

The Plan

For Your Future at Harcourts Team Group



0800 REAL ESTATE

Harcourts
www.teamharcourts.co.nz

Welcome to Harcourts Team Group

Not all real estate companies are created equal.

Harcourts Team Group is based in Paremata, Wellington with local owners who have more than **100** years' experience in the industry.

All our offices have qualified managers who are rewarded on the performance of the sales consultants whom they support. Our team does not compete with you, but is single-minded in supporting YOU.

Please take the time to read through this booklet and keep it as a handy quick reference guide as you orientate yourself into both real estate and Harcourts Team Group.

We have built our infrastructure to support you, from our locally based, no-charge marketing team, our finance team and above all our management team lead by our Group General Manager. If you have a question, it is our job to answer it, ensuring that you have the right advice and support and truly operate within the Team Group.

NO OTHER company is that supportive, responsive and easy to deal with.

Choosing the best.... Harcourts Team Group and YOU.

Global reach and local strength

Harcourts operates in 10 countries with more than 7400 team members in New Zealand, Australia, China, Fiji, Hong Kong, Indonesia, South Africa, Dubai, Canada and the United States of America.

Locally, the Team Group operates in Taihape, Palmerston North, Feilding, Foxton, Levin, Otaki, Waikanae, Paraparaumu, Paremata, Khandallah, Wellington, Eastbourne, Lower Hutt and Upper Hutt and has associates in Wainiomatica, Tawa, Johnsonville, Greytown, Martinborough and Masterton.

No other real estate brand has a referral and support network like this.

YOUR local management team



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Culture, recognition and support

Our culture

Harcourts boasts an uncompromising culture focused on people. Whilst hard to quantify, our culture is the single most given response when members of Harcourts Team Group are asked why they joined and remain with the company. This is closely followed by our training, our support - and the fact that owners of the business actually work in the business - and a management team that works in the offices supporting our team.

Our values

We have four key pillars that support our business. They guide our decision-making, our behaviour and our attitudes. Not only do they contribute to creating unforgettable client experiences, but they also determine how members of the team work together and creates an environment in which everyone is determined to assist and support each other.

These pillars are the foundations of Harcourts culture and are the key drivers in both growth and retention.

Harcourts attracts outstanding people, which, supported by our second-to-none training, guidance and mentoring ensures that our sales consultants succeed.

**PEOPLE FIRST
BEING COURAGEOUS**

**DOING THE RIGHT THING
FUN AND LAUGHTER**

Events and recognition

Personal achievements deserve to be celebrated and at Harcourts Team Group we are quick to recognise victory. After all, success breeds success. Through regional, national and international award events, industry publications and an internal awards structure, we make sure our people have the opportunity to shine.

The annual Harcourts Conference is a fantastic opportunity to highlight both individual and company triumphs. The conference is an outstanding event that includes international keynote speakers and our top performers, combined with networking opportunities and our annual black tie awards dinner. For recognising and celebrating the people who make up this great company, this is the must-attend event of the year. (refer to the section on our conference)

Harcourts.me

Harcourts Team Group has its own intranet (an internal website accessible only to our sales consultants, office administration and management teams) which is specifically designed to provide information and communicate as clearly as possible, whenever you need it.



Support, technology and training

Our support

A career in real estate is one of the most rewarding careers you can choose. Harcourts has a very clear strategy around working with our new sales consultants to help them build their business plans. All of our offices have full time managers who do not sell. They are rewarded on your performance, on helping you achieve your goals and defining your success.

Our training

Harcourts is regarded in the real estate industry as delivering the best training in New Zealand. We have a full-time training academy based in Wellington with a training team dedicated to ensuring that you are provided with the best training, and guidance which is supported back in your offices by our management team. We also provide ongoing training in every aspect of your real estate career, from understanding such issues such as building material identification, how to grow your business through social media, how to write a business plan, your own financial plan and how to manage your time to maximise your income whilst still ensuring that you have time for you and your family. Nobody offers the complete training, guidance and mentoring programme that Harcourts does.

