

Methven Professionals

A career in real estate sales



real people working in real property

Methven Professionals

Real Estate is a dynamic and challenging career and, for the right person, opens unimaginable doors.

Selling and buying the family home is an exciting period in people's lives and certainly the largest investment most people will ever make. It is a combination of emotional and financial decision making and the role of the real estate salesperson is to help people through this often stressful period in the most painless way possible.

Great communication skills, a caring and honest character, and the genuine desire to help people are just some of the attributes that make a successful real estate salesperson.

For the right person the rewards are high and the freedom of not working "9-5" makes this one of the most sought-after roles in our community. As a Methven-trained salesperson you will enjoy a high level of respect and trust from the many and varied clients we deal with on a daily basis.

Methven leads the way in real estate agency practice and is recognised as one of the best real estate agencies in Melbourne. Our system strives to provide both sellers and purchasers the finest service in Australia and as such our level of client care and cutting edge marketing techniques are forever evolving and improving to keep up with

the demands and needs of the people we serve.

Our systems are all client benefit-based, which quite simply means we place the needs and interests of our clients ahead of the needs of our agency.

The success of our company depends very heavily on our ability to attract the best people and our office is always 'open to hire' the right person. No doubt you are giving great thought to obtaining a position in real estate and we hope the information you're about to discover about Methven will lead you to the decision many people have made – "If you're going to work in Real Estate – Methven Professionals are the only ones to work with."

A career in Real Estate is not for everyone and should you decide that this is the case for you, we hope that our information pack may be of some assistance to you in any future Real Estate transactions.

Thank you for taking the time to contact us in regards to a position in our firm and we wish you the very best of luck with your future.

Kind Regards,
Geoff Earney and Greg Earney



REIV Large Agency of the Year finalist 2012 & 2013
Professionals Company and Office of the year 2013

Our history

We commenced business in 1962, when most of the area was orchards and paddocks, many roads were unmade, land was \$2000 a block and houses could be bought for \$7000 or \$8000.

We have seen the area grow into a fully serviced mature suburban community with business and industrial centres and sophisticated infrastructure.

The family business has matured with the third generation now involved together with the most experienced and talented management team in the region.

Our goal over the years has been to develop an office network to fully service our chosen region. We carefully chose locations in Mooroolbark, Mt Evelyn, Croydon and Lilydale to complete our regional network. Location is so important that

we even purchased another type of business and converted the premises to Real Estate to get the right "high profile" location when we opened our Mt Evelyn office.

We became foundation members of the nationwide "Real Estate Professionals" and have served as office bearers of the Real Estate Institute of Victoria, including the Professional Standards Committee.

This network did not just happen; it is the result of a business plan to develop the most effective "Real Estate powerhouse" to service the region from Ringwood to the Yarra Valley.



The present

Today we employ over 70 staff, manage over 1435 properties and sell, on average, 2 houses every day of the year.

Our reputation is second to none resulting in a repeat and referral business rate of 68% – extraordinarily high by industry standards – and steadily rising.

Running the largest, most successful Real Estate network in the region requires keen and accurate business acumen, and the systems our company utilises to run smoothly and effortlessly have taken many years and great expense to set in place. The management at Methven have investigated the best Real Estate systems available and implemented these systems in the business. The underlying culture of the business is that our clients must, and will be, looked after to the very best of our ability. They must not lose money as a result of our inability to perform our duty; and ethics, integrity, trust and character form the foundation our company is built on.

