

A Career with

# McMAHON REAL ESTATE



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Where For Sale Becomes **Sold**

In 1987, Brian McMahon established a real estate agency.

His business philosophy has been built on two major principles; superior client service and extremely hard work.

McMahon Real Estate flourished. In the recession they improved their market share and profits and became dominant in their area of influence.

The agency attracted attention for its consistent and unusually high levels of performance and client satisfaction.

Brian realised early in his career that developing skills and on-going training were an integral part of real estate success. He has undertaken training in all areas of real estate and has attended seminars from Perth to Sydney and Christchurch to Malaysia and America.

Brian has built a high calibre team based on world-class standards of client relationships and quality service.

The real estate industry does not have a good reputation. In a Roy Morgan Poll, the profession was rated last among twenty professions for perceived levels of ethics and honesty.

This reputation is largely undeserved. The real estate industry has many fine and honest people and can be a wonderful industry in which to enjoy a career. However, poor systems and outdated practices have led to widespread public disdain.

Like most industries, real estate has faced attack in the past decade. Increasing competition, increased costs, increased rules and de-regulated fees have all undermined the real estate industry. Interference from bodies which lack the understanding and first hand experience of agency practice has further contributed to the woes of an embattled industry.

For many, life in real estate has been extremely hard. Figures released by industry bodies reveal a poor level of average earnings by both real estate managers and their sales staff and a high level of turnover of staff.

Brian McMahon believes that these woes are caused by the poor recruitment practices of many agencies. There is a saying that anyone with a pulse can get a job in real estate — this is because agency owners have shown little discernment in whom they employ. They are prepared to take on anyone who shows an interest and hope things work out. They offer little guidance or training and follow the line of “here’s your desk, here’s your phone, you’re on your own!” Consequently the success rate is only about 1:100.

In most cases things do not work out. Sales people struggle on pitiful levels of income only to leave months later feeling disillusioned. The industry not only loses many potentially successful people but it also fails to attract the right calibre of people.

McMahon’s will not just hire anybody, nor will they allow the permanent hiring of any person until they have been through a detailed selection process which includes a number of interviews, training exercises and comprehensive tests. This significantly increases the chances of success, identifies strengths and areas that need further development.

**It is NOT easy to secure a position at McMahon’s.**

The financial rewards can be high. Bonuses are based on sales performance and can easily double a basic salary. Salespeople are expected to earn at least \$100,000 annually in personal income within two years. This is more than double 'traditional' levels.

## **WHAT IS EXPECTED FROM YOU**

If you join our agency you will be given clear direction and expected to adhere to a number of commitments. Some of these are:

- To strictly follow the system
- To complete a set number of specific actions on a regular basis
- To monitor and observe your results and progress
- To become a part of a close-knit team
- To show total honesty and integrity at all times in your dealings with clients
- To possess an attitude that fosters and encourages achievement
- To continually improve your level of knowledge and skill
- To work as hard as necessary to reach your goals and the goals of your clients
- To display total loyalty to your clients, your colleagues and the system

## **WHAT CAN YOU EXPECT**

- A secure future
- A generous base salary as you work through the traineeship - plus performance bonuses and mobile phone and company vehicle
- Support from your Leader and your colleagues
- A long term career with a high income
- A high level of pride in being part of an agency the public can trust
- Challenges and excitement (no two days are ever the same!)
- Freedom of working hours — time is generally under your control
- The opportunity to advance in your agency and assist in assisting other sales people
- The happiness that comes from being in one of the best industries in the world!

**Traditionally, the real estate industry preferred to hire experienced people only.**

**Not so with McMahon's.**

We prefer people with **NO** experience. We teach newcomers the basics through to the most advanced. In particular, we believe that 'pre-start' training is vitally important to future success.

For many years, there has been a belief that a person could enter real estate with little or no 'skills training', quickly master the strategies and succeed.

Horrendous staff losses and the abysmal levels of income received by salespeople hired under the 'traditional methods' are proof that these 'hit and miss' methods don't work! In some States, courses are conducted which advise newcomers that the failure rate among salespeople is as high as ninety percent!

### **WHO ARE THE PEOPLE MOST LIKELY TO SUCCEED?**

The most important characteristics of new and successful salespeople are a strong desire, a willingness to learn and a positive view of other people.

With these characteristics, many people can succeed provided they work hard and are constantly learning. Desire is still the key!

Our research shows that people who have certain ingredients are most likely to do well. These are:

**No Real Estate experience**  
**A stable history of employment**  
**Have purchased real estate**  
**Excellent character**

People from all age groups and backgrounds can enjoy a successful real estate career.

