

# Annual Review 2018

## Human Resources Report 2018

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Fine & Country Office(s):

Owner(s) including all shareholders and directors in the business:

Sales or Rentals Manager(s) excluding all shareholders and directors in the business:

Identify sales team (may attach as annexure):

Identify rentals team (may attach as annexure):

# Human Resources Report 2018

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## Qualifications

Number of agents with NQF 4:

Number of intern agents:

## Computer skills and IT skills

Number of agents:

Top level:

Medium level:

Only email literate:

None:

Comments:

# Human Resources Report 2018

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## Recruitment

Number of new agents recruited in 2018:

Number of agents that resigned from your business in 2018:

## Incentive program

Do you have a monthly incentive in your local office as part of a mandate drive?

Yes | No

☐ ☐

How do you reward your top sales agents?

How many of your agents (if any) featured on the Top 30 National list?

Comments:

# Business Operations Report 2018

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## Administration

Do you specialise in rentals?

Yes | No

☐ ☐

Do you have an accountant or book-keeper for your business?

Yes | No

☐ ☐

Do you have a Studio Agreement to assist with all your marketing needs?

Yes | No

☐ ☐

How many administrative staff are in your business?

Who submits your monthly sales and rentals reports to Head Office?

Is your office using the Expert Agent software?

Yes | No

☐ ☐

If yes, what do you use Expert Agent for?

Match and mail ☐

Conveyancing ☐

Listing properties ☐

# Business Operations Report 2018

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## Connectivity

Business premises 1: Speed

Fibre ☐

ADSL ☐

Mobile (LTE, 3G) ☐ WiFi ☐

Dial up ☐

Don't know ☐

Business premises 2: Speed

Fibre ☐

ADSL ☐

Mobile (LTE, 3G) ☐ WiFi ☐

Dial up ☐

Don't know ☐

## Financial deals

What % of your deals are given to Betterbond?

List your preferred conveyancing attorney:

## Developments

Have you been appointed to sell any developments during 2018?

Yes | No

☐ ☐

# Training and Education Report 2018

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## Training and education for principals, managers and agents

List your service provider for NQF training for intern agents:

List any other training sessions organised for your agents (if any):

List any training events or seminars that you have personally attended (if any):

Did you or any of your team members attend any of the Academy Days hosted throughout the year? Yes | No

☐ ☐

Comments:

# Marketing Report 2018

## Off-line Marketing

Which Refined publications did you participate in during 2018?

Edition 1	Edition 2	Edition 3	Edition 4	None
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which Exclusive Home Worldwide publications did you participate in during 2018?

Edition 1	Edition 2	Edition 3	Edition 4	None
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following items did you order through Head Office in 2018?

Strategy for Success mandate brochure	Yes   No
	<input type="radio"/> <input type="radio"/>
Glossy brochure	Yes   No
	<input type="radio"/> <input type="radio"/>
Finer Lite brochure	Yes   No
	<input type="radio"/> <input type="radio"/>
Canvassing cards or flyers	Yes   No
	<input type="radio"/> <input type="radio"/>
Window cards	Yes   No
	<input type="radio"/> <input type="radio"/>
Advertising in local publication	Yes   No
	<input type="radio"/> <input type="radio"/>
Signage or billboard advertising	Yes   No
	<input type="radio"/> <input type="radio"/>
Vehicle branding	Yes   No
	<input type="radio"/> <input type="radio"/>

# Marketing Report 2018

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## On-line Marketing

Which of the following items did you use, order or request through Head Office?

HTML emailer

Yes | No

☐ ☐

Page Turner

Yes | No

☐ ☐

Web banner

Yes | No

☐ ☐

Email signature

Yes | No

☐ ☐

E-card

Yes | No

☐ ☐

## Social Media

Which of the following items did you use, order or request through Head Office?

Facebook post

Yes | No

☐ ☐

Instagram post

Yes | No

☐ ☐

Pinterest post

Yes | No

☐ ☐

YouTube post

Yes | No

☐ ☐

Blog post

Yes | No

☐ ☐

Have you read through and signed all updated Social Media Policies?

Yes | No

☐ ☐



# Marketing Report 2018

## Which campaigns did you participate in?

Refined	Yes   No	Valentines Day	Yes   No
	<input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/>
Exclusive Home Worldwide	Yes   No	Mother's Day	Yes   No
	<input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/>
Turn your home into a bestseller	Yes   No	Father's Day	Yes   No
	<input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/>
The power of presenting your property properly	Yes   No	Mandela Day	Yes   No
	<input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/>
The perfect property approach	Yes   No	Easter	Yes   No
	<input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/>
City living	Yes   No	Festive Season	Yes   No
	<input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/>
Waterside living	Yes   No	Fridge Calendars	Yes   No
	<input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/>
Golf living	Yes   No		
	<input type="radio"/> <input type="radio"/>		
Equestrian living	Yes   No		
	<input type="radio"/> <input type="radio"/>		

## Which campaign elements did you use?

Window cards	Yes   No	Canvassing cards	Yes   No
	<input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/>
Flyers	Yes   No	Corporate ad	Yes   No
	<input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/>
Facebook posts	Yes   No	Email signatures	Yes   No
	<input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/>
E-Cards	Yes   No	Signage	Yes   No
	<input type="radio"/> <input type="radio"/>		<input type="radio"/> <input type="radio"/>

# Key Indicators Report 2018

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Please complete the following:

Unit Sales per month:

Sales Value per month:

On average, how many Exclusive Instructions were signed per month:

Commission percentage (average):

Market share (excluding developments):

Percentage marketing spend:

Number of agents in my business under-performing:

What % of sales in the business rely on the Licensee acting as a sales agent:

Please attach the following:

Office telephone list

Recent Agreement of Sale

Recent Rental Agreement (if applicable)

Current Show Day brochure