



Andrew Handing's
EBU Framework



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SELL WITH

RAY WHITE DARWIN

Roles and Responsibilities

LEAD AGENT

- MA/List
- Manage Pipeline
- Expectation Meetings
- Vendor Management & Meetings
- Negotiation
- Sell
- OFI's
- Prospecting
- Reserve Meetings
- Auctions
- Team Management
- Business Planning
- Financial Planning
- Networking

ASSOCIATE OR COAGENT

- Prospecting
- OFI's & OFI Callbacks
- Buyer Appointments
- Dollar-Productive Focused
- Pre Settlement
- Drop Prelist Kits
- Attend Auctions
- Support Agent
- Buyer Management

OPERATIONS MANAGER

- Maintain Files
- Coordinate Diaries
- Execute Marketing Plan
- Check & Respond to Agent Emails
- Book Property Marketing Suppliers
- Coordinate Diaries
- Prepare Properties for Market
- Execute Unconditional/Settlement
- Process Administration Duties
- Support Agent
- Operations Management for Team
- Cover Holidays
- Attend Photoshoots & Property Styling
- Appointments Building & Pest Inspections
- Manage Uncon to Settlement

ADMINISTRATION (Remote Professional)

- Prepare Form 6's, VPA Invoices, Tenant Forms etc.
- Prepare OFI Packs
- Create and Order Brochures, Signboards, and Marketing Collateral
- Manage VPA Marketing
- Book Photography, Stylists, and Floorplans
- Send Property Live to Portals (REA, Domain)
- Updating Open Home Times
- Preparing and Sending Contracts
- Liaising with Solicitors (*written*)
- Managing Contract Conditions
- Organising Settlement Gifts
- Communicating with Buyers and Sellers (*written*)

Blue: revenue (sales) money today, revenue generating.
Red: productivity (infrastructure), non-revenue generating support.

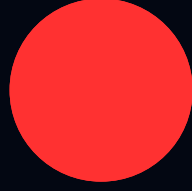
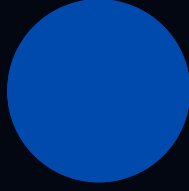
Agent Only

3-4 Sales Per Month



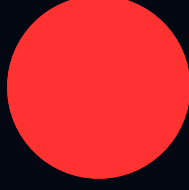
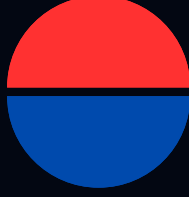
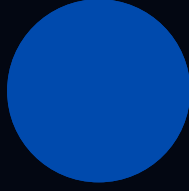
5-6 Sales Per Month

Agent + 1 Support



7-8 Sales Per Month (split
between admin and sales)

Agent + 2 Support



Agent + 3 Support

10+ Sales Per Month



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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