

YOUR GUIDE TO THE

2024

EXCELLENCE  
AWARDS



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2024

EXCELLENCE  
AWARDS

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# About the REA Excellence Awards

Now in its eighth year, the REA Excellence Awards recognise the outstanding performance of realestate.com.au and realcommercial.com.au customers across all aspects of the property journey.

These awards are about showcasing your success stories, and acknowledging the incredible work that you, your teams and your business do each year, that is integral to the success of the industry.

There are both submission-based and data-driven categories available, including individual and team awards, plus exclusive value for finalists and winners to amplify their achievements in the market.

## FY24 Key Dates

**Submissions open:** Wednesday 5 June

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**Submissions close:** 11.59pm, Friday 19 July

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**Finalists announced:** mid-September

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**Winners announced:** 14 November at an exclusive event held in Melbourne

# Getting started

## ① Visit the [REA Excellence Awards website](https://theareas.com.au)

Discover the award categories and relevant criteria, FAQs, past winners, and information about the value winning an award brings at [theareas.com.au](https://theareas.com.au)

## ② Chat to your Account Partner

Your Account Partner can guide you on which awards you might enter and answer any questions you may have.

## ③ Get to know the award

Once you've decided on the awards you'd like to enter, get to know the award objectives, questions, and criteria. Aligning your submission with the specific requirements is crucial.

You can find the specific criteria for each award in this guide, or on the REA Excellence Awards Portal at [theareas.awardsplatform.com](https://theareas.awardsplatform.com).

## ④ Take some time to think

Note down the impact you, your team, or the person you're nominating, has had in FY24. Submissions are limited to 1,000 words each, so be sure to prioritise your most impressive accomplishments.

## ⑤ Gather supporting materials

Photos, reports, videos, data and other attachments help tell a story, so gather these early.

# Tips for creating a winning submission

## → **Craft a Compelling Narrative**

Don't just list accomplishments. Tell a story! Capture the judge's attention and showcase why your submission is the best.

## → **Data is Your Friend**

Back up your claims with quantifiable evidence. Use statistics, charts, testimonials and measurable outcomes in your submission.

## → **Think of your submission as a short story, not a novel**

Respect the word count. Judges have many submissions to review, so be concise and impactful. Use bullet points where you have a range of points to get across and stick to the most important information.

## → **Proof-read Ruthlessly**

Typos and grammatical errors can lessen your impact. Ensure you proof-read and consider having someone else review your submission.

## → **Embrace the Spotlight**

Don't be afraid to showcase the unique qualities and achievements of you, your team, or the person you're nominating.

**Following these steps will set you up for success to create an award submission that stands out from the pack.**

# Tips for Success

## Residential Data-Driven Awards

### [View the criteria for the Residential Data Awards.](#)

The Top Agent awards celebrate top residential sales agents in each state. realestate.com.au data is used to determine winners, based on factors that consumers find most important when searching for an agent; the number and value of properties they've sold, plus their Ratings and Reviews.

For FY24, we've introduced volume and value categories, and have separated metro and regional, meaning an increase from one award per state to four.

Give yourself the best chance of being named a Top Agent by actioning the below throughout the year.

### **Keep your Agent Profile up-to-date**

A complete and up-to-date Agent Profile is one of the best ways to stand out.

Check out our [Agency Marketplace Resource Hub](#) for tips on content that really makes a difference.

Get started by updating your profile in [Ignite](#).

### **Collect reviews for all your sales**

Agent Reviews are more prominent than ever on your profile and are an effective way to build your reputation and trust with sellers, on one of the most credible sources for real estate reviews on the market. Now is the time to start collecting reviews for every property you've sold.

Start requesting reviews in [Ignite](#).

### **Provide accurate and timely sold data**

[Mark your active listings](#) as 'sold' as soon as possible and include the sold price.

This will automatically update the key performance snapshot and interactive map on your profile, while also boosting your Search result rankings.

Speak to your account representative about how you can continue to optimise your profile and increase your chances of being named Top Agent.

# Tips for Success

## Commercial Data-Driven Awards

[View the criteria for the Commercial Data Awards.](#)

Give yourself the best chance of being named a Top Agent by actioning the below throughout the year.



### **Provide accurate and timely sold/leased data**

87% of commercial property seekers believe an out-of-date listing reflects poorly on the agent.<sup>1</sup> Ensure you mark your active listings as sold or leased as soon as possible and provide the sold price or pricing information.



### **Make sure your active listings are complete and up-to-date**

Optimise your current listings by displaying all of the key criteria property seekers expect to see when searching for properties and deciding whether to contact you.