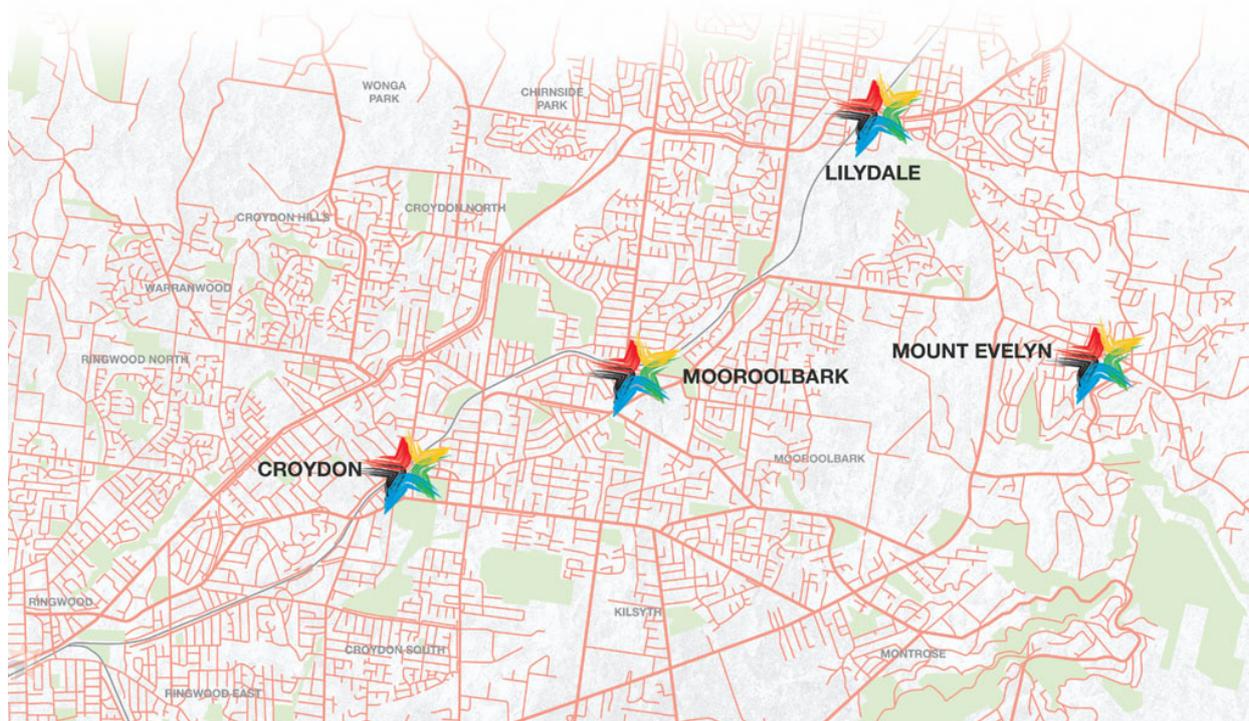
A bold statement for a Real Estate agency to make, you may say. Our aim is 100% client satisfaction and until we reach that level our commitment to growing and learning will never stop. Our offices currently dominate the markets

they operate in and our surveys show that we are meeting and in most cases exceeding the needs and expectations of our clients.

We enjoy the wonderful combination of high rewards and high client satisfaction – a winning formula for any business.

Our team is made up of administrative staff, support staff, property management staff and of course salespeople. Every employee is as important as the next and a true team feeling is shared by all. Social events are eagerly participated in, and the partners and families of employees enjoy these occasions as much as the staff. There is a true sense of group purpose and direction and everyone ensures they perform their role to their maximum level to ensure the overall company objective is obtained: simply put, to be the best Real Estate agency in Australia.

The direction and future of Methven is being spearheaded by the combined efforts of Geoff and Greg Earney, Georgia Hester and Liam Jackson. They all share the vision of providing consumers with the safest, most ethical and best real estate service in Australia. Creative thinking with sound business-based experience is what this team of friends bring to the company.



“The future looks great for us here at Methven; we enjoy a terrific 96% client satisfaction rate and we’re working on getting that to 100%. It’s great to not only be profitable in business but to know that you’re doing it right and leaving people happy with what you’ve done for them. It really is very satisfying.” – Geoff Earney

Methven believes in providing a service well beyond what most people expect of a Real Estate agency. We believe that for a business to grow successfully, the people within the business need to grow successfully too. The plan is to continue to develop our concept of the regional Real Estate super office - one team in a number of locations. This enables much better quality control and consistency than a looser franchise arrangement which introduces petty disagreements and destructive rivalry between offices as is often seen

with franchise groups.

