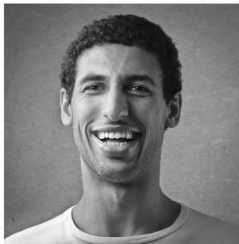


# GROWING OUR PEOPLE.





# HARCOURTS ACADEMY.

HARCOURTS ATTRACTS THE BEST PEOPLE IN THE BUSINESS. OUR TRAINING IS OFTEN REGARDED AS SETTING THE BENCHMARK FOR THE ENTIRE REAL ESTATE INDUSTRY.

INHERENT IN THE HARCOURTS CULTURE IS THE PRIDE WITH WHICH WE ARE ACTIVELY INVOLVED IN THE PERSONAL AND PROFESSIONAL DEVELOPMENT OF EVERY MEMBER OF OUR TEAM. THE ACADEMY OFFERS A UNIQUE TYPE OF STRUCTURED COURSE PATH AND TAILORED SYSTEM OF LEARNING.

IT IS OUR UNPARALLELED INVESTMENT IN OUR PEOPLE WHICH PROVIDES REWARDING FUTURES FOR THOSE WHO ARE MOTIVATED TO LEARN AND COMMITTED TO HIGH LEVELS OF PERSONAL AND PROFESSIONAL GROWTH.



# HARCOURTS & You

THE HARCOURTS & YOU DAY HAS BEEN DESIGNED TO PROVIDE AN IN-DEPTH INTRODUCTION TO HARCOURTS – WHO WE ARE, WHERE WE ARE IN THE WORLD, WHAT WE HAVE TO OFFER, WHY WE DO WHAT WE DO, AND HOW WE OPERATE AS AN ORGANISATION.

EVERYONE JOINING TEAM HARCOURTS, NO MATTER WHAT ROLE, IS WARMLY WELCOMED TO THIS INTERACTIVE AND ENLIGHTENING DAY.

“I REALLY ENJOYED HARCOURTS  
& YOU DAY! THE POSITIVE SPIRIT  
AND ENTHUSIASM OF HARCOURTS  
WAS REFLECTED STRONGLY  
THROUGHOUT THE COURSE”

KATHY, QUEENSLAND

“AN INCREDIBLY INFORMATIVE DAY  
LEARNING ABOUT HARCOURTS  
AS AN ORGANISATION INCLUDING  
ITS IMPORTANT VALUES, GLOBAL  
DIRECTION AND CLIENT PROMISE”

CELESTE, TASMANIA






“HARCOURTS & YOU DAY MADE  
ME AWARE OF THE IMPORTANCE  
OF HARCOURTS TECHNOLOGY  
AND ‘eONE’ IN REAL ESTATE.  
THE PRESENTATION WAS BOTH  
INFORMATIVE AND ENTERTAINING”

DALE, TASMANIA



# GETTING STARTED THE HARCOURTS WAY



THIS PROGRAMME IS DESIGNED FOR PEOPLE WHO WISH TO BECOME REGISTERED REAL ESTATE SALESPEOPLE, HAVE MOVED COUNTRY OR INTERSTATE, OR OPERATE AS PERSONAL ASSISTANTS. A BLENDED LEARNING PROGRAMME INCORPORATING ONLINE LEARNING, IN-CLASS TRAINING AND IN-THE-FIELD PROJECTS.

THIS PROGRAMME PROVIDES THE REQUIRED QUALIFICATIONS FOR INDUSTRY CERTIFICATION. THROUGHOUT THE PROGRAMME WE'VE PROVIDED REAL LIFE EXAMPLES THAT HAVE WORKED FOR SOME OF OUR MOST SUCCESSFUL SALES CONSULTANTS. LET THEIR EXPERIENCE GUIDE YOU ALONG YOUR JOURNEY.

