



PGG Wrightson Real Estate

scholarship

Information and Application Guide



PGG Wrightson Real Estate Ltd, Real Estate Agent, REAA 2008

Proudly supported by



www.pggwre.co.nz

scholarship

PGG Wrightson Real Estate Academy and Scholarship

PGG Wrightson Real Estate Limited is a subsidiary of PGG Wrightson Limited, which is a publicly listed company on the New Zealand Stock Exchange, and is the only national, non-franchised real estate company in New Zealand. PGWRE is the market leader in sales of rural property, responsible for one in three transactions of New Zealand farmland. Between January 2009 and December 2013, PGWRE sold rural property worth \$5 billion. Putting things into perspective, in the 12-month period to 30 November 2013, PGWRE sold over a quarter of \$2–\$10m farms in New Zealand. In the same period PGWRE was responsible for over a third of farm sales over \$10m.

As part of a publicly listed company, PGWRE prides itself on high standards. Its activities span a wide range of agricultural endeavours from merchandise to livestock, irrigation and water consultancy, finance, insurance, wool, seeds and animal nutrition.

We are an innovative and focused real estate company that is passionate about having the most talented sales team in the country and, to this end, we have developed a scholarship programme for new recruits.

Our scholarship programme is designed to attract and develop new entrants to the business, offering them the best possible start in the industry, as well as capitalising on the opportunities available through our close association with the other divisions of our wider company. We also provide start-up support and in-the-field training for successful applicants, enabling them to fast-track their journey to becoming knowledgeable and professional real estate sales consultants.

Our scholarships feature extensive training based on our unparalleled industry knowledge, with support and leadership from the best in the field. We also provide guidance in the completion of the required real estate qualifications.

Once applicants are accepted into the programme and have signed an employment agreement, they are rewarded with an appealing remuneration package that provides financial security for the term of the scholarship. The scholarship also covers the usual start-up costs, giving new recruits the best possible start in real estate so that they are soon on their way to a rewarding and exciting career. Our scholarship programme is all about developing the top real estate consultants of the future.

Our hands-on experience and knowledge base, together with a team of very successful sales consultants who are backed up by experienced administration and technology systems, bode well for successful candidates entering the programme.



The Benefits:

- Opportunity to join an iconic industry-leading company with a unique culture
- Free REAA verifiable and non-verifiable training
- Access to PGG Wrightson farmer/client database
- Mentoring by our experienced sales managers
- In-house training in all aspects of real estate sector including:
 - Day-to-day assistance and support
 - Strategic planning and industry knowledge
 - Communication, self-management and relationship building
 - Technology and systems

The Scholarship includes:

- A competitive remuneration package
- All course expenses paid for:
 - National Certificate in Real Estate – Salesperson
 - PGG Wrightson's "The Company and Its Culture"
 - Three-day real estate induction course
 - 26-week real estate sales support programme
 - One-on-one mentoring by experienced real estate sales managers
- \$1,000 investment towards personal profile and marketing collateral
- REAA real estate salesperson's licence fees (first year)
- Full registration to attend our acclaimed annual real estate conference and awards
- Consideration for award of special scholarship prize at annual awards
- 12 month subscription to Young Country print copy and e-zine issues
- Featured story in Young Country, plus a 12-month-progress follow-up

The scholarship programme is for a period of six months, with a three-month review. It is available to anyone meeting our criteria (see over page) who is new to the real estate industry. After the first 6 months, successful scholarship candidates may be offered a continuing contract and/or an independent salesperson's contract.

Scholarship Purpose:

To create highly skilled and successful salespeople able to generate new and additional business for PGG Wrightson Real Estate and deliver a high level of customer and client service and satisfaction.



What are the qualities we are looking for?

