

# PREMIER CIRCLE

## QUARTERLY AND ANNUAL AWARD

# GUIDELINES



# *Quarterly Awards*

RECOGNISING OUR TOP PERFORMERS



# PREMIER CIRCLE QUARTERLY AWARDS CATEGORIES

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## PROPERTY PRESENTATION FOR THE QUARTER

This award is presented to 1 inland and 1 coastal winner per quarter and winning submissions are entered into the Annual Awards.



The cornerstone of our Brand philosophy is “we present property properly”. This award goes to the Agent who lives and breathes the Fine & Country Brand ethos and ensures that homes are presented using high-quality professional photography and engaging and well-scripted copy. Understanding that professional design of marketing presentation enhance the marketing strategy. The winner uses effective presentation to increase exposure from the Fine & Country website and active portals, though the Brands premium magazines and social media platforms. Entries for this award are to be submitted by each office in the form of a compiled presentation based on the criteria below. Not all of the criteria needs to have been utilised but may be used as a guideline to the type of presentation materials which would be considered for the award.

Criteria:

- Photography
- Video
- Write up
- Refined
- EHW
- Window card
- Flyer
- Social media
- Localised advertising
- Emailer

## ADMINISTRATOR FOR THE QUARTER

This award is presented to 1 inland and 1 coastal winner per quarter and automatically qualify for the Annual Awards.



Entries for this award are to be submitted by each office in the form of a nomination outlining how the Administrator has performed based on the criteria below:

Criteria:

- Manage deals and submitting deals quickly
- Support to the office
- Managing client expectation post-sale/rental
- An Administrator who goes above and beyond their expected duties and roles.

## REFERRAL AGENT FOR THE QUARTER

(To commence only in 2023):

This award is presented to 1 inland and 1 coastal winner per quarter and winners are entered into the Annual Awards.



# PREMIER CIRCLE QUARTERLY AWARDS CATEGORIES

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## BETTERBOND AWARD

This award is presented to 1 inland and 1 coastal winner per quarter and entered into the Annual Awards.

The BetterBond award acknowledges and recognises the level of support given by an Agent for the quarter.



## ROOKIE SALES AGENTS FOR THE QUARTER

This award is presented to 1 inland and 1 coastal winner per quarter and winners are entered into the Annual Awards.

This award goes to a newly appointed Agent based on registered sales within the first 3 months of joining an office.



## ROOKIE RENTAL AGENTS FOR THE QUARTER

This award is presented to 1 inland and 1 coastal winner per quarter and winners are entered into the Annual Awards.

This award goes to a newly appointed Agent based on registered rentals within the first 3 months of joining an office.



## SALES AGENTS FOR THE QUARTER

This award is presented to all qualifying Agents for the quarter.

Qualification criteria for this award is based on the Premier Circle Sales scoring system.

Points are calculated per quarter and accumulated towards the Annual Awards where the top performing Agents will be recognised.



## RENTAL AGENTS FOR THE QUARTER

This award is presented to all qualifying Agents for the quarter.

Qualification criteria for this award is based on the Premier Circle Rentals scoring system.

Points are calculated per quarter and accumulated towards the Annual Awards where the top performing Agents will be recognised.



# *Annual Awards*

RECOGNISING OUR TOP PERFORMERS



**FINE & COUNTRY**

# FINE & COUNTRY ANNUAL AWARDS 2023

## CATEGORIES

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### RENTAL OFFICE OF THE YEAR

The Rental Office of The Year award recognises the Licensee that has achieved the most points within the quarterly Premier Circle Awards over the course of the year. At this stage all quarterly regional winners will be recognised at a national level, and the Licensee with the most points will be chosen as the overall annual winner.

### SALES OFFICE OF THE YEAR

The Sales Office of the Year award honours the Licensee that has achieved the most points over the course of the quarterly Premier Circle Awards. At this stage the regions fall away and the winner will be selected out of this top performing pool at a national level, the overall winner of which will be the Licensee that has gathered the most points during the past year.

