

WHY FIRST NATIONAL?

BECAUSE IT'S ABOUT YOU.

NOT JUST A JOB IN REAL ESTATE

First National's trademark 'Swash' is Australia's most recognised symbol for real estate.

When you join our network of 320+ offices and 3,000 agents across Australasia, you're aligning your personal brand with an attraction agency model that's independently recognised for having the country's happiest clientele.

Our brand means you'll list, sell or manage more property, while rapidly building the foundations of a successful, lucrative career.

However, there's a critical difference setting First National apart from its competitors. As you leaf through the pages of this brochure, that will become crystal clear.

I look forward to welcoming you to First National Real Estate and supporting your personal growth.

Ray Ellis
Chief Executive



THE BRAND THAT OFFERS UNRIVALLED SUPPORT

In real estate there are no prizes for second place. Your success is our priority.

By harnessing the expertise of our training, members and corporate resources, we create a staff support structure other networks can't match.

- 📺 We work cooperatively to share expertise
- 📺 We provide first class training, systems and technology
- 📺 We commit to improve your skills

First National Real Estate – the brand where experience combines with "proptech" to produce opportunity.



DYNAMIC, RESPONSIVE, AGENT FOCUSED

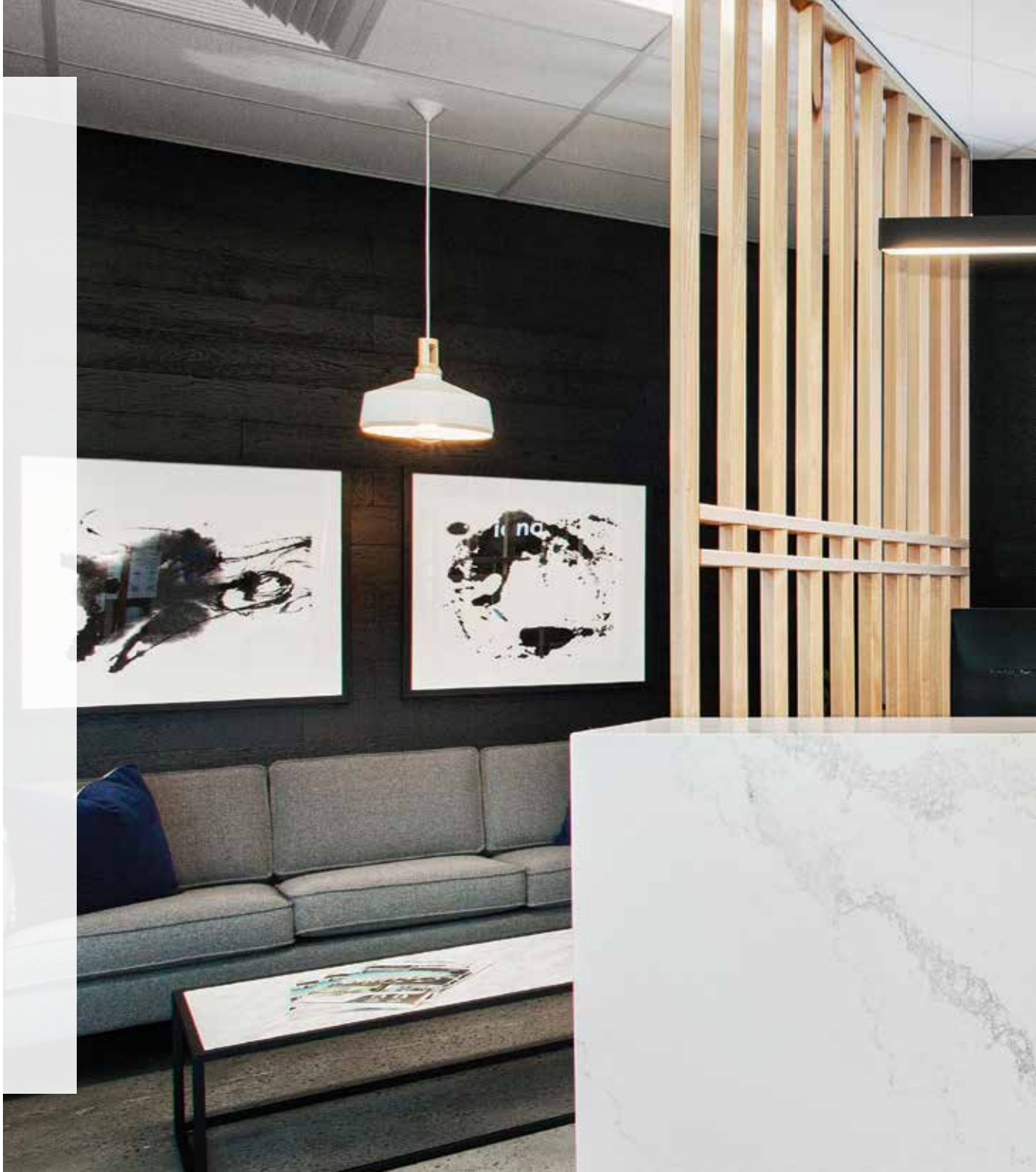
First National Real Estate was founded by agents, for agents, and our Board of Directors is made up of members from all over Australia.

