2. Technology Workshops

Duration: 3 hours

Cost: Complimentary

Non-Verifiable Hours: 0



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Duration: 6 hours

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Non-Verifiable Hours: 0

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3. Auction Workshop

Duration: 7 hours

Cost: Complimentary

Non-Verifiable Hours: 6

Successful Auction Campaigns (9am – 4pm)

The exclusive Harcourts Auction Programme provides real estate professionals with the necessary skills, knowledge and resources to enable them to list and sell property successfully using the Auction method of marketing.

Topics Covered:

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Scripts to assist you with handling common seller concerns about auction
The importance of the auction listing file and what it should contain
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How to work with buyers for auction and explain the benefits of the auction process to them
Effective scripts for discussing price with buyers of no-price property
How to handle offers prior to auction and hold buyer interest up until the auction day
How to establish a strong working relationship and communicate effectively with sellers

4. From Bronze to Silver

Duration: 1.5 hours

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Topics covered are: Why we ask for VPA, Components of effective marketing, Measurability, How to Ask, Handling Objections and Perfecting Your Presentation for VPA.

Defend Your Fee

In a market where there is fierce competition for listings you need all the tools and skills for protecting your fee. This session looks at strategies and Harcourts resources available to assist in demonstrating your value when being challenged to reduce your fee. The activities and services that you provide for an exclusive listing are extensive and it is important to know these and be able to convey their value.

Take a look at why the cheapest agent is usually the most expensive... and how to convey this when handling objections to your fee.

5. Shared Knowledge Panel

Duration: From 1-3 hours

Cost: Complimentary

Non-Verifiable Hours: 1-3 hours

Our most successful team members are also our most generous when it comes to sharing what they do with others. The Shared Knowledge programme is a series of Question and Answer sessions where we ask a panel of Harcourts top performing sales consultants to share their knowledge.

Shared Knowledge panels usually comprise of 3 to 4 panelists who will each speak briefly on a selected topic, before the facilitator opens up to questions from the floor.

6. Business Booster Session

Duration: From 1 to 1.5 hours

Cost: Complimentary

Non-Verifiable Hours: 1-1.5 hours

A high quality session before the Quarterly Awards covering topics relevant to current market changes or conditions. Guest speakers, or a panel, share with you knowledge and tips on how to grow your business and achieve personal bests.



Training Pathways

New To Harcourts – Personal Assistant (PA)

1. Harcourts and You
2. PA Programme
3. Technology Workshops
4. From Bronze to Silver (90 minute workshops)
5. Shared Knowledge Panel
6. Business Booster Session

1. Harcourts and You

Duration: 3 hours

Cost: Complimentary

Welcome to Harcourts! This session has been designed to provide an in-depth introduction to Harcourts and what it means to be better in blue! This is an excellent opportunity to take a behind the scenes tour of each department and how they support you – training, marketing, communications, technology, e-business, finance, specialist divisions, events and recognition. Attendees receive a Harcourts Tie or Scarf, plus lapel pin.

2. PA Programme

Duration: 6 hours

Cost: Complimentary

This course is designed to build confidence in interacting with consultants, clients and team members. Participants will be shown how to use the Harcourts Technology suite of products more effectively in your day-to-day roles.

Course Content

- Defining the Role
- Typical Day
- Working with the Agent
- What can go Wrong
- Harcourts Technology- what is available to you

3. Technology Workshops

Duration: 3 hours

Cost: Complimentary

Non-Verifiable Hours: 0

HarcourtsOne – Introduction

Drive your business forward with HarcourtsOne.

In this introduction session, you'll discover how to:

- Personalise and navigate HarcourtsOne for daily use
- Display a winning profile on harcourts.co.nz
- Structure your database to produce results
- Automatically stay in touch with your database
- Work buyers with ease and identify hot buyers
- Manage your listings through HarcourtsOne
- Secure more listings with the Client Login

HarcourtsOne Advanced

Designed to help sales consultants with a good working knowledge of the system to streamline their databases so they create business opportunities and maximise their individual branding/promotion.

- Advanced contact management – Advanced search options for buyer matching, setting up smart groups and using advanced report options
- Advanced listing search – Criteria, searches and reports
- Custom email marketing – creating your own, editable template and personalised “snippets” (images and text) and newsletters
- Hyperlinks – using hyperlinks and email links to add value/ drive business back to your website

Harcourts Apps

- eOne, eOpen and eCampaign

Cost: \$50.00 + GST per year each (\$57.50 GST incl)

Complimentary for attendees of GSTHW

Take your sales career to the next level with the Apple endorsed Harcourts apps – eCampaign, eOne and eOpen. This practical session will show you how to add value when carrying out listing presentations whilst using eCampaign, allowing you to close more listings and overcome fee objections. Find out how to manage your listings and open homes more efficiently and keep clients and buyers better informed with eOne and eOpen.

