Be careful with your marketing…..

Given recent media coverage, once again, on how agents advertise properties for sale, in particular the creative ways in which photographs are “edited”, we thought it would be prudent to remind licensees about their requirements under section 32 and the Commissioner’s guidelines.

Every Licensee-In-Charge has a duty to properly supervise their agency. Section 32 of the Property, Stock and Business Agents Act 2002 sets out regulations for the proper supervision of any property office. This duty requires a number of measures to be put in place both in the very beginning of the agency’s life and throughout its day-to-day business.

The Commissioner of Fair Trading released guidelines in March 2005, setting out the requirements as to what constitutes the proper supervision of the business of a licensee.

This week we are looking at our advertising guidelines, which is only one aspect of the requirements:

A licensee must maintain and be able to demonstrate that all agents employed by the agency use a checklist in either sales or property management process for each matter to ensure that the following requirements are met:

a. All advertising material accurately describes the property concerned and that the information provided complies with the requirements of the relevant agency agreement and with the Act and Regulations;

The completed checklist must be certified in writing by the agent representing the vendor and be retained in the sales file as a record.

Remember…..
The NSW Government have declared that Saturday 26th March 2016 (Easter Saturday) is a “public holiday”. This means that all people who are employees of a company MUST be paid at public holiday rates.
This guideline is quite simple. Provide your agents with checklists! Having simple but comprehensive lists both available in, and attached to all sales files, as well as documented in your Policy Manual, should ensure that all sales agents are aware of, AND USING the correct procedures.

‘Til next time,
Wishing you every success in your business ventures,
Rosy Sullivan

Queanbeyan and
Australian Capital Territory
CPD Courses

We are pleased to announce that ACOP is going to be in Queanbeyan on Monday 18th April to run a NSW Sales & Property Management CPD course. Enrolments are now open. Enrol here. Full 12 points. Loyalty discount applies.

We are also running ACT CPD courses during the year. These courses will take place in Canberra. For more information and dates for the ACT CPD courses please check our website.

To enquire about these courses or to book an in-house course please ring 1300 88 48 10 or email enquiries@acop.edu.au

Certificate IV in Finance & Mortgage Broking

Wednesday 30th March - Friday 1st April

Diploma of Finance & Mortgage Broking Management (Upgrade Course)

Thursday 7th - Friday 8th April

Sydney CBD
CERTIFICATE OF REGISTRATION COURSES

Orange
(Dist Ed + 1 day workshop)
Thu 31st Mar

Castle Hill
Mon 4th – Wed 6th Apr

Wollongong
(Dist Ed + 1 day workshop)
Tue 5th Apr

Tamworth
(Dist Ed + 1 day workshop)
Fri 8th Apr

Newcastle
(Dist Ed + 1 day workshop)
Tue 12th Apr

Sydney
(Dist Ed + 2 day workshop)
Sat 16th – Sun 17th Apr

Coffs Harbour
(Dist Ed + 1 day workshop)
Wed 27th Apr

FINANCE AND MORTGAGE BROKING COURSES

Cert IV in Finance & Mortgage Broking
Sydney
Wed 30th Mar - Fri 1st Apr

Dip of Finance & Mort Broking Mgmt
Sydney
Thu 7th - Fri 8th Apr

The College has had many fresh faces in training over the last fortnight with many new students filling up our Certificate of Registration courses in our CBD office, as well our 1 Day Certificate of Registration workshops in Wagga Wagga and Gosford. We have also had many returning students in our licensing courses, with our Strata Licensing students enjoying a week with our experienced trainers Kristine and George. Many of our previous students also returned for their annual CPD training. It is fantastic to see students return year after year to get all the latest updates in the property industry.

Our newest staff member, Rose Morgan, has had her artwork on display at the Art Gallery of NSW as part of the ARTEXPRESS exhibition, which recognises outstanding student artwork from the 2015 HSC artmaking component. All the staff would like to congratulate Rose on this fantastic achievement and hope that any of our students heading to the exhibit will keep an eye out for her artwork.

The office celebrated Rosy’s birthday this week in the only way we know how - cake. Rosy enjoyed her birthday on Saturday with family and friends, however, she insisted that she has an official Birthday Week - so we’re sure that there is still plenty of cake to be had.

Commercial and Retail Sales and Leasing Skills Course
*This is a skills course, and students will receive 12 CPD points.

Sydney CBD

Monday 11th to Tuesday 12th April

Ring 1300 88 48 10 to book!

Social Media

[Social Media Icons]
Do you want a Real Estate or Strata Management Licence?

- Are you 15 years old or over?
- Are you no longer at school?
- Are you living or working in NSW?
- Are you an Australian citizen, Australian permanent resident, Australian permanent humanitarian visa holder or New Zealand citizen?

If you answered YES to the above questions, you will be eligible for **government funding.**

**Free Assessment**
Send us your resume & copies of any qualification transcripts you may have for a free and confidential preliminary RPL assessment.

**Complete the**

**Eligibility Survey**