

The award-winning Liveability Real Estate Specialist Training


The Centre
for Liveability
Real Estate



Why is it important to you as a sales agent or property manager?

The Liveability Real Estate Framework is a “features-based” framework which enables residential sales agents and property managers to simply and effectively identify a new collection of Liveability Features™ at point of sale or rent.

It was created for and by the residential property marketing industry in collaboration with the design and construction industries to address rising consumer demand for information about the running cost and comfort potential of properties at point of sale or rent.

Your new property knowledge means you will have a clear competitive advantage when appraising a property and you are able to address buyers' and renters' questions with confidence.

In recent research,³ general real estate agents were rated lower in trust rankings than agents with specialist knowledge in energy, lifestyle, comfort and design.

What does this mean for your vendors, buyers, renters and investors?

The running cost potential of a property is impacting the way buyers, investors and renters are viewing homes at point of sale or lease.

An up-skilled Liveability Real Estate Specialist can now bring ALL the features of a property forward at point of sale or rent to enable the property to reach the highest price in the shortest time frame for your vendor or investor.

They have access to additional listing opportunities for their clients through the Liveability Features trademarks and customised Liveability Listing image which can be used in their property marketing.

17 Liveability Features™ your currently missing in your appraisals

The award-winning Liveability Real Estate Specialist training course enables sales agents and property managers to integrate an additional 17 Liveability Features™ into their normal appraisal processes in a robust and systematic way.

These include 17 Liveability Features™ which cover energy and water efficiency inclusions, solar PV, passive design elements and living locally.

In recent research¹, 89% of consumers said that they would find a home more attractive if these features were identified at point of sale or lease².

As a Liveability Real Estate Specialist with future-focused property knowledge and resources you are positioned to meet this new opportunity in residential real estate.

Award-Winning training

“98% of agents who attended the training said they would recommend it to a peer.”²

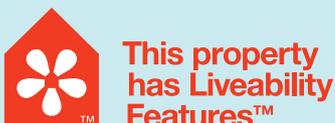
Judges' comments, Banksia Foundation Award for Education

“... This program is an amazingly innovative initiative with the capacity to effect change on people's lives – through their homes, and through their investments. This initiative has engaged many partners and the engagement results from their training courses are outstanding.”

REINSW CEO, Tim McKibbin

“We are excited to sign on as the first Real Estate Institute partner of Liveability and to be able to offer this industry leading training to our members over the coming months. We are proud that our industry has provided such a significant contribution to enhancing the customer experience for buyers and tenants.”

Get qualified – stay relevant



The Liveability Features Appraisal Checklist is available on mobile devices and automatically generates a customised image for your property listings



How much do you really know about the properties you're listing?

It's time to get up to speed with the property features you're missing in your appraisals

What you will learn in this course

- Identify the "sweet spot" in your market
- Understand this new value proposition
- Understand what the new consumer wants from you
- Position yourself as a Liveability Real Estate Specialist in your market
- Integrate a Liveability Appraisal into your processes
 - How to identify the 17 Liveability Features™ in a property
 - How to appraise and list properties with these features
 - Know why they are important to liveability potential
 - Know how to market them effectively at point of sale or lease
- Scripts and dialogues
- The 5 Liveability Customer profiles
- The power of active listening
- The language of Liveability
- Accessing exclusive tools and resources

This is a nationally recognised specialist training and membership program for sales agents and property managers.

The training program is endorsed by key organisations and peak bodies in the design, construction, manufacturing and assessment industries.

Course duration

One full day training (8.30am - 4.30pm)

Then in the following week you will need to complete a 30 minute online video refresh and conduct a Liveability Features Appraisal of your own home.

Course cost

Price \$635 inc GST (per agent)

(this includes your first year membership to the Centre for Liveability Real Estate)

Ask us about our volume discounts for over 50 people.

Book now

Visit: liveability.com.au/book

On graduation

Once graduated you will be supported by a nationally recognised membership program and have access to a continuous improvement training pathway and the best information, resources and research regarding the running cost and comfort potential of properties.

You will receive:

- One year membership to the Centre for Liveability Real Estate.
- The Liveability Real Estate Specialist lapel pin and membership card.
- Exclusive access to the Liveability Features Appraisal Checklist for mobile devices, listing tools and marketing content.
- Annual online training updates for FREE.
- Access to the best information from CSIRO regarding the running cost and comfort potential of properties to pass on to your buyers, sellers, renters and investors.

Contact us

Email: training@liveability.com.au

SOURCES

¹ EnergyFit Homes: Enhancing the Market for Energy Efficient Homes Research Study, "energy efficiency features" p.10, April 2016

² Centre for Liveability Real Estate Post Training Feedback Survey 2012-2015

³ EnergyFit Homes Initiative: Message Frame Testing, p.53, Nov 2015
Right Image Centre for Liveability Real Estate Feedback Survey from 2012-2015