Our technology

Harcourts has a complete range of technology that enables you to save you time, maximise your income and simplifies your business. Harcourts is the only real estate business globally to be recognised by Apple™ as providing a range of apps that are simply the best available. Couple this with the real estate brand website with the most hits of any brand in the country and an internal intranet site, Harcourts.me, which provides you with simple, clear and real-time information to help you grow your business faster and more easily. All at no cost to you as a sales consultant.

Our support material

Harcourts has developed a wide range of marketing material designed to provide our sales consultants, our vendors and our buyers with clear and accurate information to help everybody make the best real estate decisions. These brochures are available in print and digital formats (via our Harcourts.me intranet site) at no cost. We constantly update these brochures to keep them fresh looking, current and up to date with market trends. No other real estate company in New Zealand offers the range, the quality and professionalism to support our team that we do.

Our management style

Harcourts Team Group is owned by locally based real estate agent who work actively in the business every single day. We operate from a head office in Paremata with a support team comprising finance, administration, legal and marketing support all dedicated to assisting our sales consultants in every single aspect of their business. Nobody else offers the level of support that Team Group offers.

Marketing team

In our head office in Paremata, we have a team of marketing and graphic design specialists who are available at any time to work with you and build individual marketing packages to assist you to build your business. This is a free service to our sales consultants and is designed to make you stand out from the crowd and enable you to focus on growing your business and delivering your success story.

You will need

Organisational skills
Systems understanding
Maturity (not necessarily age-related)
Social skills
Good social network
Sales temperament
Vitality
Commitment
Perserverance
Family support
Financial stability
Career experience
Sales knowledge

Our difference for you

Superior training (upfront and lifetime)
World class technology (apple.com)
Personalised induction and mentoring
Marketing available locally to support you
Culture of inclusion, support and belonging
Local business owners 'coach the business'
Managers to support and not compete
Commitment to your success
Head office locally
100% locally owned and managed
Most trusted brand four years in a row
Discounts for you using our buying power
Depth of industry (commercial, rural, residential and rentals)
Career opportunities to develop and grow



Real estate: what is it all about?



MANAGING

Advertising
Handling enquiries
Open homes
Vendor contact

NEGOTIATING SKILLS

Negotiation skills
Legal/documentation

DATABASE MANAGEMENT

After-sales service
Ongoing communication

WORKING BUYERS

Handling enquiries
Buyer/property matching
Showing property
Pricing

PROSPECTING

Vendors (new listings)
Buyers (assist search)
Managing database
Promoting business
Door-knocking

LISTINGS/PITCHING

The job interview
The property
Price range
Method of sale
Marketing plan
Fees
The 'pick me' factor

PLANNING

Annual plan
Regular manager reviews
Daily activities

APPRAISALS

The vendor
The property

Training summary

Training is a cornerstone of the Harcourts Team Group of Companies, and we offer extensive ongoing training in all aspects of real estate to ensure that you are not only fully up to date with the legal requirements of the real estate industry, but also are aware of changes that may affect you.

The overview of your initial 12 months training with Harcourts Team Group is summarised below:
(You can attend any of these courses at any time in your Harcourts career at no charge.)

1. National Certificate in Real Estate (Salesperson Level 4)

The Academy 4/2/8 Programme is your KICK START to Harcourts (1 programme over fifteen sessions)

2. Harcourts Academy – Getting Started the Harcourts Way (four-day COMPULSORY course) **

Six Weeks later you will attend the course below (which run together i.e. three consecutive days)

2a First 30 days in the field (Quick Start Programme)

This course runs over eight weeks, typically on a Monday and Friday afternoon, and last for around two hours and is conducted by our Team Group CEO at Team Group Head Office and covers the following topics:

1. Introduction, Prospecting and getting the best from your time
2. Buyers – How to manage them to best effect
3. Prospecting – Doing it the right way
4. Appraisals – The best way
5. Presentations – Making them count against competition
6. Negotiation – How to do it well
7. Auctions – Why they create a premium price for vendors
8. Planning – To maximise your effectiveness, accountability and list of important things to do