“IT WAS A SUPERB TRAINING  
PROGRAMME IN A POSITIVE  
ATMOSPHERE, ESPECIALLY WITH  
OTHERS AND TRAINERS WHO  
REALLY WANT TO HELP YOU TO  
SUCCEED”

HELENE, WESTERN AUSTRALIA

“IT WAS ABSOLUTELY FANTASTIC  
AND I HIGHLY RECOMMEND IT! I  
FEEL FULLY PREPARED TO JUMP  
INTO THIS EXCITING REAL ESTATE  
INDUSTRY”

NICHOLAS, NEW ZEALAND

“IT ANSWERED A LOT OF QUESTIONS  
I HAD IN MIND AND HOW TO  
APPROACH A LISTING WITHOUT  
LOSING IT. VERY EDUCATIONAL.  
IT WAS SO MUCH FUN”

BRIDGETTE, SOUTH AFRICA

“LOVE THE ROLE-PLAY, IT’S AN  
AWESOME WAY OF PRESENTING  
THE INFORMATION. FRESH AND  
INTERESTING”

MICHELLE, SOUTH AFRICA

“THIS PROGRAMME HELPED ME TO UNDERSTAND THE FUNDAMENTALS OF REAL ESTATE AND THE UNIQUE APPROACH HARCOURTS USE WITH THEIR CLIENTS. IT WAS FANTASTIC TO BE IN A ROOM FULL OF DEDICATED AND PASSIONATE REAL ESTATE CONSULTANTS”

ANTONIA, NEW SOUTH WALES




“THE TRAINER’S ATTITUDE AND  
EXCITEMENT TOWARDS REAL ESTATE  
WAS GREAT TO LISTEN TO. I CAN NOW  
IMPLEMENT THE SKILLS AND KNOWLEDGE  
INTO MY BUSINESS”

BRIE, VICTORIA



# SUCCEEDING THE HARCOURTS WAY



SUCCEEDING THE HARCOURTS WAY CATERS FOR EXPERIENCED CONSULTANTS TO HELP THEM TAKE THEIR BUSINESSES TO THE NEXT LEVEL OF SUCCESS, AND TO BECOME AWARE OF THE EXTENSIVE SUPPORT AND IN-THE-FIELD RESOURCES AVAILABLE TO THEM. BRING YOUR OFFLINE AND ONLINE PERSONAL MARKETING RESOURCES INLINE.

EXAMINE YOUR LISTING ABILITY AND CONSISTENCY OF SERVICE AND LEARN HOW TO MANAGE YOUR TIME MORE EFFECTIVELY AND EARN MORE.

“SUCCEEDING THE HARCOURTS WAY WAS A GREAT INTRODUCTION TO THE CULTURE AND MINDSET OF THE HARCOURTS FAMILY. THIS PROGRAM GAVE ME GREAT INSIGHT INTO THE PHILOSOPHY OF THIS DYNAMIC COMPANY. IT IS WORTH YOUR TIME TO EXPLORE ALL THAT HARCOURTS HAS TO OFFER WHEN YOU JOIN TEAM BLUE”

JOEL, USA

“I HAVE JUST FINISHED SUCCEEDING THE HARCOURTS WAY. IT HAS BEEN A VERY VALUABLE COURSE. IT HAS GIVEN ME STRUCTURE AND ADVICE ON HOW TO PUT THE APPROPRIATE SYSTEMS IN PLACE TO ORGANISE MY BUSINESS. I HAVE LEARNT A LOT OF NEW THINGS THAT I CAN IMPLEMENT INTO MY BUSINESS”

SOPHIE, VICTORIA



“SUCCEEDING THE HARCOURTS WAY IS A VALUABLE COURSE TO ATTEND. EVEN IF YOU ARE AN EXPERIENCED AGENT OR IF YOU ARE NEW TO HARCOURTS, I HIGHLY RECOMMEND THIS COURSE. IT WILL HELP YOU UNDERSTAND EXACTLY WHAT MAKES HARCOURTS SO VASTLY DIFFERENT FROM ALL OTHER AGENCIES AND HOW TO COMMUNICATE THAT TO YOUR CLIENTS”