Two proven groups with a high level of success are women over 35, and men over 25 with stable home lives.

But note that winners come in all shapes and sizes!

As in life, the character of a person is the true measure of their success.

## THE RECRUITING PROCESS

If you have made attempts to enter the real estate industry, you may have become familiar with the expression, 'We don't need anybody right now'. This statement is likely to be made by managers who have been so badly hurt by 'traditional' hiring methods that they have become skeptical.

With a high proportion of new people entering the industry failing, and with many 'experienced' people having horribly ingrained bad habits, it is not surprising that real estate managers don't relish the thought of hiring sales staff.

Most managers fear the thought of hiring and avoid it where possible.

You may be thinking "I'm good, and I'm ready to do 'whatever it takes' to succeed. How can they say they don't need me?"

Our office has a philosophy of "We're always open for hiring". Our method of recruitment is ongoing. There are positions available NOW. If you have the 'right' ingredients and pass the Hiring Procedures, your chances of securing a position are excellent.

An important aspect of the Hiring Process is that it allows both the office and the candidate to 'preview' each other before a permanent decision is made.

The process works as follows:

- 1 If you are still interested, first complete and return the Application Form on our website.
- 2 There will be a series of interviews. If satisfactory, you will be asked to read a Customer Service book and do a written summary.
- 3 Following receipt of this you will be provided with an audio program called "Beginner to Winner". This twelve-hour course will give a good indication of what is expected of you under the Sales System.
- 4 You will then be asked to study the sales program, "Winning in Real Estate". This is an eighteen-hour course.
- 5 You will complete an exam based on Winning in Real Estate and must obtain 94% or higher to pass.
- 6 There is a four-day practical exam.
- 7 You will complete a profile assessment.
- 8 You will need to obtain the necessary license to comply with the State's laws. We will explain the legalities to you.
- 9 There will be a 'Trial Period' before a permanent decision is made.

**The entire process can take several weeks giving both you and the office plenty of time to decide.**

## **FACTORS TO CONSIDER**

It is important you know as much as possible about a future in real estate. Here are some vital points.

### **THE HOURS**

The hours can be very long, particularly in the early years and it is not unusual for days to begin at eight in the morning and end at ten at night.

There is a tendency for some new salespeople to work too many hours.

Real Estate Sales requires an enormous amount of dedication. The primary focus, however, is on actions completed, not hours worked.

As in most careers a mastery of time is critical. Truly successful real estate achievers have plenty of free time. They have mastered their time management skills.

### **WEEKENDS**

A huge amount of activity can be created for weekends. In the early stages of your career you will find it necessary to work many weekends.

### **SPOUSE SUPPORT**

You will need the whole-hearted support and approval of your family. Real Estate can be very demanding and put pressure on family life. The bonds need to be strong to withstand such pressure. By focusing on the ultimate benefits of a successful real estate career, a family feels part of the team.

### **YOUR IMAGE**

With many real estate agents suffering from a poor public image you will need the ability to separate yourself from this perception. It will take time to earn respect in your community. McMahan Real Estate's Core Purpose is to enrich peoples' lives through real estate. Our aim is to provide a high performance culture that constantly seeks to improve the lives for our clients and team, financially and otherwise. What we do is more than 'just business' to us.

### **TRAINING**

We recognise that our greatest asset is our staff and we strive to provide an environment where each employee is able to develop and his or her potential and capabilities as we develop and grow as an organisation. The most successful people are constantly improving. You will need to devote yourself to a program of continuous training and improvement. Studying the great achievers from real estate and other industries will be of great benefit.

## **SELLING**

In real estate, the 'sale' is not so much when someone decides to purchase a property. The true 'sale' is when a person grants you the right to represent them as their agent for the sale of their property. What you 'sell' is yourself, our agency and the service and benefits our agency can provide to the seller.

The sellers are your clients and their interests are of paramount importance. By remembering this principle and practicing a policy of total client care, you will receive many recommendations. The better you care for your clients the more successful your career will be. A struggling real estate agent is often a real estate agent who has neglected clients.

The interests of your clients are your major concern. It is in these areas that we have received the most praise from our clients and the most criticism from 'traditional' agents. Our system eliminates any method that places agents' interests ahead of clients' interests.

The philosophy of 'Client Benefit Strategies' is taught in your pre-start training programs. These strategies will make you very proud of your profession.

People of the highest integrity are very popular with clients.

Trust is the key in every aspect of our agency.