Discover tips on how to perfect your listing [here](#).



### **Renew your listings now**

Speak to your account representative about how you can continue to optimise your listings and increase your chances of being named Top Agent.

1. [realcommercial.com.au](https://www.recommercial.com.au) Consumer Satisfaction Study Feb 2021.

# Award descriptions and criteria

The REA Excellence Awards feature submission-based categories, which are evaluated by an independent panel of judges, and data-driven awards powered by realestate.com.au and realcommercial.com.au data, which recognise the top-performing agents and campaigns across Australia.

The data driven awards do not require a submission. Eligible customers are automatically entered at the end of FY24.

## The 2024 Awards Lineup

### Submission-based:

#### Residential Agency of the Year

Open to residential customers

#### Property Management Team of the Year

Open to residential customers

#### Commercial Agency of the Year

Open to commercial customers

#### Game Changer of the Year

Open to all customers

#### Contribution to Community

Open to all customers

#### Most Influential Woman in Property

Open to all customers

#### Wellbeing Initiative of the Year

Open to all customers

#### Rising Star of the Year

Open to all customers

#### Excellence in Sustainability

Open to all customers

#### Support Superstar of the Year

Open to residential, commercial & developer customers

#### Integrated Brand Campaign of the Year

Open to media & developer customers

### Data-driven:

#### Top Agent – Value

Eligible Residential Customers automatically entered

#### Top Agent – Volume

Eligible Residential Customers automatically entered

#### Top Agent – Sales

Eligible VIC, NSW, QLD, WA & SA Commercial Customers automatically entered

#### Top Agent – Lease

Eligible VIC, NSW, QLD, WA & SA Commercial Customers automatically entered

#### Top Agent – Sale & Lease

Eligible ACT, NT & TAS Commercial Customers automatically entered

#### Campaign of the Year – Apartment

Eligible Developer Customers automatically entered

#### Campaign of the Year – Builder

Eligible Developer Customers automatically entered

#### Campaign of the Year – Land

Eligible Developer Customers automatically entered



# Agency of the Year – Residential

MARKET: RESIDENTIAL

## Description

Acknowledging the best-in-class Residential agency that demonstrates service and marketing excellence, business innovation and supports their local communities.

## Award submission questions

- ① How has your agency differentiated itself from competitors in FY24?
- ② How does your agency go over and above when it comes to providing customer service and delivering a positive experience for both customers and your teams? Please provide examples, and the impact this has had on your business.
- ③ How has your agency demonstrated marketing excellence in FY24? Please provide examples, and the impact this has had on your business.

Criteria	Weighting
Demonstrates how the agency has differentiated themselves from competitors	40%
Demonstrates how they go over and above when it comes to providing customer service and delivering a positive customer and team experience	40%
Demonstrates a commitment to marketing best practice/excellence	20%

### Ready to submit?

Head to the REA Excellence Awards Portal at [theareas.awardsplatform.com](https://theareas.awardsplatform.com).

# Property Management Team of the Year

MARKET: RESIDENTIAL

## Description

Recognising best in class property management teams – those who go above and beyond for their clients, demonstrating innovative business strategies to achieve great outcomes for their business.

## Award submission questions

- 1 Outline a brief profile of the team and achievements of note within your organisation or the wider industry. Include how the team overcomes challenges and provides extraordinary customer service experiences for both tenants and landlords.
- 2 How does this team differentiate themselves from other property management businesses?
- 3 Provide an example that occurred within the FY24 period (1 July 2023 – 30 June 2024) that makes this team the Property Management Team of the Year.

Criteria	Weighting
Demonstrates significant achievements and accomplishments of note within organisation or wider industry	30%
Demonstrates how they differentiate themselves from other property management teams/businesses	30%
The 'wow' factor – Demonstrates why they should be awarded Property Management Team of the Year in FY24	40%

### Ready to submit?

Head to the REA Excellence Awards Portal at [theareas.awardsplatform.com](https://theareas.awardsplatform.com).

# Agency of the Year – Commercial

MARKET: COMMERCIAL

## Description

Acknowledging the best-in-class Commercial agency that demonstrates service and marketing excellence, business innovation and supports their local communities.

## Award submission questions

- 1 How has your agency differentiated itself from competitors in FY24?
- 2 How does your agency go over and above when it comes to providing customer service and delivering a positive experience for both customers and your teams? Please provide examples, and the impact this has had on your business.
- 3 How has your agency demonstrated marketing excellence in FY24? Please provide examples, and the impact this has had on your business.

