



MEDIA RELEASE

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RAY WHITE AND LEIGH HALL TOP INAUGURAL LOCALAGENTFINDER AWARDS

Announced for the first time today, the *2018 LocalAgentFinder Agent Awards* have recognised the most successful agents, offices and networks that have partnered with Australia's leading agent comparison platform to secure listings and property mandates.

Agency Awards

Ray White has won the highest group accolade, taking out *Agency Group of the Year* for both sales and rentals. The network completed the highest number of successful sales and rentals from LocalAgentFinder leads in the 2017 calendar year.

Magain Real Estate in South Australia won the *Independent Agency of the Year* for sales, while **dV Property Group** of Nundah in Queensland won the independent award for rentals.

Individual Agent Awards

In agent specific categories, **Leigh Hall** of Hall and Partners First National Dandenong won the *Best Seller* and *A-Lister* awards for the highest volume of listings and sales.

Tim Stickley of Barry Plant Noble Park/Keysborough/Springvale was named as LocalAgentFinder's *High Flyer*, achieving the highest total sales value from listings originated from LocalAgentFinder.

Daniella Sparta of Professionals Michael Johnson & Co has been recognised as LocalAgentFinder's top performing property manager, taking out top honours for all property management categories including the highest total rent roll value for 2017.

National 2018 LocalAgentFinder Award Winners:

Network Specific and Independent Award Winners

- Ray White – LAF Agency Group of the Year for property sales and rentals
- Ray White Golden Grove - Greenwith - Salisbury – LAF Agency Group of the Year - Ray White office for property sales
- Harcourts - Mill Park – LAF Agency Group of the Year - Harcourts office for property sales
- Professionals Rockingham – LAF Agency Group of the Year - Professionals office for property sales
- Hall & Partners First National – LAF Agency Group of the Year - First National office for property sales
- LJ Hooker Belconnen – LAF Agency Group of the Year - LJ Hooker office for property sales
- Magain Real Estate – LAF Independent Agency of the Year Award for property sales
- dV Property Group - Nundah – LAF Independent Agency of the Year Award for rentals

Individual Agent Awards

- Leigh Hall, Hall and Partners First National – LAF A-Lister and LAF Best Seller for property sales
- Tim Stickley, Barry Plant Noble Park/Keysborough/Springvale – LAF High Flyer for property sales
- Daniella Sparta, Professionals Michael Johnson & Co – LAF A-Lister, LAF Best Renter and LAF High Roller for rentals

The CEO of LocalAgentFinder, Matt McCann said the LocalAgentFinder awards showcase the high quality selection of real estate agents and agencies that are available to compare on the LocalAgentFinder platform.

He went on to say that there were a number of commonalities between the top achievers that the industry might find interesting from a prospecting point of view.

“The top offices and agents typically act on leads quickly and have up-to-date listing presentations loaded onto the platform to help encourage sellers to shortlist them.

“They also provide high levels of customer service as evidenced by real world customer reviews that are keenly read by new prospects on the platform. They also work to ensure that all of their clients provide reviews on the LocalAgentFinder customer review platform, The Homeowner Voice.”

Mr McCann said that a common myth that needed to be dispelled was that agents with low commission rates secure more business.

“Our analysis of the winning agents’ commissions data supports our hypothesis that commission rates aren’t as important as many people may think. Our customers are choosing agents based on other factors such as sales history and marketing strategy, and are generally satisfied with a commission rate so long as it is reasonably within the range of a given market.”

The LocalAgentFinder Agent Awards 2018 recognised high achievers based purely from objective sales and listing data.

Winners will be sent marketing packages that enable them to leverage the popularity of the LocalAgentFinder brand with consumers by promoting themselves as one of the platform’s best.

“The team at LocalAgentFinder would like to congratulate all the winners and wish them further happy prospecting for the rest of 2018,” said Matt McCann.

Awards were also given out for specific states and territories. Agents are encouraged to visit <https://www.localagentfinder.com.au/awards> to see if they have been recognised.

*****ENDS*****

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<http://www.localagentfinder.com.au>