



2025

EXCELLENCE
AWARDS

ENTRY GUIDE

 realestate.com.au

 realcommercial.com.au

YOUR GUIDE TO THE REA EXCELLENCE AWARDS

Entries are now open for the 2025
REA Excellence Awards.

The awards celebrate the outstanding performance of REA
Group customers across the property journey — from standout
individuals and teams to bold brands and businesses.

In 2025, there are eight submission-based categories to spotlight
the passion, innovation and results powering our industry.

Entries close 11:59PM Friday 14 November 2025 —
so let's get you on the path to a winning submission.



IN THIS GUIDE

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Award categories

- Residential Agency of the Year >
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GETTING STARTED

Ready to put your success story in the spotlight? Here's how you can get started:

- 1 Visit the [REA Excellence Awards website](#)**
Explore the award categories, submission questions, judging criteria and FAQs.
- 2 Chat to your Account Representative**
They can answer any questions you may have and help you decide which awards best fit your achievements.
- 3 Get to know the award**
Once you've chosen which awards to enter, get to know the objectives, questions, and judging criteria. Knowing exactly what the judges are looking for is the key to scoring well. You'll find the award criteria in this guide, on the website, and Awards Portal.
- 4 Take time to think**
Note down the impact you, your team, or the person you're nominating, has had in the 2025 calendar year. Submissions are capped at 1,000 words, so lead with the strongest results.
- 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

- 1 Answer the questions**
Your submission is scored against the questions. Keep your answers clear and to the point — three direct responses beat any fluffy essay.
- 2 Prove your impact**
Back up your claims with statistics, facts, testimonials and quantifiable outcomes to give your story credibility. Remember, your submission must relate to activity within the 2025 calendar year.
- 3 Tell a compelling story**
Facts matter, but so does the journey – take the judges on yours. Capture their attention and showcase why your submission is the best. What's your story?
- 4 Short and Sweet**
Keep it under 1,000 words. 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.
- 5 Proofread (then proofread again!)**
Typos and grammatical errors can lessen your impact. Review your entry and get a second pair of eyes before you hit submit. This tells the judges you've taken the process seriously.

That's it. Clear, credible, impactful — and ready to stand out from the pack.



RESIDENTIAL AGENCY OF THE YEAR



WHO CAN ENTER?

This award is open to residential customers.

DESCRIPTION

This award acknowledges the best-in-class residential agency that demonstrates service and marketing excellence, business innovation and supports their local communities.

Your submission should refer to activity for the 2025 calendar year.

AWARD SUBMISSION QUESTIONS

Please explain in no more than 1000 words:

- 1 How has your agency differentiated itself from competitors in 2025?
- 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 2025? Please provide examples, and the impact this has had on your business.

JUDGING CRITERIA

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

READY TO SUBMIT?

Head to the REA Excellence Awards Portal at theareas.awardsplatform.com.



PROPERTY MANAGEMENT TEAM OF THE YEAR



WHO CAN ENTER?

This award is open to residential customers.

DESCRIPTION

This award recognises the 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.

Your submission should refer to activity for the 2025 calendar year.

AWARD SUBMISSION QUESTIONS

Please explain in no more than 1000 words:

- 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 2025 calendar year that makes this team the Property Management Team of the Year.

JUDGING CRITERIA

- | | | |
|---|---|-----|
| 1 | Demonstrates significant achievements and accomplishments of note within organisation or wider industry | 30% |
| 2 | Demonstrates how they differentiate themselves from other property management teams/businesses | 30% |
| 3 | The 'wow' factor – demonstrates why they should be awarded Property Management Team of the Year in 2025 | 40% |

READY TO SUBMIT?

Head to the REA Excellence Awards Portal at theareas.awardsplatform.com.



COMMERCIAL AGENCY OF THE YEAR



WHO CAN ENTER?

This award is open to commercial customers.

DESCRIPTION

This award acknowledges the best-in-class commercial agency that demonstrates service and marketing excellence, business innovation and supports their local communities.

Your submission should refer to activity for the 2025 calendar year.

AWARD SUBMISSION QUESTIONS

Please explain in no more than 1000 words:

- 1 How has your agency differentiated itself from competitors in 2025?
- 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 2025? Please provide examples, and the impact this has had on your business.

JUDGING CRITERIA

- | | | |
|---|--|-----|
| 1 | Demonstrates how the agency has differentiated themselves from competitors | 40% |
| 2 | Demonstrates how they go over and above when it comes to providing customer service and delivering a positive customer and team experience | 40% |
| 3 | Demonstrates a commitment to marketing best practice/excellence | 20% |

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INTEGRATED BRAND CAMPAIGN OF THE YEAR



WHO CAN ENTER?

This award is open to developer and media customers.

DESCRIPTION

This award recognises brand campaigns that have delivered strong, measurable results through compelling storytelling and an omni-channel approach.