Criteria	Weighting
Demonstrates how the agency has differentiated themselves from competitors	40%
Demonstrates how they go over and above when it comes to providing customer service and delivering a positive customer and team experience	40%
Demonstrates a commitment to marketing best practice/excellence	20%

### Ready to submit?

Head to the REA Excellence Awards Portal at [theareas.awardsplatform.com](https://theareas.awardsplatform.com).

# Game Changer of the Year

MARKET: ALL

## Description

Recognising businesses and organisations that have disrupted the status quo to deliver on a business objective or solve a broader market issue.

This could be through tech advancements, changing the customer experience or service offer, or providing solutions for a new or existing business/market need that has resulted in commercial gain and/or benefit for the industry or local community.

## Award submission questions

- ① How has your company/agency innovated to differentiate or adapt itself in FY24? Innovation could relate to customer service, technology, internal processes or staff/talent initiatives.
- ② What was the outcome and benefits for your company and/or the broader market or industry. Can you provide data or insights to demonstrate the impact that it had?
- ③ What are your future ambitions to continue to stand out as a game-changer and how will this contribute to driving positive change in your organisation or the wider industry?

Criteria	Weighting
Demonstrates innovation in how their company/agency differentiated or adapted	40%
Demonstrates the outcome and benefits for their company or wider industry	40%
Demonstrates future ambitions and how these will contribute to driving positive change in their organisation or wider industry	20%

### Ready to submit?

Head to the REA Excellence Awards Portal at [theareas.awardsplatform.com](https://theareas.awardsplatform.com).

# Contribution to Community

MARKET: ALL

## Description

Recognising companies and individuals supporting not-for-profit organisations or initiatives in their local community – either through charitable donations or commitment to local community groups and initiatives.

Submissions should focus on one initiative or program you have spearheaded in the FY24 period.

## Award submission questions

- 1 Briefly outline the initiative or cause and why you chose to focus on this. What did you set out to achieve? Outline your objectives.
- 2 What challenges, if any, did you face along the way and how did you manage this?
- 3 Describe the value and impact of your contribution to the community, together with the outcome.

Criteria	Weighting
Provides a clear objective of the community initiative, program or cause	40%
Clearly outlines the reason they chose to focus on this particular cause	20%
Demonstrates the outcome and impact of the contribution and how it met their objective, detailing the measurable benefit and value to the community	40%

### Ready to submit?

Head to the REA Excellence Awards Portal at [theareas.awardsplatform.com](https://theareas.awardsplatform.com).

# Most Influential Woman in Property

MARKET: ALL

## Description

Recognising exceptional women in the property industry and their individual contribution through outstanding leadership, mentorship, service and marketing excellence.

At their core, the winner of this award represents a culture of courage and innovation as they drive change within the industry.

## Award submission questions

- 1 Outline a brief profile of the nominee, including significant achievements and accomplishments of note within their organisation or wider industry.
- 2 Describe any accomplishments that have driven an exceptional improvement in representation, sentiment and/or promotion of women within the property industry in FY24.
- 3 Outline your future ambitions and how will these contribute to empowering females within your organisation or the industry as a whole.

Criteria	Weighting
Demonstrates significant achievements and accomplishments of note within their organisation or wider industry	40%
Quality of accomplishments and how this has positively impacted the representation of women in the property industry	40%
Clarity and quality of future ambitions to empower females within their organisation or the industry as a whole	20%

### Ready to submit?

Head to the REA Excellence Awards Portal at [theareas.awardsplatform.com](https://theareas.awardsplatform.com).

# Wellbeing Initiative of the Year

MARKET: ALL

## Description

Recognising companies and individuals who have introduced or improved wellbeing initiatives in the workplace in FY24. These initiatives will have provided support to you and your teams and focused on improving their health and wellbeing at work and in their personal lives.

## Award submission questions

- 1 Briefly tell us about your wellbeing initiative/program and outline your objectives.
- 2 Outline why you chose this initiative for your team/business?
- 3 What was the outcome and impact of this initiative to your team /business?

Criteria	Weighting
Provides a clear objective of the wellbeing initiative/program	40%
Outlines the reason they chose this initiative for their business/team	20%
Demonstrates the value and impact of the initiative and how it met their objectives, detailing the measurable benefit to their team members/business	40%

### Ready to submit?

Head to the REA Excellence Awards Portal at [theareas.awardsplatform.com](https://theareas.awardsplatform.com).