“With our client benefit-based strategies, the most ethical systems, employees of the highest calibre, constant focus on education and skill improvement, value added services such as finance and service connections, we really are set to see enormous growth over the next decade. It’s a really exciting period for us all” – Greg Earney

The ultimate goal and vision of the management team is to have all home sellers in an area serviced by a ‘Methven office’ to consider us as their Estate Agent, much as they have a family doctor, lawyer or accountant, and for our agency to never abuse the trust placed in us. The future is good, not only for us here at Methven but also for consumers – our expansion into new markets means more people will be able to experience the advantages that Methven has to offer.



Methven's unique selling system

Many systems are available today for Real Estate agents to implement and utilise within their agencies. Some systems are very good for our clients and some can cause enormous emotional and financial pain.

Over the many years, Methven has persevered to find the one system that would fit in with the culture and character of the owners of the company – yet, more importantly, fit in with the requirements most people have of a Real Estate agent. This has been the challenge, to find a system that not only suits the consumer but also creates profit.

Our first step was to look at the best companies in the world to see what they have in common. Research shows that the best companies are all obsessed with doing what is absolutely best for their customers. They have a total client/customer-comes-first mentality. In other words, quality of care and service was the first objective, not profits.

In a world of fast-paced information technology, many companies look first at the 'bottom line' and how 'cheaply' something can be done; the best companies always consider first 'how well something can be done, then do it better than anyone else'. This is the founding philosophy of Methven Professionals Real Estate – to simply provide a better service in the Real Estate industry than anyone else.

What's best for the client

The Real Estate industry has developed many systems and strategies which are designed to "condition" sellers into accepting a sale quickly,

sometimes at less than the best price available if the agents were prepared to persevere for a longer period of time.

Overquoting to sellers and underquoting to buyers through the use of bait pricing and price ranges has done great damage to the reputation of Real Estate Agents.

There are many such techniques used to manipulate buyers and sellers.

Opinion polls show that Real Agents are quite low on the scale of professions respected by the public.

At Methven, we will not convince a seller to do anything the seller is uncomfortable or uneasy with. If we are to be perfectly ethical in our dealings with clients, then educating them on the sale process and protecting them from techniques and strategies which may harm the value of their asset, no matter how effective for the agent, is the only way to truly serve them well.

Ensuring the position of the seller is always safe and not vulnerable is of primary importance to the Methven team.

Simply knowing that our culture does not allow such practices has allowed us to recruit high quality staff who would not have joined this industry if they had to use unethical practices.

We have fantastic team members, some of whom were originally school teachers, police officers, builders and people who have had their own businesses.

Our commitment to technology and progress

The internet has revolutionized the way we all work and communicate. In the relatively short number of years since it became a part of our everyday lives it has brought about incredible changes to every facet of life, business and leisure. We can now bank on line, use "Google" to research almost anything, shop on line, communicate with email instead of "snail" mail and, of course search for houses to rent and buy from the comfort of our own homes or offices.

Methven Professionals has dedicated a great deal of time, financial resources and effort to ensure our clients receive all the benefits modern technology can offer.

These benefits flow through in increased productivity to our team as well. We use "Complete Data", the most advanced Real Estate specific software available, to partner our sales consultants.

Top quality digital imaging is paramount and we couple this with an advanced internet strategy to ensure our clients properties are marketed in the best way possible.

The security of good salaries!

There are no commission-only salespeople at Methven, nor a pay-back retainer system. We strongly oppose these schemes and believe the onus is on management to be confident enough to select, train, and support staff correctly to the point where success is close to 100%. Commission-only and pay-back retainer schemes are really an admission of management's doubt in the new recruit and therefore are more of a gamble. We certainly won't gamble with our clients' properties, so we can't gamble with our team members. Clients want to feel secure – so do staff!



No financial loss, even if a home doesn't sell

The number one complaint from sellers is the fact that thousands of home sellers across Australia lose literally millions of dollars because of agents who don't perform the job. That is to sell the home. Agents across Australia expect sellers to risk thousands of dollars in the marketing of their homes with no guarantee of a sale. If the property fails to sell – the owner loses, while the agent benefits from the profile generated by the sellers' lost marketing dollars.

At Methven, we know our methods of marketing are the best available, we know our staff are highly trained and skilled, and as such are confident in our systems to provide a truly no risk sale to our clients – regardless of how they choose to sell.

Our promise to our clients – if we don't sell the home for a price you're happy with, then there is no loss to you! The pressure is then on the agency to perform.