Submissions can include, but are not limited to, campaigns featuring video, native editorial, interactive ad units, or other creative content that worked together to deliver real impact.

The campaign you are nominating must have had a presence on an REA Group platform in the 2025 period.

AWARD SUBMISSION QUESTIONS

Please explain in no more than 1000 words:

- 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 your measures and how you met your objectives.

JUDGING CRITERIA

- | | | |
|---|---|-----|
| 1 | Clearly outlines the objectives of the campaign | 30% |
| 2 | Demonstrates the campaign elements, with a focus on creativity & innovation | 30% |
| 3 | Clearly outlines the measurable impact of the brand campaign | 20% |

READY TO SUBMIT?

Head to the REA Excellence Awards Portal at theareas.awardsplatform.com.



CONTRIBUTION TO LOCAL COMMUNITY



WHO CAN ENTER?

This award is open to all REA Group customers.

DESCRIPTION

This award recognises businesses and individuals who are making a meaningful and lasting difference in their local communities through volunteer work, partnerships, charitable donations or fundraising initiatives, or ongoing support of community programs.

The winner of this award will have demonstrated a genuine commitment to creating positive social impact — whether through long-term projects, responsive action to community needs, or initiatives aimed at improving wellbeing, inclusivity, and resilience within their local area.

Your submission should refer to activity for the 2025 calendar year, however can incorporate activities from years prior.

AWARD SUBMISSION QUESTIONS

Please explain in no more than 1000 words:

- 1 Briefly outline the community initiative, group or cause you/your business supported, including why you chose to focus on this and what you set out to achieve.
- 2 Outline how you supported your community.
- 3 Describe the value and measurable impact of your contribution to your community, both during the year and any lasting outcomes from past years.

JUDGING CRITERIA

- | | | |
|---|--|-----|
| 1 | Provides a clear objective of the initiative, program, or cause | 40% |
| 2 | Clearly outlines the reason for selecting this particular cause and their ongoing connection to it | 20% |
| 3 | Demonstrates the outcome and impact of the contribution — detailing measurable benefits and lasting value to local community | 40% |

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Head to the REA Excellence Awards Portal at theareas.awardsplatform.com.



GAME CHANGER OF THE YEAR



WHO CAN ENTER?

This award is open to all REA Group customers.

DESCRIPTION

This award recognises businesses and individuals that have disrupted the status quo to deliver on a business objective or solve a broader market issue.

This could be through tech advancements, process improvements, changing a 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 community.

Your submission should refer to activity for the 2025 calendar year, however can incorporate activities from years prior.

AWARD SUBMISSION QUESTIONS

Please explain in no more than 1000 words:

- 1 How have you innovated to differentiate or adapt in 2025?
- 2 What was the outcome and benefits for your business and/or the broader market or industry? 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 innovation?

JUDGING CRITERIA

- | | | |
|---|--|-----|
| 1 | Demonstrates innovation in how their business differentiated or adapted | 40% |
| 2 | Demonstrates the outcome and benefits for their company or wider industry | 40% |
| 3 | Demonstrates future ambitions and how these will contribute to driving positive change in their organisation or wider industry | 20% |

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MOST INFLUENTIAL WOMAN IN PROPERTY



WHO CAN ENTER?

This award is open to all REA Group customers.

DESCRIPTION

This award recognises 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.

Your submission should refer to activity for the 2025 calendar year, however can incorporate activities from years prior.

AWARD SUBMISSION QUESTIONS

Please explain in no more than 1000 words:

- 1 Outline a brief profile of the nominee, including significant achievements and accomplishments of note within their organisation or wider industry.
- 2 Describe any outstanding accomplishments that have driven change or innovation within the property industry in the 2025 period.
- 3 Outline the future ambitions of the nominee and how these will contribute to empowering women in the industry, and the industry as a whole.

JUDGING CRITERIA

- | | | |
|---|--|-----|
| 1 | Demonstrates significant achievements and accomplishments of note within their organisation or wider industry | 40% |
| 2 | Quality of accomplishments and how this has positively impacted the representation of women in the property industry | 40% |
| 3 | Clarity and quality of future ambitions to empower women in the industry, and the industry as a whole | 20% |

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RISING STAR OF THE YEAR



WHO CAN ENTER?

This award is open to all REA Group customers.

DESCRIPTION

This award shines 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 outstanding 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.

Your submission should refer to activity for the 2025 calendar year, however can incorporate activities from years prior.

AWARD SUBMISSION QUESTIONS

Please explain in no more than 1000 words:

- 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 2025 period, before talking to prior achievements.
- 3 Outline the future ambitions of this person and why you believe they are the rising star of 2025.

JUDGING CRITERIA

- | | | |
|---|--|-----|
| 1 | Demonstrates significant achievements and accomplishments of note within organisation or wider industry | 40% |
| 2 | 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% |
| 3 | Clarity and quality of future ambitions to make an impact as a rising star | 20% |

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