



# *Operate Like a Luxury Agent*

with Sarah Hackett



# *It's in The Details...*

## **1. First Impressions Matter - Every Time**

- The property feels intentional, clean, and considered
- Nothing appears rushed, cluttered, or neglected
- Buyers immediately sense professionalism and care

*Buyers form an opinion in moments. Presentation sets the tone.*

## **2. Position the Property Before You Present It**

- Clear understanding of who the likely buyer is
- The presentation matches the pricing strategy
- Messaging is consistent across photos, opens, and conversations
- No mixed signals between quality, price, and expectations

## **3. Visual Presentation Standards**

- Photography accurately represents light, scale, and layout
- Styling enhances the space rather than distracts
- Imagery is clean, natural, and honest
- No gimmicks, distortion, or over-editing

## **4. Your Brand Is Part of the Presentation**

- Agent presentation reflects professionalism and confidence
- Communication style matches the quality of the property
- Buyers feel they are dealing with someone competent and prepared

Buyers don't just judge the property - they judge the agent representing it.

## **5. Control the Information**

- Buyers are guided, not overwhelmed
- Key features are highlighted deliberately
- You avoid over-explaining or justifying
- You understand what details to hold back

## **6. Open Home & Inspection Readiness**

- Entry experience feels calm and welcoming
- The flow through the property makes sense
- Distractions removed
- You control the pace and energy of the inspection



## **7. Buyer Experience Comes First**

- Buyers feel comfortable asking questions
- You listen more than you speak
- Pressure is replaced with clarity and confidence
- The experience reflects care and respect

## **8. Consistency Under Pressure**

- Standards don't drop due to time or volume
- Every listing receives the same level of attention
- Shortcuts are avoided, even when busy

## **9. Final Agent Check**

- Would I be confident if this were my own property?
- Does this presentation support trust in me as an agent?
- Would this standard hold up across my entire rent roll or listing portfolio?

## **10. Post-Inspection Follow-Up Standard**

- Follow-up is timely and considered
- Messaging reinforces clarity and confidence
- Buyer questions are answered without over-selling
- Communication remains consistent with the presentation standard
- No desperation, pressure, or mixed signals

*The way you follow up either reinforces trust or erodes it.*

**Professional standards aren't reserved for certain properties.**

*They're what define great agents.*

# Agent Standards Builder

## Part 1: Reputation Snapshot

**Answer honestly. This is for you, not anyone else.**

1. What are you currently known for?

*(How do buyers, vendors, and peers describe you today?)*

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2. What do clients consistently mention in feedback or reviews?

*(Speed, care, professionalism, communication, trust, etc.)*

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3. What do people rely on you for?

*(What would they confidently refer you for?)*

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## Part 2: Reputation Matrix

Use the matrix below to identify alignment or gaps between intent and behaviour.

Area	What I Aim to Be Known For	How I Actually Show Up	Gaps to Address
Communication			
Presentation			
Reliability			
Negotiation			
Client Care			
Professionalism			

### Part 3: Behaviour Check

Tick what applies most often.

- I act with the same care regardless of price point
- My standards don't drop when I'm busy
- I follow through on what I say I'll do
- I'm deliberate in how I communicate
- I protect my reputation in small moments

### Part 4: Ambition Alignment

1. The agent I want to be known as in 5 years:

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2. The behaviours that will get me there:  
(List daily actions, not outcomes)

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3. One habit I need to stop:

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4. One habit I need to protect or strengthen:

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Reputation isn't built through intention.

*It's built through repetition.*

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# OFFSHORING GUIDE FOR REAL ESTATE

## TASKS YOUR REMOTE PROFESSIONAL CAN DO

Administration	Marketing	Database Management
Updating Contacts in CRM System (e.g. Vault, Rex, AgentBox).	Using Canva, RealHub, CampaignTrack to Create DLs.	Cleaning Contacts and Properties in Database.
Tracking Buyer and Seller Interaction.	Managing Social Media (Facebook, Instagram, YouTube).	Merging and Cleaning OFI Attendees in Database.
Adding New Property Listings (realestate.com.au, domain.com.au).	Creating Content for Social Media (Just Sold and Just Listed).	Searching OFI Attendees in ID4Me and RP Data to check property ownership.
Monitoring the Sales Funnel and Pipeline.	Sending eDMs and Newsletters (CRM, ActivePipe, MailChimp).	Creating Daily or Weekly Call Lists with RiTA.
Assigning Tasks and Reminders for Agents.	Create Signboards, Brochures, and OFI Packs.	Monitoring and Updating Pipeline in CRM and Excel.
Creating Appraisals or Proposals Based on Template (e.g. Canva, InDesign, Realtair, Engage).	Prepare and Send eBrochures.	Adding New Leads to Pipeline and CRM.
Book Photographer or Videographer.	Send Email to Vendor and Buyer for RateMyAgent/REA review.	Creating Expired or Withdrawn Call Lists.
Book Stylist and/or Trades.	Draft and Send SMS Campaigns to Database.	Monitor Potential Seller Activity on Realtair Proposals and Marketing Materials.
Prepare Weekly Vendor Reports.	Running Just Listed/Just Sold Paid Meta Ads Campaigns.	Creating Expired or Withdrawn Call Lists.
Create and Send Contracts.	Post Just Listed/Just Sold Stories on Instagram.	Tag and Segment Contacts e.g. buyer, seller, investor, landlord.
Load Contracts into CRM (e.g. Vault, Rex, AgentBox).	Responding to Messages and Comments on Social Media.	Assign Follow-Up Reminders and Tasks to the Agent.
Create Property Fact Sheet and WhatsApp Vendor Group.	Creating Weekly Reports on Social Media Ads and Posts.	Set Up Automated Birthday, Post-Sale, Anniversary Messages.
Request Rental Appraisal.	Resize and Watermark Property Photos.	Maintain Privacy Compliance.
Request DBYD, Form 2 Sellers Disclosure, Flood Map etc.		Record Referral Sources e.g. social media, past client, OFI.

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