

Ray White



a closer look at
A T REALTY

One of Ray White's most celebrated businesses and home to a myriad of award-winning agents.

NEW SALESPEOPLE



A T Realty Limited
Licensed (REAA 2008)

rwmanukau.co.nz

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- +64 (09) 269 0636 Manurewa
- +64 (09) 281 3343 Mangere
- +64 (09) 636 9992 Mangere Bridge

Ray White



hello and welcome

Congratulations on making a start in the real estate industry and thanks for taking some time to look through our info booklet.

In recent years, becoming a real estate agent has ranked in the top 10 most desirable professions.

Done well, it is highly rewarding and profitable!

But it is also demanding and relentless.

Meaning the agency you start with, and the people you surround yourself with can be the “make or break” of your career...

“Our data indicates that after one year, 21 percent of new licensees are no longer active, and 33 percent are no longer active after two years.” BELINDA MOFFAT - REA

A T Realty comprises of Ray White Manukau, Manurewa, Mangere and Mangere Bridge.

We are South Auckland’s dominant award-winning agency, home to industry leaders and a myriad of award-winning agents.

That doesn’t just happen!

It is the result of our unique and dynamic culture that fosters success and empowers you with the knowledge, tools, support and structure to thrive.

You will be immersed in an inclusive environment and exposed to cutting-edge training and technologies, all designed to fine-tune your skills and enlarge your capacity to create a business that is rewarding, profitable and sustainable.

If we sound like a fit for you, let us know. We’d love to see if you are a fit for us.

about us

Aligning yourself with the Ray White name can mean the difference between having a rewarding career or merely just a 'job'.

We see ourselves as your career partner, and we're proud of our training and support programs,

Personally tailored and designed to grow with you throughout your real estate career.



for our clients

With four offices, Ray White A T Realty is South Auckland's number one real estate business. We have unparalleled market expertise and area knowledge – you simply will not find better agents in this region.

Often the purchase of a home involves many years of saving, and labour of love in renovating your residence to suit you. We recognise that it can be an emotional decision – parting ways with your home – as well as an important financial decision.

We also have specialists in investment properties and developments. They can analyse data quickly and have knowledge about zoning and development, so can assist with your investment and project needs.

A key point is that we are transparent right from the get-go. Some agents over-appraise your home just to get your business. We give an accurate market value, so you can make decisions with all the information to hand.

As a valued client, you deserve this transparency, as well as prompt and frequent communication, top-level marketing expertise, and someone working their very hardest to get the best price for you.

That's what you get with Ray White A T Realty.

We haven't won all these awards for nothing – our agents, and our offices, are consistently the best in terms of sales volume, as well as customer service – time after time.

Another added benefit, particularly for investors, is our sister business, 360 Property Management. 360 specialises in investment properties and can assist landlords in maximising their returns. We also have a relationship with LoanMarket, who can provide financing options.

We can make your entire real estate experience – from buying to renting, insuring to financing, renovating to developing – a breeze, from start to finish.

And our team is friendly – we are here to help you.



MANUREWA



MANGERE

AT REALTY
group



MANGERE
BRIDGE



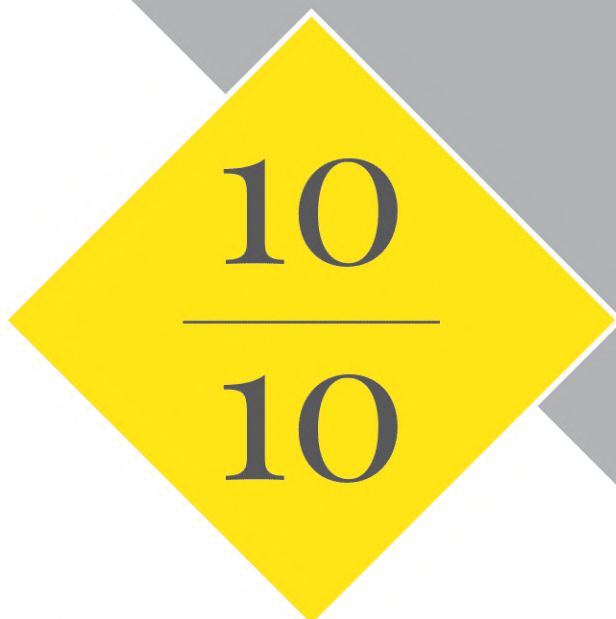
360 PROPERTY
MANAGEMENT



why us

An award winning team with an awesome culture and the power of the Ray White brand behind it

Today the Ray White network consists of nearly 1,000 individually owned and operated offices in over 9 countries with an annual turnover above \$27 billion. Internationally we employ over 13,000 members – which includes over 900 property management professionals. We're proud to say that over 1,000 of these members have worked with Ray White for 10 years or more, and, as a large, growing, and international brand, Ray White offers many career advancement opportunities.



At A T Realty, we place the emphasis on customer satisfaction.

We have a customer satisfaction / NPS score of 91

One of the Top 3 Ray White offices internationally.