### MOST IMPROVED LICENSEE OF THE YEAR

This award goes to the Licensee who has shown the most growth in their own real estate business in the past year, and also assisted with the expansion of Brand recognition within Fine & Country by incorporating brand marketing elements and events within their day-to-day business. We consider both their financial results as well as their level of Brand marketing as measured from a Fine & Country South Africa perspective.

### BEST BRANDED OFFICE OF THE YEAR

The Fine & Country Global Brand experience is on show in over 300 locations across the world. When a client crosses the threshold of their local office, or walks past our offices in Park Lane, they are exposed to the Brand. This award recognises the Licensee who actively promotes and compliments the Fine & Country Brand through the use of professional and engaging office displays and signage. It also acknowledges this Licensee for the creation of a professional real estate environment that that meets the service requires of Agents, Administrative Staff, and Clients alike.

This award recognises the Licensee that has re-done or newly set up their office to keep it on brand over the past year.

### PROPERTY PRESENTATION OF THE YEAR

The cornerstone of our Brand philosophy is “we present property properly”. This award goes to the Licensee who lives and breathes our Brand ethos. This Licensee ensures that homes are correctly presented using high-quality professional photography and engaging and well-scripted copy. This Licensee understands that professional design of marketing presentations enhances the marketing strategy. The winner uses effective presentation to increase exposure from our website and active portals, though our magazines and onto social media. The winner of this award will be selected from the previous winners of the Premier Circle Quarterly Awards.

## CATEGORIES

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### MARKETING AND PROMOTION OF THE YEAR

Fine & Country offers its Licensees a suite of marketing tools and products all designed to improve presentation thereby increasing exposure and ultimately increasing the Licensees' market share. This award goes to the Licensee who shows understanding and utilises the available products and tools to the fullest extent possible. This Licensee participates in Fine & Country campaigns, utilises a variety of promotional formats in line with our corporate identity and participates in events that promote both their services and the Fine & Country Brand.

### DIGITAL AND ONLINE LICENSEE OF THE YEAR

Digital marketing and advertising are unquestionably a key part of the modern-day process of buying and selling premium property. This award is presented to the Licensee who has not only recognised the power of the internet but has benefited from creating a successful digital footprint that stands apart from their peers and their competitors. This Licensee is a digital mover and shaker with the savvy to understand the importance of networking, database and content management as well as advertising the Brand correctly on the various digital platforms. This Licensee understands social media engagement, creative e-mailing, SEO and how online campaigns ultimately boost sales.

### LICENSEE OF THE YEAR

This award goes to the Licensees who embodies the essence of Fine & Country, who is always moving forward, growing from strength to strength, a team-player who views life and business holistically, and always participates in the new initiatives that Fine & Country offers.

They are at every meeting, support every campaign, offering insight into ideas and opportunities in addition to showing powerful leadership both at an office level and on a national basis. This award reflects the great respect this Licensee commands across the group for always being true to the Brand and the Fine & Country ideology both internally and externally to the public.

### 10 AND 15 YEAR LICENSEE ANNIVERSARY AWARDS

Celebrating the dedication and commitment of the Fine & Country Network through their journey. This is an accolade of appreciation and acknowledges the long-standing support of the Fine & Country Brand.

### ADMINISTRATOR OF THE YEAR

The Administrator of the Year is an individual who has been recognised at the Premier Circle Quarterly Awards and has gone above and beyond to service their office. This person embodies one of our core values of exceptional customer service.

### BRAND AMBASSADOR OF THE YEAR

An Ambassador is defined as an official envoy delegate who is the representative of an entity to the public. We are all Ambassadors of the Fine & Country Brand. The Brand Ambassador is an individual/office who lives and breathes our Brand. An individual/office who consciously and positively uses the Brand to expand their areas of operation, to open doors for other members of our Fine & Country family and goes to great lengths to positively expose the Brand to anyone and everyone who crosses their paths. Our winner actively cultivates

## CATEGORIES

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partnerships, mentorships and business opportunities that benefit the Fine & Country members on a larger scale. This individual/office understands that growing Fine & Country will result in growth for themselves.

