

LEE WOODWARD PRESENTS

THE  
COMPLETE  
LEADER  
CONFERENCE

DOLTONE HOUSE, HYDE PARK, SYDNEY

WEDNESDAY 18<sup>TH</sup> & THURSDAY 19<sup>TH</sup> OCTOBER 2017

10 YEARS



REAL ESTATE ACADEMY  
A Lee Woodward company

1300 367 412 . [www.realestateacademy.com.au](http://www.realestateacademy.com.au)

WELCOME

# THE COMPLETE LEADER CONFERENCE

Join Lee Woodward and the team of Real Estate Academy for the 10th anniversary of the annual Complete Leader Conference.

Over two inspiring days we will deliver an outstanding program of modern leadership as we showcase a broad selection of industry leaders who will share their knowledge in the areas of:

- Technology
- Innovation
- Sales
- Property Management
- Business Administration
- Recruitment & Retention
- Social Media
- Leadership
- Marketing
- Growth

## DATE

18th & 19th October 2017

## VENUE

Doltone House Hyde Park,  
Sydney

## TIME

**Day One** 8.45am - 5.15pm  
**Day Two** 8.45am - 3.00pm

## INVESTMENT

**\$1495** AUD PER PERSON

*REA member rates available.*

## DAY ONE - 18TH OCTOBER 2017

8.45AM - 9.00AM

**Lee Woodward**

Video intro and opening

9.00AM - 10.30AM

**Lee Woodward**

How To Avoid The Potholes & Roadblocks In A Real Estate Business

10.30AM - 10.45AM

*Morning Tea*

11.00AM - 12.30PM

**Gihan Perera**

The Future of Leadership

12.30PM - 1.30PM

*Lunch*

1.45PM - 2.30PM

**Michael Garside**

Business Implementations

2.30PM - 3.15PM

**Charmaine Burke**

You Can't Become A Great Leader Without Being A Great Communicator!

3.15PM - 3.35PM

*Afternoon Tea*

3.35PM - 4.20PM

**Wayne Marriott**

Conquering Your Property Management Space

4.20PM - 4.45PM

**Joel Davis**

Clarity, Capacity & Care Factor!

4.45PM - 5.30PM

**Lee Woodward**

Day 1 Key Learnings Wrap Up

5.30PM - 7.00PM

**Networking Cocktail Party**

## DAY TWO - 19TH OCTOBER 2017

8.15AM - 8.45AM

*Arrival Tea & Coffee*

8.45AM - 9.00AM

**Lee Woodward**

Intro and video

9.00AM - 9.45AM

**Tara Christianson**

Brave New World

9.45AM - 10.30AM

**Jaimie Woodcock**

Falling Back In Love With Your Business

10.30AM - 10.45AM

*Morning Tea*

11.00AM - 11.45AM

**Barbara Ketley**

The Power of Connective Marketing & Communications

11.45AM - 12.30PM

**Murray Carter**

Recruiting, Building & Maintaining A Sales Force

12.30PM - 1.15PM

*Lunch*

1.15PM - 2.30PM

**Andrew Reece**

Building & Selling A Powerful Property Management Business

2.30PM - 3.00PM

**Lee Woodward**

Conference Overview and Deliverables Session

## 2017 SPEAKERS

### YOUR HOST

#### LEE WOODWARD | CEO, Real Estate Academy

As founder, CEO and Creative Director of Australia's largest real estate training and systems development company Real Estate Academy, Lee Woodward is one of Australia and New Zealand's most in-demand real estate sales trainers, leadership coaches and keynote speakers.

Lee has been widely acclaimed for having transformed the real estate industry and profession. His dynamic, cutting edge business systems and career development solutions enable thousands of real estate professionals to excel in their chosen careers and countless businesses thrive in an increasingly challenging commercial environment. Lee and his team continue to set the bar for training, continual improvement and systems development within the real estate industry.



