



**Educate your
consumers**

May 3, 2019

RTO 91513

Every day we hear real estate agents say that they are stressed. They mostly state that this stress comes from consumers not understanding the property transaction process. Our property market at the moment is making everyone stressed. People are stressed about work...they are stressed about family...stressed about money...stressed about life. This stress has got to stop.

We believe that education is the key to reducing stress for both consumers and their agents. An investment in knowledge will have a lasting impact.

We at the Australian College of Professionals have developed a series of nine consumer education guides for the property industry. This marks the beginning of a new journey where consumers and agents work in an environment where information is available to support all parties to work collaboratively in achieving the best possible outcomes. Consumers will gain knowledge, they will gain confidence in undertaking property transactions, and they will know that their agent is providing a compliant and high standard of service. Having more knowledgeable consumers will build stronger relationships between agents and consumers – which is good for everyone.

As agents, you are busy and often don't have the time to provide detailed information to your customers in relation to the process that they are currently undertaking. These new Consumer Guides are the perfect tool for agents to give to your customers to equip them with information to allay their fears about the process and understand what decisions they need to make. By providing such a tool to customers, you will be presenting yourself as the ultimate professional who is keen to support your customer in every step of their property journey.

Consumers who utilise these guides to inform themselves about the specific area of property in which they are involved, will have a deeper understanding of what agents are working towards. We at ACOP believe that the consumer will be able to work more effectively with their agent in the achievement of their preferred goals.

The nine Guides include detailed information about the sales process, the buying process, being a landlord, being a tenant, buying property off-the-plan, strata scheme basics, the auction process for buyers and for sellers, and using a buyer's agent. The consumer guides have been written in plain English and the jargon has been removed for better understanding. Each Guide follows a step-by-step process so that clear information is easily accessible for all stakeholders.

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We all need to have less tension in our lives and create experiences that energise and connect us with our desired outcomes. Our focus at ACOP through the guides, is on the education of the consumer to have a deeper understanding of the process, and therefore have the information they need to make better and fully informed decisions.

To obtain copies of any or all of these Property Industry Consumer Guides – visit our website at acop.edu.au

'Til next time, wishing you every success in your business ventures,

Rosy Sullivan | College Director & Principal



80% of real estate agencies in NSW are Non-compliant!

If you think compliance is expensive, try the cost of non-compliance

Visit acop.edu.au to organise a compliance check

4 HOUR CPD SEMINARS

WED 8TH MAY	BYRON BAY On-Site Residential Prop Mgmt	FRI 24TH MAY	NEWCASTLE Sales & Prop Mgmt
THU 16TH MAY	SYDNEY CBD Real Estate Sales	THU 6TH JUN	RAYMOND TERRACE Sales & Prop Mgmt
THU 16TH MAY	SYDNEY CBD Property Management	FRI 7TH JUN	MUDGEES Stock & Station
FRI 17TH MAY	SYDNEY CBD Strata Management	FRI 7TH JUN	MUDGEES Sales & Prop Mgmt
MON 20TH MAY	BATEMANS BAY Sales & Prop Mgmt	TUE 11TH JUN	SYDNEY CBD Real Estate Sales

2 HOUR CPD SEMINARS (8am - 10am unless specified otherwise). Pre-reading required

Full 12 points!!

THU 9TH MAY	GOSFORD Sales & Prop Mgmt	FRI 31ST MAY	SYDNEY CBD Sales & Prop Mgmt
FRI 17TH MAY	PENRITH Sales & Prop Mgmt	FRI 31ST MAY	CASTLE HILL Sales & Prop Mgmt
FRI 24TH MAY	PARRAMATTA Sales & Prop Mgmt	TUE 4TH JUN	SYDNEY CBD EVENING - 5PM-7PM Sales & Prop Mgmt



From the office

It's been an extraordinary fortnight here at the College. With the short working weeks for Easter and Anzac Day, and the fact that we closed the College for the Friday after Anzac Day to give us all another four day weekend, we have all been super busy in catch-up mode for the past few days. We have also been excited to hear about the final stages of Megan's house build and that she is finally at the point of moving into her first home with her fiance Matt – a process that we have all been living through for the past few years – from the initial land purchase, the long registration period for the land, and now the eventual build of the new home. Whilst we are all mega excited, Megan is in a daze of excitement and exhaustion at the new beginnings for her. Congratulations to Matt and Megan on their new home and their new adventures.