The true measure of success

Our business is based on the fact that we gauge our success not in profits first, but in client satisfaction. Knowing that we have performed well for our clients' means our systems are working.

Our offices receive enormous amounts of testimonials, thankyou cards, flowers etc. for a job well done and we use this as the true measure of success. It is the reputation we so strongly desire from our clients and nothing is put ahead of what our clients think of us.

"We'd like to thank you all for your professional service and care which you gave us on selling our home, and buying a new one. We cannot really express how grateful we are for the understanding and kindness shown to us during this time. Best wishes to you all."

"The 'whole package' of service from Methven was excellent and I am very pleased with how quickly the house sold and the price I got."

"Methven sales people are very professional people, always with a happy and smiling face, always aiming to please."

"The sale of my property was a dream come true, sold to the first viewer in less than a week for a price I was extremely happy with."



"I was really happy with all aspects of service provided. I recommend the Mooroolbark Methven Real Estate team for a friendly and hassle free sale of my house."

"Methven have been looking after our interests since 1983. Methven Mooroolbark have always acted honestly in looking after our interests and are therefore good value for money spent."

"The sale of my property was a dream come true, sold to the first viewer in less than a week for a price I was extremely happy with."

What you can expect

If you are successful in obtaining a position in a Methven office there will be clear expectations and commitments required; some of those will include:

Give

- To be totally honest in all your dealings
- To be involved daily in the action tasks that lead to results
- To meet your targets
- To become part of a close-knit team
- To possess an attitude that is both persistent and positive
- To keenly learn and develop your skill and knowledge
- To strive always to use methods that leave your clients thrilled with their Real Estate experience
- To work hard to reach your personal goals and those of your clients
- To work rostered Sundays and late into the evenings especially in the early stages of your career
- To always treat people how you know they would like to be treated and how you would like to be treated.

Receive

- The pride, satisfaction and confidence of being part of a Real Estate Company recognized by the community as being highly reputable and trustworthy.
- A secure salary
- A fantastic bonus package, which should easily exceed the salary component
- Mobile phone paid by the company
- Constant support from management and team members
- A rewarding career with high income
- Flexibility with working hours – the freedom to control your own time.
- Exposure to the world's finest trainers and training systems.
- The wonderful feeling of performing a job

you love.

- A fun and exciting working environment with no shortage of challenges
- Dealing with people in a very 'up close and personal' way.
- The opportunity to advance to more senior roles with learning and experience.
- The benefit of the combined knowledge and experience accumulated within the company.

The intimate knowledge of the area and every street in it, what development opportunities exist for each property and the sales history of those properties, many of which we have sold several times in the 42 years we have been in business. We have a huge number of contacts and incredible good will which every team member benefits from.

The opportunity of a lifetime

Our preference is to employ people with no previous Real Estate experience, although exceptions are considered! Our hiring process is designed to give you a good opportunity to "check us out" as much as we're "checking you out."

We have two entry systems; the first to suit those who are currently employed prior to making the commitment to leave their present career and the second for those not currently working or who are seeking to re-enter the work force.

A true career path

All of our senior managers and equity partners have advanced through the company as they gained experience and demonstrated talent, desire and ability. Those team members who have the drive and ability will continue to rise to the challenge of leading our company into the future as we grow and they will form part of our succession planning.

The steps to employment

1. A brief phone interview
2. The information pack and questionnaire
3. 1st 20 minute interview
4. 2nd interview and opportunity to meet existing team members to ask any questions you may have
5. Opportunity for partner to meet Office Manager or team members to fully understand the impact of a career in Real Estate on the family
6. Pre start or on the job training tailored to suit the circumstances of the new team member
7. Complete legislative requirements prior to commencing sales. This comprises education and training at a local TAFE college or the Real Estate Institute of Victoria
8. You will be 'partnered' with an experienced team member, who will be your personal mentor until you have the knowledge and confidence to go 'solo'
9. During the first three months the new team member accompanies the team to all new listings to build expertise and knowledge of local property values

On going training

Our system is based on being the best in our industry, so it is constant training and education that allows us to be the best. No-one at Methven is exempt from becoming better in their chosen role, and great effort, time and expense is spent to ensure that we never stop learning.