#### HOW TO AVOID THE POTHOLES & ROADBLOCKS IN A REAL ESTATE BUSINESS

Every real estate leader has a vision to streamline and perfect their real estate business. But the road to achieving that vision is never easy. There are always numerous potholes and roadblocks to navigate along the way.

In this session, Lee will deliver his top ten key leadership deliverables to make a business grow, flow and thrive. He has formulated these deliverables based on over 20 years of studying and investigating thousands of real estate businesses of varying sizes and structures.

Lee will share his personal observations - the wins and the losses - and deliver the key leadership strategies that will help you and tomorrow's real estate leader avoid the deep business potholes and roadblocks that trap so many. You will walk with the ultimate roadmap for running a brilliant real estate business. This session will challenge your thinking and prompt you to make some major business decisions

"A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others. He does not set out to be a leader, but becomes one by the equality of his actions and the integrity of his intent."

- DOUGLAS MACARTHUR

#### GIHAN PERERA | Futurist, Conference Speaker, Author & Consultant



Gihan Perera is a futurist, conference speaker, author and consultant who gives business leaders a glimpse into what's ahead and how they can become fit for the future. Since 1997, Gihan has worked with business leaders, thought leaders, entrepreneurs, and other change agents - helping them with their strategies for thriving in a fast-changing world.

As an educator, Gihan has been at the leading edge of presentation technology and online learning. He writes and presents for Citrix Global, a leading provider of online collaboration technology; he was one of a handful of invited guest contributors (along with Seth Godin and Nancy Duarte) to Garr Reynolds' book Presentation, Zen; and he hosts the eGurus Community, an online resource centre for speakers, trainers, consultants and Thought Leaders.

Gihan has been rated by Forbes Magazine as the #5 social media influencer in the world and #1 in Australia in his area of expertise. He has clients throughout Australia, and also in New Zealand, South Africa, the UK, Singapore, the US and Canada. He is a Gold Level author for the International Institute of Managers and Directors and has written eleven books including, The Future of Leadership, Fast, Flat and Free, Out of Office, and Webinar Smarts.

#### THE FUTURE OF LEADERSHIP

The leadership skills you need for the future aren't the same as the ones that worked for you in the past. Our fast-changing world demands a new kind of leadership. Fortunately, your team members are smarter, savvier, and more influential than ever before. Successful leaders tap into their unique talents, and help them develop the skills for the future workforce.

In this session Gihan will teach you how to embrace change, get the most from your people, and future-proof your business so you can stay current and relevant.

#### JOEL DAVIS | Managing Director of Image Property



Joel is the Managing Director of Image Property and has been part owner of the business since 2010. He has dedicated his career to real estate and is proud to lead a team of professionals in property management and sales for a diverse list of property investors from Queensland and throughout Australia.

*"Image Property is family-owned with a strong set of inherent values. In recent years we have seen an exciting amount of growth and I commend our dedicated team for driving this through their hard work and commitment to our tenants, landlords and property investors."* - Joel Davis

Joel's passion for real estate has been recognised by industry peers and is evidenced in his impartial advice to tenants, property investors, property vendors and buyers alike. His expertise extends across residential property management, valuation and property investment and sales.

When Joel isn't talking to clients, radio audiences, or as a panel member, he keeps himself busy talking to whoever will listen about real estate.

#### CLARITY, CAPACITY & CARE FACTOR!

Joel Davis will be covering key points regarding how to grow your rent roll whilst also maintaining a high level of service and keeping your staff engaged without burning them out.

Joel's office has grown from 438 properties in April 2015 to over 1100 properties in June 2017. He will share key tools used in order to take in high volumes of information quickly, keeping you across and in control of a rent roll in minutes.

## MICHAEL GARSIDE | Principal & Owner of Harcourts Dapto

Michael Garside has 16 years' experience working in the real estate industry, including 14 years at Harcourts Dapto. As Principal and business owner, he is tenacious, proactive and always leads his team by example. Superior service is at the core of Michael's business. This stems from a belief that a successful real estate transaction results from the ability to listen, understand and clearly and effectively communicate with clients. Clients are the number one priority at Harcourts and it is considered imperative that they receive a positive experience when dealing with anyone representing the brand.