Our strength is providing the most cost-competitive "proptech" and support. Because we're not for corporate profits, we invest more funds in putting more people on the ground ready to meet your needs.

Our General Excellence & Marketing Awards provide recognition of your achievements. When you reach the national top 10, our all-expenses-paid USA National Association of Realtors (NAR) Study Tour is your reward.

An independent survey of Australian real estate professionals declared First National 'No.1 for culture, brand and support'. That's why we won the coveted title - 'Employer of Choice'.

So, when you join First National Real Estate, you're not just starting a job in real estate, you're joining a family of people who care about your future.







SALES AND PROPERTY MANAGEMENT MASTERY

At First National, our induction system introduces you to a world of resources.

Our Online Academy combines on-demand training for property managers, salespeople and administrators.

For salespeople, training opportunities such as Lee Woodward's Complete Salesperson Course and regular webinars arm you with the strategies, ideas, scripts and dialogues needed for success.

For property managers, you'll learn from industry leaders like Tara Bradbury, Stacey Holt, Julie Albrecht, Daniel Spencer and Kasey McDonald.

And, there are many more inspirational speakers like Chris Helder, Tanja Jones, Josh Cobb, Josh Phegan, Aaron Shiner, Joel Davis and Chris Hanley OAM.

You mightn't know these people now, but you'll be amazed where their practical results orientated advice will take you.



AUSTRALASIAN BRAND LEADERSHIP

It's not just by leveraging an
collective expertise



Offices throughout Australasia	~320
Offices throughout New Zealand	~40
Homes sold in 2019	25,000+
Value of leads generated annually	\$30 million
Value of assets managed	\$50 billion
Agents in Australasia	3,000+
Calls generated to member offices	232,074 p.a.
Commercial experts	100+
Rental properties managed	90,000+
Rural & Lifestyle specialists	850+
Training events per annum	~80

Join over 3,000 agents in Australia, throughout New Zealand and across the South Pacific – all benefiting from the most recognised symbol for real estate.

ASTUTE MARKETING

Our “Out There” strategy makes it easy to command your local market with straightforward, easy-to-implement marketing solutions. Access market leading technologies, at lower costs for your clients.

Online premium marketing templates

FN Design Hub is where First National agents head to quickly create marketing collateral. Choose from hundreds of templates and adapt them to exactly suit your needs.

Graphic design team

Running a bespoke marketing initiative in your area and need something unique? First National's in-house design team is at your disposal.

Social media publishing

Our 24/7 social media publishing service – FN Social Express 2.0 – supports the First National agency you work within, helping it to stay on point with professionally curated content, all the time!

Automated content generation

Free access to HomePrezzo makes it easy to create eye-catching video presentations that distinguish you from competitors. Connect with prospects and past clients through stylish email campaigns, and, stand out from the crowd by providing useful information on Facebook, Twitter, LinkedIn and YouTube. You can build magazine-styled local market reports, packed full of local sales, for printing and letterbox drops or handing out at open home inspections. Increase time on your website with informative videos about how your local market is performing, using data that updates automatically.



HYPERLOCAL EMINENCE

Win more business from appraisal offers on every website that homeowners are browsing. In other words, fish where the fish are!

Our Hyperlocal campaigns use the world's largest data pool to make sure you appear everywhere you should. Target buyers for sales, vendors for listings, or promote your office and individual sales team members. You can even buy digital ad space in regional digital only newspapers!

More web traffic, more exposure, more call-ins

Hyperlocal delivers First National's agents, on average, **420%** more website traffic than the major online portals. That gives you a competitive point of difference in a crowded marketplace.

HYPERLOCAL VS TRADITIONAL ONLINE ADVERTISING

940 click throughs from Hyperlocal ads
vs **297** from a major portal

87% more appraisal requests generated

More brand exposure

2019 HIGHLIGHTS

70 million ad impressions

1,600 campaigns

2,818 leads delivered to members

45,000+ FN Social Express 2.0 posts

400+ new FN Design Hub templates
created

6,000+ pieces of artwork created by
members



DRIVING YOUR SUCCESS

Right across Australia, First National's staff benefit from the best training and support in the business. Here's how...

Induction

Our professional development goal is to reinforce and grow your skills. Our on demand Lee Woodward staff induction introduces you to all the services available. It gives you a clear vision of how real estate works and a framework for success.

Personal growth

FN Squad functions help you to build supportive relationships in a casual, relaxed atmosphere, while learning from industry leaders. We even fly-in staff from remote regions at no charge, connecting rookies with million-dollar agents so they can learn from the best, quickly.

Invitation only Business Circle and Chairman's Circle events unite groups with solutions to similar challenges, enabling your skills to expand. Face-to-face leadership, sales and property management training takes place, year-round. It's about creating ease of access to learning, at your pace, whenever you need it.