In amongst loads of CPD training events across New South Wales, from Dunedoo to Dubbo with Bondi, Bankstown, Scone, Brookvale, and Sydney CBD in between, we have also conducted the Staff Management and Financial Management licensing modules at our Sydney head office training rooms. Of course, we also had a birthday celebration for Linh, our media consultant which naturally involved a chocolate mousse cake – just because we kinda like cake here at the College.

We spent the majority of the past few weeks organising the launch of our new Consumer Guides for the property industry that are detailed in the main newsletter this fortnight. The launch was a gala event held at the Australian Museum on Tuesday evening with the wonderful backdrop of the harbour, St Mary's Cathedral and the city lights, with one hundred property professionals sipping cocktails and sampling tasty canapes whilst listening to the emcee Vic Lorusso talk about the books, the College and the industry in general. Our College Principal, Rosy spoke about the benefit of the Consumer Guides for the industry and how the writing and production of these books has been a dream of hers for a very long time, that has now come to reality. We are all so proud of Rosy and John for making this happen and for producing something that will be such a beneficial and strategic tool for agents and an educational process for consumers. A great night was had by all in attendance, ranging from agents, franchises, the franchise institute, legal representatives, developers, radio stations, pr agencies, realestate.com, IT professionals, property insurance professionals, industry bodies and most importantly some consumers. We are all still reeling from the excitement of the evening. Now...it's time for us to make sure that everyone knows about the Consumer Guides.

CERTIFICATE OF REGISTRATION COURSES

Units taken from nationally accredited training qualifications from the CPP07 Property Services Training Package.

MON 13TH WED 15TH MAY	SYDNEY CBD
SAT 18TH SUN 19TH MAY	SYDNEY CBD WEEKEND WORKSHOP
MON 3RD WED 5TH JUN	PARRAMATTA
WED 12TH FRI 14TH JUN	SYDNEY CBD

FINANCE & MORTGAGE BROKING COURSES

Units taken from nationally accredited training qualifications from the FNS Financial Services Training Package.

MON 24TH WED 26TH JUN	SYDNEY CBD Cert IV in Finance & Mortgage Broking
THU 27TH FRI 28TH JUN	SYDNEY CBD Dip of Finance & Mortgage Broking Management <i>(Upgrade from Cert IV in Finance & Mortgage Broking)</i>

PROPERTY LICENCE COURSES

Units taken from nationally accredited training qualifications from the CPP07 Property Services Training Package.

5 TH - 6 TH JUN	Staff Management SYDNEY CBD	3 RD - 4 TH JUN	Financial Management SYDNEY CBD
27 TH - 30 TH MAY	Sales for Real Estate SYDNEY CBD	FRI 24 TH MAY	Trust Accounting + Insurance SYDNEY CBD
29 TH JUL - 2 ND AUG	Stock & Station Agency Practices SYDNEY CBD	17 TH - 19 TH JUN	Trust Accounting SYDNEY CBD
20 TH - 23 RD MAY	Strata Management Agency Practices SYDNEY CBD	9 TH - 10 TH MAY 20 TH , 21 ST & 22 ND MAY	Property Management SYDNEY CBD SYDNEY CBD EVENING
FRI 23 RD MAY	Real Estate Auctioneer Accreditation SYDNEY CBD	9 TH - 10 TH MAY	Business Broking Agency Practices SYDNEY CBD

View our course calendar for all course details.

THE AUSTRALIAN COLLEGE OF PROFESSIONALS
IS PROUD TO PRESENT THE

CONSUMER GUIDES

THESE 9 GUIDES WERE CREATED
TO HELP YOU WORK MORE
EFFECTIVELY WITH YOUR AGENT

LEARN WHAT YOUR AGENT KNOWS
REDUCE THE CONFUSION
BE AHEAD OF THE GAME

Purchase the
Consumer Guides at

acop.edu.au



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More information on our courses and a full course calendar can be found at www.acop.edu.au