Michael demonstrated incredible leadership strength when he made the decision to rebuild his business and team after realising he had lost his way in the area of organisational structure and workplace culture. Today all Harcourts Dapto team members happily sing from the one hymnbook and are achieving better results and enjoying their careers more than ever.

### BUSINESS IMPLEMENTATIONS

Michael's session delves deeply into the thoughts of a leader who has been in business for a number of years and realises it's time to make some drastic changes. Like all leaders, Michael had always dreamt of running a business with a strong and thriving workplace culture in which every team member is engaged and productive. Until recently however that dream had not yet come to fruition.

After attending The Complete Salesperson Course in Brisbane Michael made a leadership decision to rebuild his business and team through a series of strategic business implementations. The result was a structure, order and system that have led to greater productivity across the board and a strong workplace culture in which every team member is thriving in their chosen career.

This brilliant leadership session will deliver the 5 key business implementations that Michael used to make a significant difference in his business, the organisational culture, and the engagement of the entire company.

Every system needs a home; every business needs a leader and every structure becomes an enabler. This is a powerful 'in the trenches' talk not only on leadership, but also on the art of getting things done.

## CHARMAINE BURKE | Founder & Training Director of Art of Communicating

Many Australian businesses and corporate leaders have engaged Charmaine Burke over the past 10 years to help them dramatically improve their results through the art of communication. As a business communication specialist, Charmaine teaches business professionals how to deliver more effective sales presentations; speak as leaders in their field; be more assertive; and improve company culture; as well as the art of collaboration, public speaking and confidence building techniques.



Charmaine is undeniably enthusiastic, passionate and highly experienced in drawing the best out of individuals and teams through positive, supportive and practical learning experiences. Having worked with individuals from the shop floor to C-suite clients across a wide variety of industries, Charmaine says her experience has proven that the art of communication is an essential leadership skill.

### YOU CAN'T BECOME A GREAT LEADER WITHOUT BEING A GREAT COMMUNICATOR!

Are you aware of the signals you are sending out as a leader?  
Do you know how to use communication effectively to improve team results?  
Do you understand how to change the way you communicate as you climb the leadership ladder?

In this fun, interactive session, you will:

- Gain a deeper awareness of how your non-verbal communication could be unwittingly affecting your leadership influence;
- Uncover 20 of the most powerful questions you can ask to acquire information, insights and build relationships; and
- Learn the communication techniques that leaders must use to engage and inspire action.

## WAYNE MARRIOTT | Owner & Managing Director Marriott Lane Real Estate

Prior to becoming the owner and Managing Director of his own real estate agency in 1992, Wayne Marriott worked in sales, marketing and management positions at IBM Australia. For the first nine years, his office traded as Richardson & Wrench, Crows Nest.



In order to become recognised as an agency with a superior philosophy and more effective sales, property management and service methods, Wayne made the decision to rebrand his business to Marriott Lane Real Estate in 2001. As one of the largest and most active agencies in the area, Marriot Lane is now regarded as the Lower North Shore's leading independent agency.

Wayne understands that people are the backbone of a business, so finding and keeping great talent is the key to success. He also understands the need to observe what you are good at. Over the years, it became increasingly clear to Wayne that he has a particular knack for property management. When he took over the business in 1992 there were just 11 properties on the rent roll. Today there are almost 750. One of the most valuable lessons Wayne has learned as a business leader is to focus your business on your strengths and passions.

### YOU CAN'T BECOME A GREAT LEADER WITHOUT BEING A GREAT COMMUNICATOR!

To go from being good to great as a business leader it is necessary to make the tough calls and have sufficient self-awareness to know what you are good at and what sets you apart from the competition.