LAURABELL, USA

“THIS TRAINING HAS BEEN OUTSTANDING,  
WELL PRESENTED FOR ALL AND VERY MUCH  
APPRECIATED. IT WAS GREAT TO GET BACK  
TO BASICS AND BUILD ON THAT FOUNDATION”

JENNY, SOUTH AFRICA



“A VERY THOUGHT PROVOKING PROGRAMME,  
THE COURSE ACHIEVED MY GOAL OF GROWING  
MYSELF”

MICHELLE, SOUTH AFRICA

“MY TIME SPENT LEARNING THE SUCCEEDING  
THE HARCOURTS WAY WAS AWESOME! I  
RECOMMEND THIS COURSE TO INDIVIDUALS  
BOTH NEW TO REAL ESTATE AND NEW TO  
HARCOURTS. LEARNING HOW TO TAKE  
ADVANTAGE OF OUR EXTENSIVE RESOURCES  
IS THE KEY TO SEPARATING YOURSELF FROM  
THE REST”

RACHEL, USA

“THE TRAINING WAS HIGHLY EFFECTIVE AND  
WILL BE IMPLEMENTED INTO MY DAILY ROUTINE.  
THE DELIVERY OF THE INFORMATION WAS  
OUTSTANDING! IT FORCES YOU TO PRACTICE  
THE DIFFICULT ASPECTS OF REAL ESTATE  
TRAINING”

LUKE, NEW ZEALAND



# iSTART 24



A SELF PACED 24 WEEK PROGRAMME FOR THOSE NEW TO REAL ESTATE SALES. iSTART24 WILL HELP YOU ATTAIN LIFETIME SUCCESS IN THE REAL ESTATE BUSINESS. THE PROGRAMME REQUIRES FULL-TIME COMMITMENT AND A WILLINGNESS TO COMPLETE ALL ASSIGNMENTS, INCLUDING DAILY ACTIVITY RECORDS. THROUGHOUT THE PROGRAMME WE'VE PROVIDED REAL LIFE EXAMPLES THAT HAVE WORKED FOR SOME OF OUR MOST SUCCESSFUL SALES CONSULTANTS. LET THEIR EXPERIENCE GUIDE YOU ALONG YOUR JOURNEY.

“UPON JOINING THE HARCOURTS TEAM I WENT THROUGH THE iSTART24 TRAINING PROGRAMME EVEN THOUGH I’VE BEEN AN ACTIVE REAL ESTATE AGENT FOR OVER TEN YEARS. THE MATERIAL ITSELF IS AMAZING. WORKING THE HARCOURTS WAY HAS DRAMATICALLY INCREASED MY BUSINESS AND SET ME ON A PATH TO BE A SUPERSTAR AGENT. SINCE COMPLETING THE ‘iSTART24’ PROGRAMME, I HAVE BECOME THE SALES MANAGER FOR MY OFFICE”

PETER, USA

“iSTART HAS TRULY BEEN THE CORNERSTONE TO KEEPING MY BUSINESS GOALS ON TRACK. IT REMINDS ME THAT THIS INDUSTRY IS A MARATHON, NOT A SPRINT. UPON MY COMPLETION OF THE PROGRAMME MY DAY HAS BECOME STRUCTURED AND ORGANISED. A TRULY UNIQUE TRAINING COMPONENT TO HARCOURTS - TAKE ADVANTAGE OF THIS UNPARALLELED ASSET”

RACHEL, USA





“I FOUND THE iSTART24 PROGRAMME OFFERS A GREAT SOURCE OF INFORMATION AND A PRACTICAL GUIDELINE FOR ANY ASPIRING REAL ESTATE AGENT. IN PARTICULAR, THE PROSPECTING SECTION HAS BEEN OF GREAT VALUE IN GROWING MY BUSINESS AS IT HAS HELPED DEVELOP A MORE DEFINITIVE PLAN FOR HOW AND WHEN TO PROSPECT”