Awards

Our GEM Awards system (General Excellence & Marketing) supports and rewards your progress through multiple levels, with state-based awards events leading to national awards. Top 10 performers can win an all-expenses paid study tour to the annual National Association of Realtors conference in the USA. No other brand in Australia supports you this way.

MORE OPPORTUNITIES

First National creates more opportunities through a wide-range of marketing initiatives. 'Click and create' lead-generation social media campaigns, prizes, competitions, Google My Business pages, and inbound marketing strategies combine to generate millions of dollars' worth of commissions for our agents annually.

10 million+ listings viewed through Google search (2019)

520,794 customers click throughs from Google My Business locations (2019)

49,252 directions to member offices requested from Google (2019)

232,074 calls to businesses from Google (2019)

Comprehensive home buyers', sellers', property management and divorce guides help thousands of Australians leverage First National's free advice and expertise, creating still more opportunities for you.

NATIONAL ADVERTISING CAMPAIGN

Our 2019 National Advertising Campaign provided mass brand exposure across the best news, sports and entertainment programmes – coast-to-coast. The network's trademark 'Swash' took its place in the company of massive advertisers like Toyota, Bunnings and Pointsbet.

103 million people reached

2,000+ TV adverts

8,720 bonus advertising spots

2,610 radio adverts

4,207,619 adverts viewed on YouTube



COMMUNITY

From raising funds for community initiatives to educative seminars, First National members actively participate in their community. Here are just a few examples...

-  Kids Helpline
-  7 News Young Achiever Awards
-  Australian Police Rugby Golden Oldies
-  Postie Bike Dash
-  Summer of Surf
-  Daffodil Day
-  Australian Red Cross Emergency REDiPlan
-  National Police Memorial – Wall to Wall Ride for Remembrance
-  Ronald McDonald House Ride for Sick Kids
-  Adelaide Thunderbirds
-  Auckland Huskies
-  Thank You
-  Buy A Bale



Kids Helpline

First National Foundation's major sponsorship is Kids Helpline – Australia's only free, private and confidential 24/7 online and phone counselling service for young people aged 5 to 25. Every 90 seconds, someone's son or daughter, grandchild, niece, nephew, neighbour or friend gets in contact with Kids Helpline via its free call number or web chat service.



7 NEWS Young Achiever Awards

First National's commitment to youth, innovation and leadership is demonstrated by its sponsorship of the 7 NEWS Young Achiever Awards. Award winners are announced at Gala Awards dinners from coast to coast throughout the year, with media coverage from 7 NEWS, PRIME7 and NOVA 100. Television adverts feature winners of the First National Real Estate Leadership Award and Innovation Awards across the country.



STAFF REWARDS

National Association of Realtors (NAR)

NAR represents the pinnacle of First National's GEM Awards programme. Top 10 national award winners and select individuals get to see the world's largest real estate conference in the USA, where more than 20,000 real estate professionals get together. You'll experience a world-class supplier showcase and learn from the world's real estate leaders.



NATIONAL CONVENTION

National Convention is an annual highlight, providing a chance to enjoy rest and relaxation in a motivating business environment. Locations have included Singapore, Darwin, Bali, The Gold Coast, Fiji, Cairns, Christchurch/Queenstown, Hamilton Island, Sunshine Coast, Perth, Alice Springs, Noumea and Auckland.

Top flight speakers are guaranteed, like former Prime Minister John Howard OAM, AFL footballer Simon Madden, Chris Hanley OAM, Paralympic gold medallist Dylan Alcott, world ironwoman Harriet Brown, neuroscience specialist Cameron Webb, sales psychologist Pancho Mehrotra, social media guru Jamie Buttigieg, and industry expert Lee Woodward no less. These are just a few of the BIG names you'll always find at First National conventions.





TECHNOLOGY AT YOUR FINGERTIPS



Zenu & AgentBox

Our partners for simple real estate software and beautifully crafted websites.



FN Hyperlocal

Competitively priced programmatic advertising across all online spaces.



FN Central

Easy access to all our marketing resources, suppliers, technology, forums and training.



FN Utopia X

Your communications and buyer/tenant matching platform.



FN Design Hub

A complete range of premium, editable marketing templates that you can design quickly and easily.



FN Social Express

24/7 social media content that's engaging, useful and entertaining.



HomePrezzo

Striking data-driven digital animations & content for reports, emails, social media, letter drops and websites.



FN Maintenance Manager

Australia's leading rent roll management software.



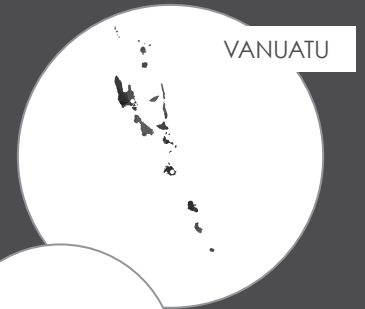
NEXT STEPS

Contact **1800 032 332** for the contact details of your nearest First National member.

If you're motivated, results orientated and customer focused, we're keen to talk to you.



AUSTRALIA



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NEW CALEDONIA



NEW ZEALAND

SPEAK TO US

about employment
opportunities today

FIRST NATIONAL

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