Wayne has conquered the property management space because he loves it and he's good at it. If he and his staff are given the opportunity to demonstrate the difference he and his team bring to an investment property owner, they are almost certain to win the property. Wayne says, "We've now reached the point where we are chosen nine out of ten times if we are given the chance to present."

In this session, Wayne will share how he has conquered the property management space by:

- Making a leadership decision to focus on the parts of real estate he likes best;
- Recruiting and retaining outstanding staff;
- Giving his staff a lot of responsibility, paying them a lot, and offering commission;
- Expecting a lot and getting a lot in return; and
- Running a portfolio model.

## TARA CHRISTIANSON | Technology & Training Director

Tara Christianson began her career as a realtor in Northern Virginia and Washington D.C. in 2006. Since then she's shifted her focus to technology and training real estate agents in the United States, Australia and New Zealand, and is an internationally-renowned speaker, online strategist, trainer, and copywriter.



Tara is currently Century 21 Redwood Realty's Technology and Training Director and the Editor for Happy Grasshopper, a Florida-based company that writes and delivers follow-up emails and campaigns for real estate salespeople. Tara also writes content and consults for organisations such as the National Association of Realtors® (NAR), America's largest trade association, and the Real Estate Institute of Queensland (REIQ).

### BRAVE NEW WORLD

The world of social media is a brave new world - are you ready?

The online world is an important place to be; both socially and for business, yet it also leaves the door wide open for misuse. Tara will share the best social media strategies being deployed by some of the world's most successful real estate agents as well as some of the less than ideal ways our industry is being portrayed online and how to avoid the traps and pitfalls of this brave new world.

Tara will also give you a peek behind the curtain at what's working in the United States, from how you should be using LinkedIn to how to increase email engagement and Facebook marketing that really works.

In this eye-opening session, Tara will explain why it has become increasingly important to conquer the online space and why today and tomorrow's real estate professionals must make the leap into this brave new world if they wish to stay relevant.

## BARBARA KETLEY | Founder and Creative Director of Milestone-Belanova

Barbara Ketley is the founder and creative director of Milestone-Belanova, a full service marketing and communications agency and, along with Lee Woodward, is a member of the Real Estate Design Advisory Board.

Commencing her marketing career in the corporate world, she held senior roles within national and international companies before starting her own agency in 1997. Barbara and her team have been serving the real estate industry for as long as she has owned her business. She and her team work closely with Lee to design a range of strategic, fully integrated marketing solutions for the national real estate industry, including prospecting, pre-listing, and relationship building marketing assets as well as innovative digital tools, such as Web Books.

### THE POWER OF CONNECTIVE MARKETING & COMMUNICATIONS

Marketing is about leverage. As a business leader you are campaigning to be the brand and agency of choice. And in order to achieve that goal you must ensure that a strong, consistent message is delivered across your organisation, from administration and property management to sales and management. You must also ensure that the messages delivered are effective. And to be effective, your marketing and communications programs must cut through to establish your unique selling proposition, build your brand within the marketplace, and ultimately lead to greater customer loyalty and growth of your bottom line.

As a marketing and communication specialist who has managed rebranding strategies and company-wide connective marketing and communications campaigns for many well-known brands and hundreds of SMEs, Barbara will show you how to differentiate your offering in a competitive market. Having worked closely with Lee Woodward for many years to create blended marketing solutions for the real estate industry, Barbara has an intimate understanding of our industry and has tailored her session to suit our audience of real estate leaders who head organisations of varying sizes and structures marketing approach.



## MURRAY CARTER | Director at Remax Regency

Murray Carter established RE/MAX Regency in 2008 after more than 25 years in property and development. The business has since grown into one of Australia's most successful RE/MAX offices, consistently placing within the top 5 in both Australia and New Zealand. RE/MAX Regency and Murray Carter were honoured with the title of Global Broker Owner of the Year at the 2014 International RE/MAX awards held in Las Vegas.

The success of RE/MAX Regency is the result of Murray's dedication and drive to ensure his agents, managers and administrative staff have the provisions, leadership and freedom to accomplish both their personal and professional goals.

