

May 8, 2013

3,000 Estate Agents to Gather for Gold Coast Conference



Australian property marketing pros will gather on the Gold Coast this month for the country's annual Real Estate Conference.

Estate agents and other workers from within the property marketing industry will come together on May 19th and 20th to share industry knowledge and insights as well as gaining inspiration from a list of exciting guest speakers – including the man who inspired the hit movie “The Pursuit of Happiness” – Chris Gardner.

The inspirational entrepreneur (played on the big screen by Will Smith) will top a bill which also includes New York agent Shaun Osher, industry coach David Knox and troubleshooter and consultant Josh Phegan.

Topics covered will include advice on how to navigate tough times in the property marketing industry, applying common sense in estate agency and the importance of property marketing professionals in modern homes sales.

Speaking before the event, some of the speakers offered their unique insights on the industry:

Industry Coach David Knox:

“Consumers need to make sure that agents understand your real needs and you need to ask them to explain the steps of marketing your home and how they will deliver increased value

Australian coach and trainer, Josh Phegan:

“They want value for money, they want service and they want it now. Being able to sell yourself as an agent is one of the most highly sought after skills.”

US agent Shaun Osher:

“When a client chooses an agent, they need to make sure they are working with someone who they are comfortable with being their face to the consumer.”