

Council Members Newsletter

LJHooker Assist

At its August meeting Council expressed its excitement about the potential of LJHooker Assist to cement the relationships between customers and member offices by ensuring there is a strong ongoing relationship when people are not in “real estate mode”.

President John Davis urged all Members to participate in the LJHooker Assist program as it not only will help build a stronger relationship between offices and their customers but also generate a valuable additional income stream.

“This service is a game changer for offices and Council has ensured the parties involved have signed off on all the required protocols to protect the data provided by Members, so there are no impediments and there are multiple benefits, so we should all get on board” Mr Davis said.

Concern at Dropping “Thank you Mr Hooker”

Council will again press Corporate to resurrect the famous strapline that has underpinned the LJ Hooker brand for many years. Council is very concerned at the decision to drop the iconic tagline and has approached Corporate several times protesting this action – to this stage with no success. However Council vice-president Shane Colquhoun will continue to press the issue and Members who share this view should ensure Corporate is aware of their feelings on this matter.

New Website Launched

Council’s new website was launched at the recent Summit and it has received strong compliments for the clarity, simplicity and relevance of the data. President John Davis complimented John Monahan on his tireless work in putting the new site together and urged all Members to visit www.ljhoc.com and check out the content that is on the site at present. There will be a lot more content added over coming months and the site will become a major communication medium for Members so keep your eye out for new content as time rolls by.

Upcoming Elections

It was noted that the current two year terms of Councillors will expire at the 2016 Annual General Meeting in November and that nomination forms are being circulated to all Members. The President stressed that all Council positions will be declared vacant and may be contested by any financial Member with a nomination supported by five financial Members. He urged all Members to consider their interest in running for office and invited any interested Members to contact him with any queries.

Initial Public Offer of the Company

Corporate has advised Council that the proposed IPO is on the backburner for the time being and will not be pursued in the immediate future. Council however has a dedicated IPO Portfolio under the watchful eye of South Australian Councillor, Mario Bonomi who will continue to monitor the issue and keep Council informed

Membership Renewals

The actual results of the recent Council membership subscription program are not yet known but it is understood that Council’s membership numbers are very positive and Richie Thornton, of Council’s Membership Portfolio, said he anticipated higher participation levels than last year’s record numbers. He was thankful for the support of franchise owners and said it was gratifying to know Members understood and appreciated the role and value of Council.

New On-Hold Message

The new On-Hold message featuring the new corporate jingle is a great way to spread the new “we make dreams happen” concept and Council believes all offices should consider installing the professional version on their phone service, or at least all offices should use the version supplied free of charge by LJ Hooker Corporate.

HUB Improvement Required

The view of Council is that the HUB requires a major makeover particularly in its user-friendliness and this has been raised with Corporate. One Council suggestion is for an alphabetically organised search function as one simple upgrade that would dramatically improve the value of this massive, but under-utilised, resource.

Training Tracking

Council has approached Corporate seeking the introduction of a dedicated tracking system to measure the effectiveness of all training. This appears a straight forward exercise given Corporate tracks all training attendances and then also tracks sales outcomes by salesperson. According to Council’s Training Portfolio holder, Mario Bonomi, it therefore should only be a matter of developing software to merge these two databases to provide some measuring tool of the effectiveness of corporate training.

Council Applauds Real Satisfied

Results to date have been at or above industry standards, which is re-assuring, however, only sales surveys are conducted automatically through NextGen. Council has requested Corporate to introduce automated PIM surveys, specifically relating to the leasing experience of both tenants and owners. Councillor in charge of the Customer Experience portfolio, John Davis, says his own office’s manual surveys have highlighted several issues with their processes, and the way each party views the leasing experience. This is an incredibly important issue he says, as it has not only helped to streamline their leasing processes but also saved a couple of managements that they may have lost.

Auction Analysis

Council is disappointed at the lack of independent data to verify our auction activity and this will be taken up with Corporate along with the need to create a larger pool of competent LJ Hooker auctioneers, particularly north of the Sydney Harbour Bridge.

Pricing of Corporate Merchandise

The price of some merchandise marketed on the HUB via the Corner Store was raised at the meeting by Mark Spearing, Council's North Queensland representative. This issue is of concern to Council and we will take up with Corporate the prospect of capping the mark-up on these items to ensure more competitive pricing.

Development of the Commercial Network

Council believes there is untapped potential to develop the profile and impact of the Commercial offices within the network and under the auspices of Glen Petersen, Council's Commercial portfolio holder, a discussion paper will be developed for discussion at Council with a view to working with Corporate on an expansion of the Commercial network.

FIRE Magazine

Council is very excited about the new FIRE magazine that will be published as a flip magazine format to also incorporate a relaunched *Nobody Does it Better* magazine. Council's Penny Higgs, the Councillor representing Tasmania and an experienced PR adviser, will be closely involved in an editorial capacity and will provide valuable input into the content of this revolutionary publication.

The Arrival of PurpleBricks

Council has considered the implications of this new business threat and is in discussion with Corporate about an appropriate response should this potential disruptor launch in Australia. Council is monitoring this issue and is concerned to limit any industry disruption via this issue on Council Members.

LJ Hooker Foundation

Councillor Frank Newton is pushing for Corporate to introduce a section on the HUB to explain ways offices can conduct events and otherwise promote the Foundation, raise funds and increase their profile in their communities around the positive influence of the Foundation. Stay tuned for outcomes on this front.

Marketing Support for new CRM's

Shane Colquhoun has raised the need for Corporate to provide some marketing support for the Agentbox and Rex programs by way of marketing templates exclusively for LJ Hooker offices. Given the franchisees using these approved CRM's pay full technology fees to Corporate, Mr Colquhoun believes it is reasonable that they have access to these template forms.

Myljhooker.com

Matthew Herbert, one of two Councillors on the Board of Myljhooker.com, has developed a new and quite innovative concept to deliver a VIP customer experience via Myljhooker.com and Corporate is working with the Board to progress this idea. More news on this as it develops.

PIM Department Resources

Council has become concerned at the apparent lack of human resources in the Corporate PIM department and is taking the matter up with Corporate by way of seeking reassurance as to the provision of adequate resources to support franchise offices PIM departments going forward.

Recent Victorian Crisis

Penny Higgs advised Council that the Share of Voice statistics in Victoria have now normalised following the recent upheaval and Victorian Councillor John Monahan advised Council that it appears the corrective actions taken by Corporate in Victoria have taken effect. Council has requested Corporate to work with Mr Monahan to review the Victorian response and provide a blueprint for response to any future similar events should they occur.

A New Transition Training Program

Council's Training Portfolio holder, Mario Bonomi has raised the prospect of Corporate introducing a training program specifically aimed at selling principals designed to outline the process to move from this structure to one where the business owner focuses more on team development and management, and less on direct selling as a means of building a more sustainable business. This will be taken up with Corporate.



Contact your local Councillor with any issues or suggestions you might have to progress our mutual interests - the Committee actively seeks members input into its activities and we encourage your participation. The members are the engine room, so GET INVOLVED!