Murray has a passion for buying and selling real estate and is therefore focused on the development of this aspect of the business. Meanwhile joint principal, Justin Miller is focused on the growth of their rent roll. Both directors strive to provide the best possible service to RE/MAX Regency 'clients' (their term for staff) and customers (buyers, sellers, landlords and tenants). They regularly set new benchmark levels for service and performance as an agency.

As one of the youngest agency owners on the Gold Coast, Murray's entrepreneurial skills have been the backbone and driving force behind the transformation of what was once a small agency with a staff of two to what it is today - one of the top RE/MAX agencies in Australia and New Zealand with a staff of 50.

### RECRUITING, BUILDING & MAINTAINING A SALES FORCE

Murray has quite an unusual leadership style when it comes to people management. But it is a style that has served him and the business extremely well. He believes it is an absolute non-negotiable to compete with his 'clients', the term he uses for his sales force. This shift in thinking requires total dedication to the philosophy of support style management.

Murray provides his 'clients' with the essential services that allow them to perform their duties in what he says is a far better environment than they could ever hope to create for themselves or within their own real estate office. He has created a suite of professional services that encourages great salespeople to 'plug and play' instead of 'open and compete'. His pure business approach to leadership has also enabled their business to have an incredible property management business, one that has been recognised internationally for its results.



## ANDREW REECE | Founder of Inspect Real Estate

Andrew Reece has more than 15 years' experience in the real estate industry. He is well known for his intense passion for the industry and his honesty and practical down-to-earth strategies for achieving profitable, organic growth. As a Certified Practising Accountant, Andrew worked as a real estate accountant for three years preparing monthly management reports for 25 of southeast Queensland's leading real estate agents. This led to his involvement in bringing the RE/MAX franchise to Australia. Andrew then worked with the RE/MAX Corporate team to establish the first eight RE/MAX franchised real estate offices in Australia.

Andrew is best known in the industry for co-founding prorentals.com.au, a 100% pure property management company, which opened for business with just 30 properties under management in 1998. Since opening its doors until the time the business was sold in 2011, Andrew and his business partner James Chalmers employed 32 full time staff and organically grew 2,743 new managements, all from the one office in Toowong, Brisbane.

Andrew learnt how to grow a business from first hand experience and mistakes. His experience with prorentals led him to co-create inspectrealestate.com.au after identifying the need for a solution to the time consuming task of manually following up leads, booking inspections, and creating inspection runs. The inspectrealestate.com.au software automatically captures tenant details and allows tenants to book inspections online. It also enables property managers to plan their inspection runs with the simple press of a button, allowing them to focus on the real task at hand - property management.

### BUILDING & SELLING A POWERFUL PROPERTY MANAGEMENT BUSINESS

One of the most famous stories in the Australian property management space was the sale of prorentals in Brisbane. Many large property management businesses have profited from this case study and the incredible pay strategy that was devised and implemented by Andrew. Under Andrew and James' ownership, the accelerated growth of the business and rapid accumulation of property managements was the result of the prospecting and incentive program that was developed and deployed by Andrew and his team.

Following the sale of prorentals, Andrew went on to create the industry leading software Inspectrealestate. This would not have happened without his in-depth journey in property management as the co-owner of prorentals and the many breakthroughs he created along the way.

Andrew's story has now been told in a book titled, The Art of prorentals, which is being launched here today. In this warts and all session, Andrew will share with you the model he built, what he would do differently and his views on the future of property management in Australia.

## JAIMIE WOODCOCK | Licensee, Co-Owner & General Manager of McGrath Central Coast

In partnership with Mat Steinwede, Jaimie is the licensee, co-owner and General Manager of McGrath Central Coast, a franchise comprising four strategic locations - Terrigal, Gosford, Ettalong, and Long Jetty. The business has been in operation since 2000 and part of the McGrath network since 2005.

Jaimie oversees the operations of the business that comprises more than 100 staff, produces annual sales of over \$500M, and has a property management portfolio of over 1,500 properties.