TARA, SOUTH AFRICA

“AS A NEW AGENT I NEEDED SOME GUIDANCE ON HOW TO START OUT IN REAL ESTATE. I WOULD RECOMMEND THIS COURSE TO ALL AGENTS, BUT ESPECIALLY THOSE JUST BEGINNING. THIS PROGRAMME WILL HELP YOU TO UNDERSTAND THE PROCESS AND GIVE YOU THE CONFIDENCE TO KEEP MOVING FORWARD”

LYNN, NEW ZEALAND

“UPON COMPLETING THE iSTART24 PROGRAMME I WAS BOTH OVERWHELMED BY THE QUANTITY OF INFORMATION LEARNT BUT ALSO SUPER EXCITED TO KICK-START MY CAREER. THIS PROGRAMME HAS REALLY HELPED ME TAKE MY BUSINESS IN THE RIGHT DIRECTION”

SCOTT, USA



# LEADERSHIP PROGRAMME



EMPOWERING OUR OFFICES AND TEAM LEADERS TO TAKE THEIR OPERATIONS TO NEW LEVELS, THE LEADERSHIP PROGRAMME INCLUDES TOPICS SUCH AS THE ART OF LEADERSHIP, COACHING, TRAINING, MARKETING, SYSTEMS, FINANCIAL PLANNING, TECHNOLOGY AND BUSINESS STRATEGY.

THE MANY WORKSHOPS WITHIN THIS PROGRAMME WILL HELP YOU TO MANAGE PEOPLE FOR HIGH PERFORMANCE AND ACHIEVE EXTRAORDINARY SUCCESS IN YOUR BUSINESS.

“I HAD A GREAT TIME AT THE LEADERSHIP PROGRAMME.  
IT HAS BEEN FANTASTIC LEARNING AND IMPLEMENTING  
THE SYSTEMS TO HELP ME IMPROVE”

JANICE, NEW ZEALAND

“IT SIMPLIFIED EVERYTHING WE NEED TO DO, TO BE  
GREAT LEADERS WITHIN HARCOURTS”

SANTI, SOUTH AFRICA

“IT HELPED ME FOCUS ON THE RIGHT ACTIVITIES,  
IMPROVE THE TEAMWORK IN OUR OFFICE AND ASSIST  
ME MANAGING STAFF IN A MORE POSITIVE WAY”

MARNUS, SOUTH AFRICA

“IT HAS BEEN GREAT MEETING OTHER LEADERS AND  
SHARING VALUABLE INFORMATION”

JILL, NEW ZEALAND

“REALLY FANTASTIC, CERTAINLY SOME GREAT  
POINTS TAKEN OUT OF EACH SESSION AND  
SOMETHING TO BUILD ON WITH THE TEAM WHEN  
I GET BACK TO THE OFFICE. I THOROUGHLY  
RECOMMEND THIS COURSE”

CLAIRE, NEW ZEALAND



“I ATTENDED THE LEADERSHIP PROGRAMME  
AND FOUND IT REALLY GREAT. IT IS SOMETHING  
THAT IS DAUNTING FOR MANY MANAGERS. I  
HAVE LEARNT A LOT AND HIGHLY RECOMMEND  
THIS COURSE”

ANONYMOUS, NEW ZEALAND



# AUCTION PROGRAMME

{ THE EXCLUSIVE HARCOURTS AUCTION PROGRAMME PROVIDES REAL ESTATE PROFESSIONALS WITH THE NECESSARY SKILLS, KNOWLEDGE AND RESOURCES TO ENABLE THEM TO LIST AND SELL PROPERTY USING THE AUCTION METHOD OF MARKETING.