Build a Website

Duration: 6 hours

Cost: Complimentary

Non-Verifiable Hours: 2

Have you recently purchased a Harcourts website, or are you looking to maximise its value? This hands on workshop is designed for sales consultants and office administrators with existing websites to get them up and running, and looking good. Gather your testimonials, find the high quality images you want to showcase, and get ready to build your website with us.

If you don't already have a website you can order one through HarcourtsOne in the Technology section in Products and Services, or phone the Business Operations Managers to find out more.

Cost for Website: \$135.00 + GST per quarter (\$621.00 GST incl per year)

Getting Started with Facebook

Duration: 2 hours

Cost: Complimentary

Non-Verifiable Hours: 0

Who's on Facebook? And who's not. For those who aren't, the first thing you need to do is create an account. This workshop takes you through creating and populating a business facebook page, Scheduling posts, boosting posts, and running a facebook competition

4. From Bronze to Silver (90 minute workshops)

Duration: 1.5 hours

Cost: Complimentary

Non-Verifiable Hours: 1.5



A series of 90 minute workshops to address the current market conditions and to help sales consultants take their business to the next level. Focussing on the “back to basics” of Real Estate that we need to be doing daily, and brilliantly.

Prospecting – it's the big earner

“It's the very rare sales consultant that consistently and proactively lead generates for new business for even one or two hours per day. But it is this small percentage of sales consultants that earn up the vast majority of all real estate commissions.”

Avoid the real estate roller coaster by generating leads each day. High-volume sales consultants don't just service existing business and then start lead generating once they have closed the majority of their transactions. Instead, they block out time to do something each business day that gets them closer to earning a new client. This workshop looks at how to prospect “by design” rather than “by default”, to get your business really booming.

Listing in Competition

From initial call to listing time, you are being evaluated. People do business with people they like and trust – so how do we make this effective when securing a listing?

Each point of contact, piece of marketing and component of your presentation needs to be exceptional.

This session looks at what it is that makes a sales consultant stand out from the crowd, how to build trust and how to establish “you” as the expert they need to work with for the sale of their property.

Vendor Paid Advertising – Perfect Your Pitch

When looking at your own business – is it easier to increase your income by finding completely new listings ... or by increasing your profile and commission from generating premium results for your existing vendors? This session takes a look at your current VPA pitch and the components that are needed to help you secure VPA every time.

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5. Shared Knowledge Panel

Duration: Up to 3 hours

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Non-Verifiable Hours: Up to 3 hours

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Training Pathways

New To Harcourts – Office Administrator (OA)

- 1. Harcourts and You**
- 2. OA Programme**
- 3. Technology Workshops**

1. Harcourts and You

Duration: 3 hours

Cost: Complimentary

Welcome to Harcourts! This session has been designed to provide an in-depth introduction to Harcourts and what it means to be better in blue! This is an excellent opportunity to take a behind the scenes tour of each department and how they support you – training, marketing, communications, technology, e-business, finance, specialist divisions, events and recognition. Attendees receive a Harcourts Tie or Scarf, plus lapel pin.

2. OA Programme

Duration: 6 hours

Cost: Complimentary

For both new and experienced Office administrators.

Join this fun and insightful session to learn about the day to day tasks as an OA and meet other OA's in the network.

- Best practice methods
- Communicating effectively
- Handling complaints
- Job description and responsibilities
- Support your team through the appraisal to settlement process (in H1 and externally)
- HarcourtsOne (H1) tools and resources
- Configuration and staff setup (H1)
- Health and Safety compliance
- Google for places business listing
- Social media
- Time management

3. Technology Workshops

Duration: 3 hours

Cost: Complimentary

Non-Verifiable Hours: 0



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Build a Website

Duration: 6 hours

Cost: Complimentary

Non-Verifiable Hours: 0

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Harcourts Academy Locations

Auckland

Level 1, 7-9 Alpers Ave
Newmarket, 1023
Auckland
P 09 520 5569

Wellington

Level 1, 54-56 Cambridge Terrace
Te Aro
Wellington
P 04 472 6209

Christchurch

12 Hazeldean Road
Addington
Christchurch
P 03 348 8784