Achieving consistently outstanding results for the local market over a number of years as well as making a healthy contribution to the local community and the industry has earned Jaimie the respect of his peers, colleagues and the industry. His passion for brand and innovation, along with a competitive nature, makes Jaimie a perfect fit for the McGrath brand.

### FALLING BACK IN LOVE WITH YOUR BUSINESS

From the initial decision to open a real estate business to the point where it is achieving exponential growth there is an enormous and often frightening set of circumstances that a leader must navigate to stay in the game and succeed.

The Jaimie Woodcock story of starting out as a listing principal to becoming Managing Director of one of Australia's most successful real estate businesses is one that will stay with you forever. Jaimie will share his thoughts and challenges as his business grew from small business into a medium sized entity. From going backwards to having the courage and determination to break through and fall back in love with his business, Jaimie discusses how he led his team to become an outstanding organisation that produces in excess of \$25 million in fees a year.



THE COMPLETE LEADER CONFERENCE  
**ACCOMMODATION OPTIONS**

**PULLMAN SYDNEY, HYDE PARK**

36 College Street Sydney NSW 2010  
02 9361 8400  
H8763@accor.com  
pullmansydneyhydepark.com.au

**SHERATON ON THE PARK**

61 Elizabeth St Sydney NSW 2000  
02 9286 6000  
sheratonontheparksydney.com

**MERITON SERVICED APARTMENTS**

329 Pitt St Sydney NSW 2000  
02 9277 1111  
meritonapartments.com.au/  
sydney/pitt-street

**HILTON SYDNEY**

488 George St Sydney NSW 2000  
02 9266 2000  
hiltonsydney.com.au/accommodation/  
rooms-suites

**OAKS HYDE PARK PLAZA**

38 College St, Darlinghurst NSW 2000  
1300 668 831  
hydepark@theoaksgroup.com.au minorhotels.  
com/en/oaks/oaks-hyde-park-plaza

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10 YEARS

\$ 1495 | WEDNESDAY 18<sup>TH</sup> & THURSDAY 19<sup>TH</sup> OCTOBER 2017

**AUSTRALIA'S BEST REAL ESTATE LEADERSHIP TALENT**

Join **Lee Woodward** and the team of Real Estate Academy for the **10th anniversary of the annual Complete Leader Conference**. Over two inspiring days we will deliver an outstanding program of modern leadership as we showcase a broad selection of industry leaders.

**Topics and Speakers**

1. **Gihan Perera** The Future Of Leadership
2. **Michael Garside** Business Implementations
3. **Charmaine Burke** You Can't Become A Great Leader Without Being A Great Communicator!
4. **Wayne Marriott** Conquering Your Property Management Space
5. **Tara Christianson** Brave New World
6. **Barbara Ketley** The Power of Connective Marketing & Communications
7. **Murray Carter** Recruiting, Building & Maintaining A Sales Force
8. **Andrew Reece** Building & Selling A Powerful Property Management Business
9. **Jaimie Woodcock** Falling Back In Love With Your Business
10. **Joel Davis** Clarity, Capacity & Care Factor!

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Sydney NSW

**INVESTMENT:**

**\$1495** AUD PER PERSON

REA member rates available

The Time is **Now** ▶

**REGISTER** by completing & faxing this form to (02) 9225 9477 or mail to Real Estate Academy PO Box 4053 East Gosford NSW 2250 ☎ 1300 367 412

▶ YOUR DETAILS:

Title: \_\_\_\_\_ Name: \_\_\_\_\_

▶ COMPANY DETAILS:

Company: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_

State: \_\_\_\_\_ Post Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

▶ PAYMENT DETAILS:

Number of attendees: \_\_\_\_\_

18th & 19th October 2017, Sydney, NSW

Payment Information

Member Rate - \$1195  L3 - Complimentary

Non-Member Rate - \$1495

Total Amount Payable: \$ \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiry: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

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