- Exceptional communications skills
- Goal to have a long-term real estate career
- Positive, winning attitude and a desire to be the best in the business
- Integrity and honesty
- Passion and enthusiasm
- Industry knowledge
- Proven successful track record in previous employment or tertiary education
- Ability to build customer relationships and deliver superior customer service
- Academic endeavours, sports performances or community service

The Successful Candidate:

They will be outgoing and possess a positive attitude, enthusiasm for their chosen career path, and an ability to gain empathy and trust with people with whom they come into contact. They must be able to self-motivate and be self-driven. Real estate is about forming long-lasting relationships and nurturing them. Some applicants may already have such attributes created from their current or past roles. Some may have just completed their agricultural tertiary education and want to choose rural real estate as their long-term career. Either way, full support will be given to the successful applicants.

Role Description:

The role is that of a real estate salesperson (scholarship) conducting real estate business under the guidelines set out in an employment agreement with PGG Wrightson Real Estate.

Position Title:

Sales Consultant (Scholarship)

Direct Report:

The successful candidate will report directly to the area sales manager.

Internal Relationships:

PGG Wrightson (the parent company) is a national and international company with huge opportunities for interaction amongst the large workforce. The ability to develop relationships of a reciprocal nature is extraordinary.

Internally, this communication starts with other sales consultants in the same branch, then expands to the entire national real estate team and all other employees of PGG Wrightson.

Remuneration:

Employment with PGG Wrightson Real Estate, encompassing a guaranteed salary and a commission component (once licensed) on top.

Responsibilities of Candidate:

For the first six weeks of the scholarship programme:

- Complete the National Certificate in Real Estate (NCRE) through the Open Polytech
- Attend office during normal working hours
- Carry out other tasks and personal development as directed by sales manager
- Accompany other salespeople to open days and property inspections
- Complete a personal profile and biography with sales manager

For the remainder of scholarship programme:

- Complete required exercises during initial 26 week start-up programme
- Attend all sales meetings and events as directed by sales manager
- Participate fully in the company induction programme
- Prepare prospecting plans to secure agencies
- Conduct appraisals (must be confirmed by sales manager)
- Secure listings and complete agency agreements
- Develop photography skills and associated technology
- Practise advertising script-writing skills
- Set up marketing campaigns and schedules
- Write reports extending services to clients and customers
- Develop competency with selling techniques
- Become part of the team dynamics and contribute to the company plan
- Continue to practise and develop own personal skills and attributes in order to become a confident, knowledgeable and leading real estate sales consultant

Training and Support:

For most people entering real estate, the greatest fear is one of rejection. However, there is no better training than gaining “on the job” experience and this is where our 26 week start-up scholarship programme comes into play. It is designed to give you time with experienced salespeople in the field in order to establish a network of mentors and excellent support in every facet of the business. It is this approach that allows successful candidates to enjoy some of the best training and support available in the real estate industry and develops them into market-leading salespeople.

Initial 26-week Start-up Programme:

The first six months of your scholarship are very important in setting the foundation for your future and giving you a solid start in real estate. So that you get off to a good start, we have developed a start-up programme to support, mentor and

manage you during the initial 26 weeks of the programme.

The start-up programme is supported by your sales manager and follows a documented pathway from day one, which includes a complete introduction to our company, systems, technology, support mechanisms and in-the-field tuition. This gives a clear road map for you to follow on a day-by-day basis.

Scholarship Selection:

At the completion of interviewing applicants for our scholarship programme, the successful applicants will be notified by the recruitment manager. Your area sales manager will then enrol you in the National Certificate in Real Estate course.

Once you have completed the NCRE, you will be able to apply for your Real Estate Agents Authority (REAA) licence, which allows you to commence work as a real estate salesperson.



How do I apply?

Visit www.pggwre.co.nz, click on careers and download the application form.

Fill out the application form and attach the following:

- A covering letter outlining why you wish to start a career in real estate, what you consider are your major strengths, and what you feel you can bring to the industry, which makes you a potential recipient for a scholarship.
- A copy of your CV to assist with possible future interview.

Email to realestatecareer@pggwrightson.co.nz

Our Sponsor

NZX Agri is proud to be associated with PGWRE, together helping to grow rural New Zealand by offering opportunities to educated or experienced young candidates whom wish to venture into the real estate industry. NZX Agri offers PGWRE a great information platform to release their new Scholarship programme over five print and online publications.

NZX Agri – Sharing Farmers Intelligence.