2b Harcourts Academy – Harcourts and You Day (one-day COMPULSORY course)**

2c Harcourts Academy – Agents of change (two-day COMPULSORY course)**

Within the one-day Harcourts and You Day and the two-day ‘Agents of change’ you will learn about:

- The history of Harcourts and how our heritage can work for you
- Harcourts One (including database creation and email marketing)
- Property Smarts (online property information tool)
- Harcourts Apps (eOne, eCampaign and eOpen)

THE TOTAL COST OF THE FOUR-DAY (GETTING STARTED THE HARCOURTS WAY), ONE-DAY (HARCOURTS & YOU), TWO-DAY (AGENTS OF CHANGE) AND THE FIRST 30 DAYS IN THE FIELD IS \$750.00, INCLUDING GST.

AS A HARCOURTS TEAM GROUP CONSULTANT, YOU ARE ABLE TO REPEAT ANY OF THE ABOVE COURSES AT ANY TIME

VERIFIABLE TRAINING (10+10 Continuing Education)

As required under the REAA 2008, you must complete 10 hours of verifiable training annually. This is mandatory for all licenced sales consultants in the industry. The topic set by the REAA for 2016 is Professional Competence and Ethics, your manager will work with you to complete this ten-hour module. Details of the online programme are covered in [Harcourts.Me\(Training\)](#).

NON-VERIFIABLE TRAINING (10+10 Continuing Education)

As required under the REAA 2008: You must also complete 10 hours or non-verifiable training annually. This is also mandatory for all licenced sales consultants. Harcourts Team Group runs regular training sessions to ensure that you complete your 10 hours non-verifiable training. Topics include:

- Taking part in educational components of the industry and Harcourts conferences (including mini conferences)
- In-house training provided by agencies that is not focused on the in-house system
- Information technology (IT) courses
- Sales, marketing or listing training by third-party providers
- Property management training courses – both commercial and residential
- Studying towards or completing continuing education for relevant trades such as architecture, building or building inspection, electrical engineering, engineering, plumbing or surveying.

Verifiable and non-verifiable training (10+10 Continuing Education) is COMPULSORY for ALL Real Estate Consultants by law under the REAA 2008

Harcourts conference adds real value

STRETCH



The Harcourts Conference gets you out of your **comfort zone**. Sure, it's comfortable in your comfort zone, but comfortable doesn't always help you to expand your experience, or expand your business. By stepping out of your comfort zone every once in a while, you open yourself up to new experiences and new connections and get the chance to learn and grow which can significantly help you both personally and professionally.

LEARN



You'll learn heaps. It might go without saying, that a huge part of the Harcourts Conference is the chance to learn new things but you'd be surprised at just what you can learn. Everyone from first-year consultants to industry icons have commented just how much they've taken away from previous Harcourts Conferences. Each year we work hard to ensure that we deliver something for everyone. From inspiring and industry leading speakers, to tailored workshops, and even the chance to learn from your peers, there's a lot to be learned from your Harcourts Conference. We provide clear elements to take away and implement in your business to add to your success.

INSPIRE



You'll meet like-minded people. There's something energising about being in a room with hundreds of people who are in or have been in your shoes. The Harcourts Conference gives you access to the great Harcourts team from across the country, and you can learn from others who are on the same page as you, or even help others to problem-solve. The Harcourts Conference also gives you the chance to make connections with a range of our business partners who can help you in any areas of your business. One of the many strengths of the Harcourts Group is that we negotiate better prices for you on many of the necessities of your real estate business.

CONNECT



You connect with industry thought leaders. You will have the opportunity to talk directly to world-class guest speakers. These people have an amazing depth of industry knowledge and are always willing to share what works for them and how they built and are building strong businesses when facing competition on all fronts. These people truly help you focus on what is important, not urgent, what is powerful and what keeps you being focused on your business and life plans.