### REFERRAL AGENT OF THE YEAR

This award recognises a culture of referrals within the network based on registered deals within the year.

### BETTERBOND AWARD

The BetterBond award acknowledges and recognises the level of support given by an Agent for the year. This award rewards the commitment and support by the Agent throughout the year.

### ROOKIE SALES AGENT OF THE YEAR

People new to the industry often bring with them a fresh perspective and a different way of thinking to our businesses. This person is eager to learn, build their experience and apply their skills in the workforce and this award recognises their efforts.

### ROOKIE RENTAL AGENT OF THE YEAR

People new to the industry often bring with them a fresh perspective and a different way of thinking to our businesses. This person is eager to learn, build their experience and apply their skills in the workforce and this award recognises their efforts.

### SALES AGENT OF THE YEAR

As we all know sales are the lifeblood of any organisation. Without these individuals the ability of our Licensees to create stable operations and growth opportunities would be hampered. This

award recognises the top performing individuals/teams who have worked tirelessly to achieve top results in a highly competitive market whilst also ensuring that their clients enjoy the best Fine & Country customer experience.

### RENTAL AGENT FOR THE YEAR

Just like sales, rentals are key to a business' success, assisting companies in growth and stability. This award celebrates the top achievers in the rental landscape, those who have excelled in customer service and built a flourishing rental portfolio.

### CUSTOMER SATISFACTION AWARD

In a cluttered and competitive marketplace, consumers often turn to friends, family or Google and digital platforms to help make a purchase decision in terms of trusting a Brand. A satisfied customer is an incredible Ambassador for the Brand. Statistics show that 9 out of 10 people will trust what another person says about a Brand more than what the Brand says about itself. In an age where reputation is everything, the importance of a glowing testimonial/review cannot be understated. This award goes to the individuals who have not only provided a customer experience that has gone above and beyond, but has left the customer satisfied and because of their testimonial has opened the door to creating more sales opportunities for the Agent or Licensee.

