

# 2021 Election of REIQ Female Regional Director

## Candidate Information

**BLAND**, Linda

**WILLIAMS**, Alica

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## LINDA BLAND

### Answer 1. The 3 Key issues

1. **Helping** agencies adapt to changes in technology, business structures and consumer expectations to ensure our profession remains relevant in the future.
2. **Promoting Real Estate as a respected profession** and improving consumer perceptions of our industry. I believe mandatory regular training for all real estate practitioners is vital in achieving this goal.
3. **Providing more support to all sectors** of the real estate profession such as Commercial, Rural, Buyers Agents etc.

### Answer 2. Background and Experience in the Real Estate Profession and Contributions to REIQ

I have always been a strong supporter of the REIQ and am proud to have served as a Board Director for almost seven years. Prior to being appointed to the Board, I was the Zone Chair on the Fraser Coast for five years and I was a member of the REIQ's Commercial and Industrial Chapter. I have worked in the real estate profession for 18 years across property management, leasing and sales and I have owned my own agency in Hervey Bay, Century 21 Commercial Hervey Bay, for the past 15 years. Our staff have always participated in REIQ training and events and we were winners of the REIQ Commercial Agency of the Year Award in 2014

### Answer 3. Academic and Professional Qualifications

I have a Bachelor of Commerce with a double major in Marketing and Human Resource Management. I am a licenced real estate agent and have completed a Foundations of Directorship with the Australian Institute of Company Directors.

### Answer 4. Experience or Professional Training Completed in the role of Company Director

I have been a Director of the REIQ for the past seven years and during this time I have undertaken training with the Australian Institute of Company Directors, as well as training in governance and financial reporting. Whilst on the Board, I have been a member of the Finance and Risk Management Committee and I am currently the Chair of the Remuneration and Nominations Committee. I have also been involved in various committees outside of real estate, including the Fraser Coast Executive Committee of the Urban Development Institute of Australia (**UDIA**). Prior to my experience in the real estate profession, I worked in both Marketing and Human Resource Management roles across a range of service industries. I believe these skills and experiences have helped me in understanding the challenges and responsibilities of the REIQ in meeting members' needs and improving consumer perceptions of our profession. Having owned my own real estate agency in a regional area for the past 15 years with experience in property management, leasing and sales, I believe I have a good understanding of the challenges members face on a day-to-day basis.

### Answer 5. Additional Information

I believe that REIQ is of great importance to the real estate sector as we need a supportive body that provides relevant training, research and advice to its members, lobbies government to improve legislation and builds a positive reputation for our sector. I am excited by the new strategic plan for the REIQ and If I am re-elected on the board, I will continue to work hard to improve services to our members so that we can encourage more real estate professionals to support the REIQ and ensure it remains strong and relevant for the future.

## **ALICIA WILLIAMS**

### **Answer 1. The 3 Key issues**

- 1. Value of membership and membership growth** of the REIQ particularly in regional areas;
- 2. Public brand awareness** of the REIQ including the organisations work in the advocacy space and how we can leverage this to educate the public further
- 3. Further developing the REIQ's digital presence** online and using this as a lead generation tool both for real estate members, but also associated industry membership by way of MOUs or similar to leverage education of our role as the peak industry body in the real estate sector

### **Answer 2. Background and Experience in the Real Estate Profession and Contributions to REIQ**

I have currently held the Zone Chair for Gladstone role for several years which has been an excellent platform for representing the REIQ's voice locally and also to promote our region. My real estate career started in 2011 as a sales associate for another agency in town. After 12 months I took the step into conjunctional agent with two staff. In 2013 the market had changed and I decided to step away from real estate but was quickly swept back into it, opening my own agency, LOCATIONS estate agents. We are now a team of 25 which includes both residential and commercial sales and leasing services. We also offer business brokerage and have developed our own internal marketing business, Lead Media Co which has successfully provided digital media solutions for industry firms within our region. I have always been a supporter of the REIQ including how to better enhance its position in terms of public awareness, value for members and other opportunities to diversify the organisation's income stream.

### **Answer 3. Academic and Professional Qualifications**

As well as having a full real estate licence, I have also been a qualified mortgage broker (finance) and have completed a Bachelor of Accounting (UQ & CQU 2005). Personally, I have been fortunate to work alongside some of the industries top people, including Elite Agent Magazine's #supersix for the Transform Master Leadership program, awarded the AIM 30 Under 30 Managers (2015) and also nominated for the AIM Young Manager of the Year (2013). LOCATIONS estate agents won The Observer Best in Business for Real Estate in 2014.

### **Answer 4. Experience or Professional Training Completed in the role of Company Director**

I have previously held board positions for the Gladstone Chamber of Commerce and Industry (**GCCI**) in capacity as ordinary Board member and Secretary over a five year period between 2014 and 2019. I am a member of Passport Rotary Club although current work commitments have meant I have been less active in the last 18 months. I have commenced by AICD Directors' Course although Covid changes have hampered my efforts to complete this on time. I look to resit this course in 2022.

### **Answer 5. Additional Information**

Being a Director for the REIQ is an important task which must be undertaken with rigour, attention to detail and consideration of members so that the organisation continues to be long-term sustainable business that continues to provide value to members, market growth and public awareness through advocacy and education. As a member, business owner and landlord, it's important for me personally that the REIQ continues to exist given it's important role in the political space, especially during covid, and also tenancy reform. As a Director, I also understand the role of relationships in business and making sure that concerns and issues raised at a localised level are fairly and equitably presented before the board to achieve real outcomes. My core values centre around transparency, communication, integrity, results, respect and community. The theme for both myself and my business this year is 'consistently reliable and reliably consistent', and I look to embody this mantra in all of my professional and business dealings. As a Director you can count on me to have the difficult conversations when needed but to approach the manner in a professional and respectful manner. I look forward to serving the REIQ and it's members accordingly.