You'll reset. Sometimes it just takes a moment to get away from our daily routines to really take a step back and properly assess our business. By taking a couple of days out of your week, once a year, your giving yourself the chance to hit that reset button to look at your business from a different angle and utilise all the great ideas that you pick up at a Harcourts Conference to truly go back with a plan to work 'at' your business, not just work 'in' it.

NETWORK



That all important face-to-face contact. Sure, these days there's a lot of information available at the click of a button, but the value of face-to-face interaction is still invaluable. We have many examples of how building new relationships and enhancing old ones has been one of the top five reasons why the successful sales consultants come back year after year. The Harcourts referral network is second to none in New Zealand and can provide you with leads, with support and with ideas all aimed at helping you grow while at the same time enabling you to have fun.

VALUE



It adds value to your business. Value is one of those things that is almost invariably thought of as cost. Harcourts Conferences are about building you up, giving you focus, making you more powerful and enabling you to be better in your market. Think about what can happen. If you pick up one idea that turns into one new listing, one additional sale or even how to improve your commission rate, where is the value equation for that? We spend much of our day highlighting to our vendors just how the fee is not as important as the superb result that we can get for you. Think of the investment in Harcourts Conference in the same light and you will be amazed at the return on your investment. Harcourts Conferences add real value not only to your business, but also to you as an individual.

FUN



You will have FUN! One of the key pillars of our business is Fun and laughter. At Harcourts conferences you will have fun, from the themed networking functions to the huge black tie awards galas, that celebrates the successes in the group, and the amazing high-energy speakers and performances, you will benefit from a career boosting event built on fun and laughter, learning and motivation.

Facts about our business

Biggest referral network in the whole region

Harcourts has over 335 agents working in THIS territory to deliver a referral network that simple no other franchise can offer

Largest real estate company in New Zealand – now global

Harcourts has over 5200 sales consultants in 10 countries to give you a global referral network

Only brand with one company – Wellington to Taihape

With one business with one local management and leadership team locally, we provide you with leads and referrals

Number one market share – our target in your region

Our local team is growing. With our technology, training, support, lead generation and marketing, we aim to have number one market share

Management in your office to support and drive you

Harcourts has over 335 agents working in this territory to deliver a referral network that simple no other franchise can offer; we they don't compete with you

Branding to build your business

The Harcourts brand is fresh, colourful yet a powerful reminder of our heritage. We have a FREE local marketing team to help you brand your business

Dedicated local training facility to train you at your speed

Our local training facility is designed to provide you with the latest training, guidance and support as and when you need it

Free business planning with you to help you every day

Harcourts has over 335 agents working in THIS territory to deliver a referral network that simple no other franchise can compete with

The undisputed best technology in the industry

Harcourts is the only brand globally to be recognised by Apple™ as being 'Best of Breed'. No other brand has ever achieved this

A marketing team at your disposal to build your brand

Team Group has a full-time marketing team locally to help you design, project and enhance your brand

Harcourts is simply the most trusted brand in the industry

For four years in a row we have been voted by our customers* to be the most trusted brand in the whole industry for the whole of New Zealand (*Readers Digest)

Local ownership, leadership, and support for you every day

Harcourts is locally owned, run, managed and supported. We live and breathe the business and are here to help you when you need it

The best intranet free 24/7 to help you when you need it

Harcourts.me is our own intranet chock full of ideas, promotional support and information for you 24/7 when you need it most

The biggest online presence of any brand in the whole country

Harcourts.co.nz is the biggest online real estate website of any brand in the whole country)

Tender or auction. We are experts in all sales methods

We simply call more auctions than any other brand plus we give you free auction managers to help you secure and manage the listings

World-class marketing material to support you at no cost

Team Group has developed a range of brochures and online marketing to assist you on just about every topic and they are all free

Business philosophy

Putting people first by:

- treating people the way we would like to be treated
- listening to our customers, being pro-active and working together to find the solution that will produce the best result
- looking out for each other
- building strong, lasting relationships
- going the extra mile for our customers and team members
- sharing what we know
- being empathetic.