“THIS PROGRAMME REINFORCED  
AUCTIONS AS A MEANS OF  
SELLING PROPERTIES. THE TRAINER  
WAS VERY PROFESSIONAL AND  
KNOWLEDGEABLE”

PETER, WESTERN AUSTRALIA

“I STRONGLY BELIEVE IN THE AUCTION PROCESS AND I ALWAYS BELIEVE IT IS WELL WORTH ATTENDING TRAINING TO PICK UP EXTRA HINTS AND TIPS. ATTENDING THIS PROGRAMME KEEPS YOU ON YOUR GAME - IT’S A PROCESS WELL WORTH GETTING INVOLVED IN”

ANONYMOUS, NEW ZEALAND

“I FOUND IT WAS HIGHLY  
INSPIRATIONAL AND VERY  
EDUCATIONAL. I’VE COME AWAY  
WITH SOME GREAT TIPS THAT I CAN  
USE IN THE FUTURE”

ANONYMOUS, NEW ZEALAND

“IT WAS AMAZING - I HIGHLY  
RECOMMEND THIS PROGRAMME!  
I’M REALLY LOOKING FORWARD TO  
PUTTING ALL THIS NEW INFORMATION  
INTO PRACTICE ”

ANONYMOUS, NEW ZEALAND

“THE TRAINER GAVE GREAT INFORMATION ON AUCTIONS THAT HAS ARMED ME FOR THE REAL ESTATE INDUSTRY. PRIOR TO THE PROGRAMME I WAS VERY UNSURE OF THE AUCTION PROCESS. I NOW FEEL MORE CONFIDENT TO SUGGEST IT AS A METHOD OF SALE”

SARAH, WESTERN AUSTRALIA



“THIS PROGRAMME WAS CLEAR  
AND THE INFORMATION WAS  
CONCISE. THE TRAINER KEPT  
THE PROGRAMME LIGHT AND  
INTERESTING. IT HAS GIVEN ME A  
BETTER UNDERSTANDING OF THE  
AUCTION PROCESS AND DEFINITELY  
EXCEEDED MY EXPECTATIONS”

KATHERIN, AUSTRALIA



# PROPERTY MANAGEMENT PROGRAMME

{ A PROGRAMME FOR PROPERTY MANAGERS AND SUPPORT STAFF WANTING  
TO ENSURE COMPLIANCE AND OBTAIN MAXIMUM PRODUCTIVITY AND  
OPTIMUM CUSTOMER SERVICE.

“IT WAS GOOD TO LEARN THE  
DIFFERENCES IN THE LEGISLATION  
AND IT IS GREAT FOR PEOPLE  
WHO ARE NEW TO THE INDUSTRY  
OR THOSE WANTING A REFRESHER  
COURSE FOCUSING ON THE BASICS”

ANONYMOUS, QUEENSLAND

“I FOUND THE COURSE VERY INVITING,  
OUR TRAINER WAS EXCELLENT. SHE  
FOCUSED ON THE BASICS, INCLUDING  
THE POLICIES AND PROCEDURES OF  
PROPERTY MANAGEMENT, WHICH  
WAS INVALUABLE”

ANONYMOUS, QUEENSLAND

“I FOUND THIS PROGRAMME SO INFORMATIVE THAT I HAVE MADE SURE I HAVE REGULARLY RE-ATTENDED IT AS A REFRESHER AND TO BE KEPT UP WITH ANY NEW CONTENT. AS A GENERAL MANAGER I MAKE SURE EVERYONE FROM MY DEPARTMENT, NOT JUST THE PROPERTY MANAGERS, ATTEND BECAUSE THE TRAINER HAS A RAFT OF INFORMATION ON EVERY ASPECT OF PROPERTY MANAGEMENT”

JAMES, NEW ZEALAND

“THE PROPERTY MANAGEMENT PROGRAMME WAS  
VERY INFORMATIVE. I AM NEW TO PROPERTY  
MANAGEMENT SO IT HAS GIVEN ME THE  
KNOWLEDGE AND FOUNDATION TO BUILD UPON.  
I HIGHLY RECOMMEND IT”