In a modern fast paced world continuous training is essential and one of the major factors which sets us apart from our opposition and helps us to fulfil our commitments to our clients.

This is delivered in several ways:

- One on one with directors and team leaders
- Weekly team training
- Expert trainers who are employed to give

specialised training in required skills

- Major seminars, usually at least two annually
- Continuous personal development is a requirement at Methven

Factors to be considered

• **Weekends.** Much of our business is conducted when our clients and customers are available. We work every Saturday (except annual leave) and rostered Sundays, working usually every second or third. We have a day off every week, although we would still see a client on our day off to conclude business if necessary. We also see clients in the evening as this is often the best time to see all decision makers together.

• **Family Support.** The unpredictability of our schedule can be unsettling as family arrangements can be upset at the last minute due to opportunities that arise to conclude business. Family support and understanding are wonderful assets in these circumstances.

• **Working close to home** helps to compensate for the hours as travelling time is minimal and we are often close enough to look after family matters as they crop up unexpectedly. Time spent travelling to and from work is not lost time any more as those hours are now productive.

• **Home Ownership.** It is a great advantage to have purchased a property to be in Real Estate sales. This experience gives you empathy with the clients you are dealing with. Otherwise it is like a person who has never driven a car attempting to sell motor cars- there is no credibility.

• **Competitive.** You will need to be competitive as there are many other Real Estate Agents competing for the right to represent home sellers in the sale of their most valuable asset. We can train you and give you the best strategies, but you are the one "on show" it is up to you to communicate our advantages to sellers and

to "win" the business.

- **Courage.** The truth must be told even if our clients don't want to hear it. Sometimes it takes courage to face and advise clients at the risk that they may "shoot the messenger."

Your own business – working for yourself.

In many ways a career in real estate sales is like running your own business. Many times we speak to people who say they are frustrated in their career because they put in more than the people they work with but are only paid the same. Real Estate is not like that. **You will be paid in proportion to your skills and the effort and time you put into your working life. To a large degree you decide how much you will earn.**

If you look after your clients well and keep in contact with them you will earn their trust and respect and will receive their referrals to family and friends. In this way your real estate career will prosper and become easier over the years. This is like the "Good Will" that a business builds up over time.

Sure, there are rules to follow within our business, however all businesses have many rules to follow just as we obey road rules when we drive our car. We follow the road rules but we are the ones who decide where we are going. Goals and a career in real estate can take you where you want to go. What makes a great Estate Agent? A knowledge of property is useful but not essential – it can be learned. Empathy, people skills and a genuine interest in people and their welfare is essential. These qualities take a long time to learn and can never be faked.

The family home is a core part of our clients' lives. Buying and selling can be a very emotional and stressful time. We become involved in that emotion – a part of our role is counsellor and

advisor.

Excellent person to person communication skills are essential. These can be improved with training and practice but must be essentially in place as a natural part of your personality. Life experience and maturity all play a part.

Passion or enthusiasm for what you do is also essential. Real Estate suits people whose career is an essential part of their makeup, part of their identity and reason for getting up in the morning. Real Estate is part of your life 24/7, not something that can be contained 9 till 5.

Married to the job

"Shane was in Real Estate when I met him, so I had to get used to the weekends and time he worked in his chosen career. This has meant sacrifices over the years in extra time I (and the boys) would like to have had with him.

However there have been many compensations. We have learnt to enjoy quality time and to make the most of extra time when it becomes available. Shane has always worked very close to home and he has often been able to help with the boys at short notice this was a real help when they were small.

Shane's work has provided the income to allow me to stay home with the kids and enjoy those important early formative years with them. We have been able to afford to give them a quality education and support them in their sporting achievements, which has meant extensive travel etc.

Despite some sacrifices Real Estate has given us a great life style I don't think we would have enjoyed from any other career." – Denise Lowe.

Methven Professionals mission statement

To treat our clients' business as if it were our own.
To be totally trustworthy and honest in our dealings.
To develop relationships for life.
To earn the right to be considered the Estate Agent of choice to the majority of homeowners in our area of business.

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9726 8888

lilydale
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9735 0000

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9736 3999

croydon
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