Doing the right thing by:

- being open, honest, respectful and accepting of who people are and what they are trying to achieve
- playing by the rules
- thinking before we act
- being productive, having an action plan and being accountable
- maintaining measurable activity levels of prospecting and sticking to the plan through discipline and commitment
- being organised.
- possessing a thorough understanding of what the company has to offer, its extra value, and its competition
- achieving sales excellence by becoming experts at what we do by practising and mastering the basic selling skills and real estate processes
- maintaining a large network of advocates
- executing everything we do with passion and commitment.

Being courageous by:

- asking for help when we need it
- taking advice and putting an action plan in place
- being intentional about our culture
- speaking up at team meetings without fear of ridicule
- stepping out of our comfort zones and “just doing it”

Having fun and laughter by:

- celebrating success and supporting our colleagues by attending Award evenings
- coming to the annual conference
- participating in team bonding opportunities
- interacting positively with our customers and teammates.

Getting Qualified: business investment

As an independent contractor, you will be aware that you are responsible for your own costs in running what is, in effect your own business within the framework of the Harcourts franchise model.

You should discuss your GST and other financial and budgeting obligations with your accountant to ensure that you are aware of the requirements and benefits of your own business.

To assist in your financial planning, the costs you should be aware of are listed below.

QUALIFICATION COSTS - NATIONAL CERTIFICATE IN REAL ESTATE

Harcourts online academy	1,095.00
Four Day Harcourts Intensive Start-up Programme	705.00
Two Day Harcourts Agents of Change Programme	FREE
Harcourts Quick Start Practical Programme	FREE
Real Estate Licence Application	939.55

ANNUAL COSTS

Annual Real Estate Licence	724.50
Annual Professional Indemnity Insurance Cover	391.00
Annual Harcourts Outlook 365 email package	52.90
eOne Harcourts App***	57.50
eCampaign App***	57.50
REINZ membership*	207.00
Non Verifiable Training Programme	FREE
Verifiable Training Programme	69.00
Signature Property Guru Subscription*	195.00

* Currently covered by Team Group

*** First year included in your four-day Harcourts intensive start up programme

ONE-OFF SET-UP COSTS

Open Home Marketing Kit	From 209.90
HazardCo Health & Safety Pack	161.00
Vehicle branding	From 299.00
Lock box	40.00

TOTAL BUSINESS SET-UP (approx.) 3,893.35

The Qualification: overview of topics

Standard 23134	Demonstrate knowledge of land ownership, transfer of ownership, and titles
Standard 23135	Demonstrate knowledge of the law of contract and the law of agency
Standard 23136	Demonstrate knowledge of misleading and deceiving conduct and misrepresentation
Standard 23138	Demonstrate knowledge of council zoning and building law needed to act as a real estate salesperson
Standard 23141	Demonstrate understanding of legal matters affecting real estate licences
Standard 26149	Demonstrate knowledge of licensing and code of professional conduct under the REAA 2008
Standard 26150	Demonstrate knowledge of methods for sale of real estate in New Zealand
Standard 15500	Establish a presence in the real estate market
Standard 26148	Demonstrate knowledge and use of inspection, appraisal and agency agreement for real estate property
Standard 23140	Develop marketing plans for real estate, qualify customers, and present properties for sale
Standard 23137	Demonstrate knowledge of the sale and purchase agreement and facilitate sale of real estate

TRUST ISN'T SEEN, IT'S EXPERIENCED

For the fourth year in a row, Harcourts has been voted New Zealand's most trusted real estate brand. This is the fourth time the Reader's Digest has asked the public to vote on the real estate category, and every time, Harcourts has come out on top.

At Harcourts we aim to create clients for life and pride ourselves on exceptional service. We are humbled that New Zealand has voted us the Most Trusted Real Estate Brand four years running.



CONTACT

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Harcourts
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