ANONYMOUS, QUEENSLAND

“I RECENTLY WENT THROUGH THE PROPERTY MANAGEMENT PROGRAMME AGAIN, HAVING BEEN IN THE PROPERTY MANAGEMENT INDUSTRY FOR SOME YEARS. IT WAS A GREAT REFRESHER COURSE FOR ME AND THE TRAINER’S EXPERIENCE AND KNOWLEDGE OF THE TENANCY ACT AND PROPERTY MANAGEMENT IN GENERAL AND HOW IT APPLIES TO EVERYDAY ISSUES, WAS INVALUABLE”

SUZANNE, NEW ZEALAND




“I LEARNT QUICKLY ABOUT HARCOURTS POLICIES  
AND STANDARDS OF BEST PRACTICE. IF YOU  
NEED A QUICK REFRESHER OR YOU ARE NEW TO  
THE INDUSTRY I WOULD DEFINITELY RECOMMEND  
THIS PROGRAMME”

ANONYMOUS, QUEENSLAND



# TECHNOLOGY PROGRAMME



OUR TECHNOLOGY WORKSHOPS PROVIDE TEAM HARCOURTS WITH AN UNDERSTANDING OF HARCOURTS' ELECTRONIC SYSTEMS AND EBUSINESS TOOLS. IT EQUIPS THEM WITH THE SKILLS REQUIRED TO OPERATE THEM EFFECTIVELY. WORKSHOPS COVER PROPERTY AND CLIENT MANAGEMENT PLUS ADVANCED ONLINE PRESENCE AND MARKETING, WITH HANDS-ON TRAINING THAT PROVIDES ATTENDEES WITH THE CONFIDENCE TO NAVIGATE AND EFFECTIVELY INCORPORATE THESE ESSENTIAL TOOLS INTO THEIR DAILY PRACTICE.

“I ATTENDED THE HARCOURTSONE TRAINING YESTERDAY, I FOUND IT REALLY INFORMATIVE. I’VE ONLY BEEN IN HARCOURTS FOR SEVEN MONTHS AND I HAVE NOW ATTENDED THE BEGINNERS COURSE AND THE ADVANCED TRAINING. I REALLY RECOMMEND THIS TRAINING - I’VE LEARNT SOME IMPORTANT FEATURES OF HARCOURTSONE.”

ANONYMOUS, NEW ZEALAND

“I’VE JUST FINISHED AN AWESOME ONLINE MARKETING SESSION WITH OUR TRAINER AT HARCOURTS. IT’S REALLY IMPORTANT THAT WITH THE YOUNGER GENERATION COMING THROUGH THAT WE’RE REALLY ON TOP OF OUR SOCIAL MEDIA AND OUR WEBPAGE MANAGEMENT. IF WE HAVE A LOOK AT WHERE OUR BUYERS ARE COMING FROM, EVERYWHERE IS ONLINE AT THE MOMENT SO YOU ARE BEING SEARCHED. THIS TRAINING TAUGHT ME HOW TO ENHANCE TECHNOLOGY IN OUR BUSINESS!”

ANONYMOUS, AUSTRALIA

“THIS TRAINING WAS GREAT! I CAN NOW UTILIZE THE AUTOMATED FEATURES IN HARCOURTSONE. I THINK IT’S CRITICAL TO LEARN HOW TO SET UP TASKS, EMAIL MARKETING CAMPAIGNS AND THE AUTOMATED FEATURES AVAILABLE IN HARCOURTSONE.”

ANONYMOUS, USA

“I’M IMPRESSED WITH NOT ONLY THE TRAINING  
BUT THE PRODUCT ITSELF. IT’S READY TO  
RUN, YOU HIT THE GROUND RUNNING. I’M VERY  
IMPRESSED WITH IT AND I’M LOOKING FORWARD  
TO UTILIZING IT. THERE’S SO MUCH AND IT’S  
GOT HUGE AMOUNTS OF VERSATILITY IN IT”

ANONYMOUS, USA

## **HARCOURTS ACADEMY**

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