# Rising Star of the Year

MARKET: ALL

## Description

Shining a spotlight on up-and-comers (those who have been in the industry less than 3 years) who are making a significant impact, exceeding targets and achieving great results.

At their core, the winner of this award is someone who consistently goes above and beyond for their customers and community and is a trailblazer who embodies the qualities of a future leader.

## Award submission questions

- 1 Briefly introduce the nominee. What led them to enter the industry?
- 2 What makes this person a rising star? Outline their significant achievements, including how those achievements met business goals, why they were important and how they positively impacted your team, business and/or wider industry. Prioritise any achievements for the 1 July 2023 – 30 June 2024 period, before talking to prior achievements.
- 3 Outline the future ambitions of this person and why you believe they are the rising star of 2024.

Criteria	Weighting
Demonstrates significant achievements and accomplishments of note within organisation or wider industry	40%
Quality of accomplishments – how they have met business goals, why they were important and how they positively impacted their team, business and/or wider industry	40%
Clarity and quality of future ambitions to make an impact as a Rising Star	20%

### Ready to submit?

Head to the REA Excellence Awards Portal at [theareas.awardsplatform.com](https://theareas.awardsplatform.com).



# Excellence in Sustainability

MARKET: ALL

## Description

Recognising those leading the charge for a sustainable future, through business practices, high impact sustainable projects, or development.

This award celebrates those who are transforming organisations or communities with innovative sustainable practices, championing environmental responsibility and social well-being, and paving the way for a more sustainable future for generations to come.

## Award submission questions

- ① Outline your significant achievements in the Sustainability space through business practices, a project, or development. What makes this work innovative and industry leading?
- ② Describe any challenges faced. How did you overcome these to maximise sustainable outcomes?
- ③ Outline the impact of this work for your business, the community, or wider industry.

Criteria	Weighting
<b>Environmental Impact:</b> Demonstrates efforts in minimising carbon, water, and waste footprints, and operating with a long-term view towards a healthy environment.	40%
<b>Social Responsibility:</b> Demonstrates efforts in fostering sustained prosperity and wellbeing for individuals, communities, and society.	30%
<b>Climate resilience and future proofing:</b> Demonstrates a focus on business practices, projects, or developments that champion a sustainable, net-zero future with ongoing benefits to the community.	30%

### Ready to submit?

Head to the REA Excellence Awards Portal at [theareas.awardsplatform.com](https://theareas.awardsplatform.com).

# Support Superstar of the Year

MARKET: RESIDENTIAL, COMMERCIAL, DEVELOPER

## Description

Recognising the quiet achievers who work tirelessly behind-the-scenes. These people are integral to operational success.

They are often the ones changing processes for the better and driving successful and streamlined business operations to help their teams win business.

## Award submission questions

- 1 Briefly introduce the nominee. Who are they and what is their role?
- 2 What makes this person a support superstar? Outline their significant achievements, including how those achievements had a positive impact on the business. Prioritise any achievements for the 1 July 2023 – 30 June 2024 period, before talking to prior achievements.
- 3 Outline the nominee's future ambitions and why you believe they should be selected as the 2024 Support Superstar of the Year.

Criteria	Weighting
Demonstrates significant achievements and accomplishments of note within organisation or wider industry.	40%
Quality of accomplishments and how they positively impacted their team, business and/or wider industry.	40%
Clarity and quality of future ambitions to make an impact in a support role.	20%

### Ready to submit?

Head to the REA Excellence Awards Portal at [theareas.awardsplatform.com](https://theareas.awardsplatform.com).

# Integrated Brand Campaign of the Year

MARKET: MEDIA, DEVELOPER

## Description

Recognising companies that have achieved outstanding results through integrated advertising initiatives that demonstrate excellence in delivering a powerful brand message.

This could include, but is not limited to, video content, native editorial content, interactive ad units, resulting in a brand campaign that created real impact and achieved outstanding results.

The campaign you are nominating for must have had a presence on an REA Group platform in the FY24 period.

## Award submission questions

- 1 What was the objective of the campaign?
- 2 Outline the campaign's elements.
- 3 What was the impact and outcome of the brand campaign?  
Clearly outline the measures and how objectives were met.

Criteria	Weighting
Clearly outlines the objectives of the campaign	30%
Demonstrates the campaign elements, with a focus on creativity & innovation	30%
Clearly outlines the measurable impact of the brand campaign	40%

### Ready to submit?

Head to the REA Excellence Awards Portal at [theareas.awardsplatform.com](https://theareas.awardsplatform.com).