

# Women in Property



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It would be fair to question my credentials on this topic; for obvious reasons. However, all 19 of my staff are women from a variety of backgrounds and of varying ages so I have at least some daily experiences to draw on.

I acknowledge the generalisation but, women are fabulous at selling residential real estate and make the best property managers.

Women tend to develop a rapport with a property owner from their genuinely empathetic approach and have a better appreciation of the stresses associated with selling or renting a home. In these early exchanges, women also tend to take time to listen to the home owner and feedback advice that is in tune with their property needs.

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For a long time, real estate practitioners have had a reputation of unethical behaviours in search of a commission. Thankfully, for a variety of reasons, this has necessarily changed and agents now enjoy strong endorsement from the broader community for the work they do. However, the remnants of these biases float about from time-to-time with such negative perceptions usually focused on slick haired, gold chained blokes



who seem prepared to sell their grandmothers for a quid. Such views are almost always born out of ignorance with such stereotypes fast becoming a thing of the past.

Yet if any such stigma remains, it is interesting that it doesn't appear to apply to women real estate practitioners. And perceptions are powerful motivators.

There is a perception that women are more trustworthy, more honest and better organised than men; important qualities for a real estate agent. Women are often touted as having a superior eye for detail in design and decor than their male counterparts do too.

Last week was International Women's Day and in part is a celebration of the empowerment of women across society, including the work force. On average, we still pay women less than men to do the same job, but not in real estate where an increasing number of the top selling agents are women.

Nowadays, the numbers have more women in real estate jobs than men.

So, in celebration of International Women's Day, congratulations to all women involved in real estate, may they continue to grow the professionalism of our industry to the benefit of us all.