Review on Hello Peter - 1 Point

Google Review - 1 Point

Facebook Review - 1 Point

Email - 1 Point

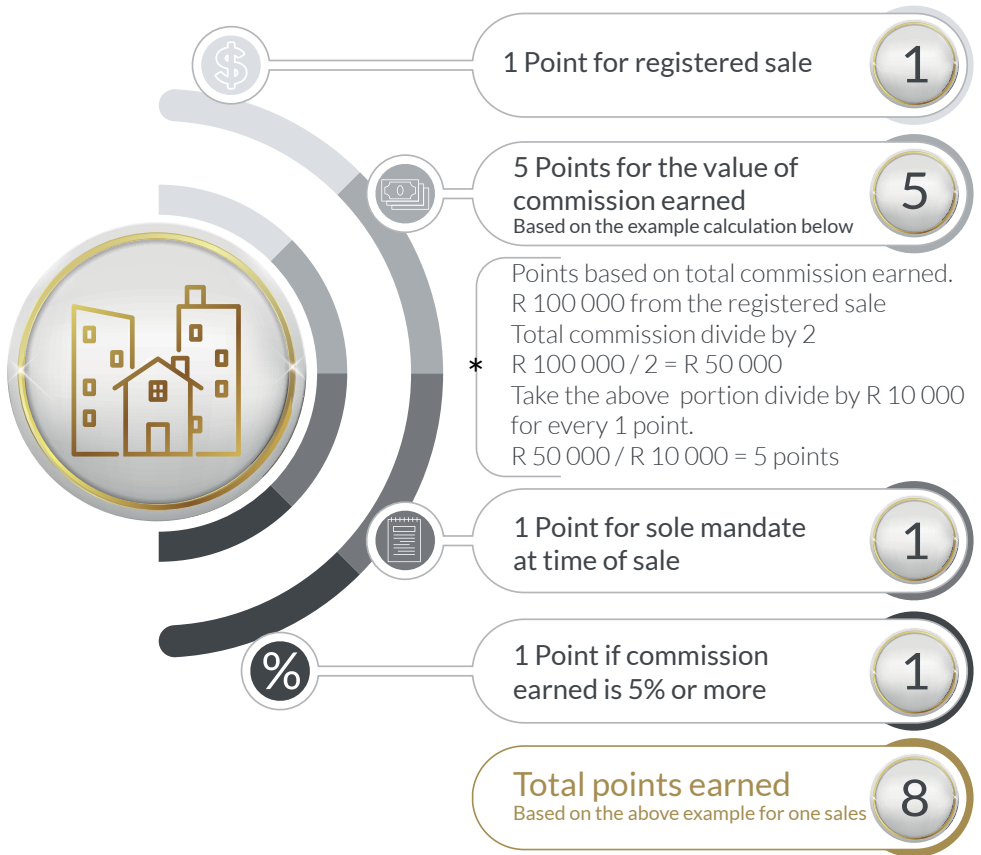
Letter - 1 Point

Video - 1 Point





## REWARDS & RECOGNITION SCORING SYSTEM | SALES



**Minimum qualification requirement for the quarter =** Total commission earned on registered sales

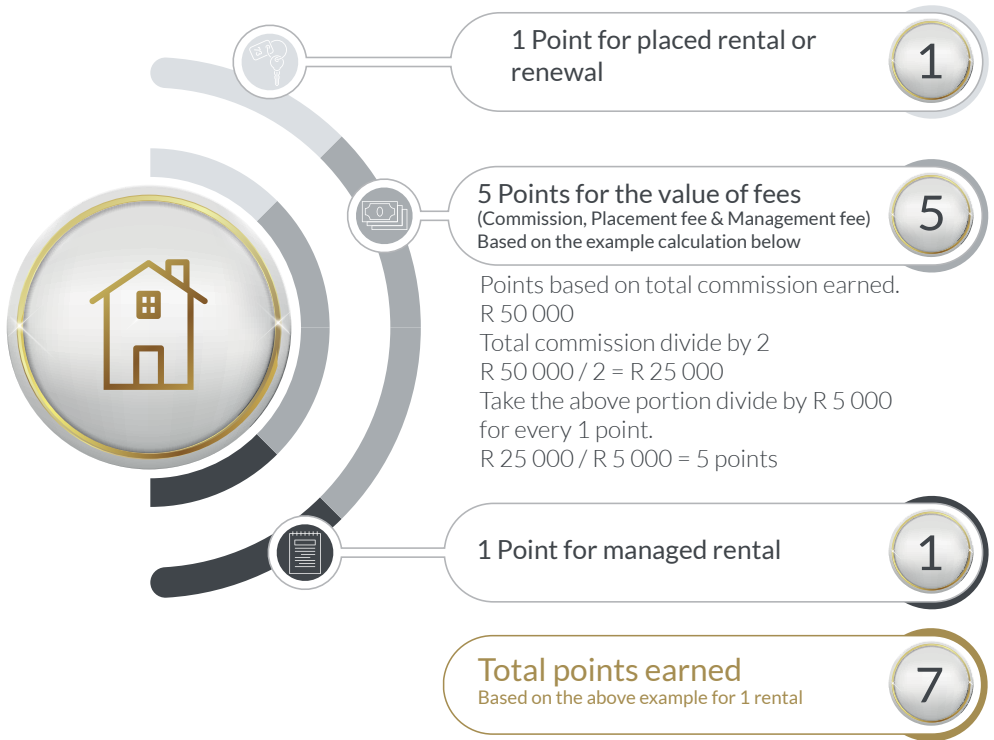
\* Commission below 200K divide by R 10 000  
Commission above 200K divide by R 7 500

(Min R 450 000 excl. VAT)

**OR** 6 Registered sales



## REWARDS & RECOGNITION SCORING SYSTEM | RENTALS



Minimum qualification requirement for the quarter = Total commission earned on completed rental.  
(Min R 75 000 excl. VAT)  
**OR** 6 Completed rentals