The Net Promoter Score (NPS) is a metric developed by Harvard. It is used globally by hundreds of thousands of companies, both large and small across many industries. It measures customer feedback and loyalty. It's tried, it's tested and it works. A Net Promoter Score survey works by giving you customer feedback you can respond to and act on.

awards / achievements

2023/2024	Auction Business No. 1
2023/2024	Business Growth No. 1
2022/2023	International Office No. 3
2022/2023	Office of the Year No. 2
2020/2021	Customer Experience Office of the year
2020/2021	International Office No.4
2020/2021	Office of the Year No.3
2020/2021	Business Growth No.2
2020/2021	Chairman's Elite Business Leader
2019/2020	Clients' Choice - Office
2019/2020	Top 10 International Clients' Choice - Office
2019/2020	Top Offices - Settled Commission - No. 7
2019/2020	Premier Business Leader
2018/2019	Business Growth - No. 1
2018/2019	Customer Experience - Office
2018/2019	Office of the Year - No. 6

360 PROPERTY MANGEMENT

2022/2023	Property Management Office - No. 1
2020/2021	Property Management Office - No. 1
2018/2019	Property Management Office - No. 1

OUR GCI AVERAGE IS



70% higher
than the RW national
average

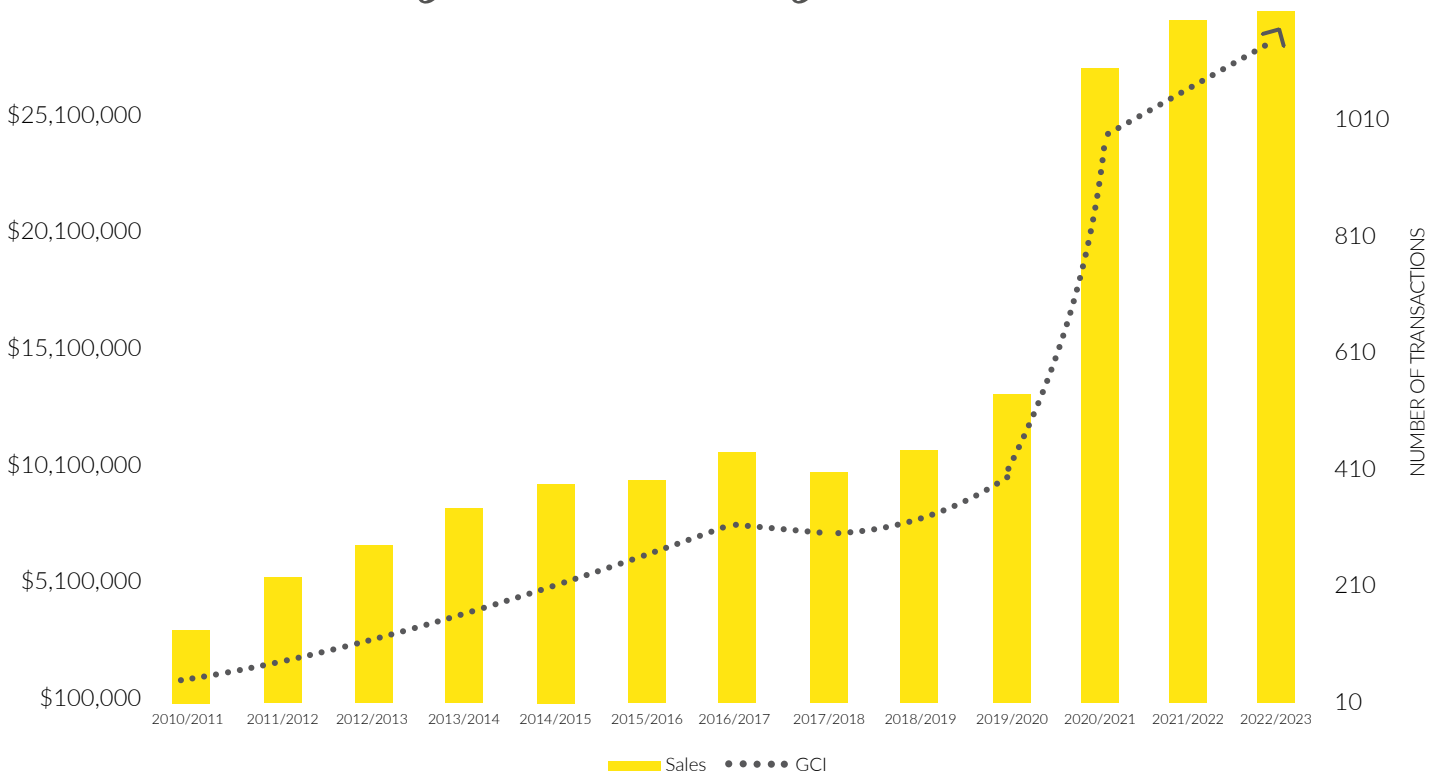
and

\$341,000 or 300%
higher across all real
estate brands

Ray White

CONTINUOUSLY IN THE
top 3 offices
RAY WHITE NZ

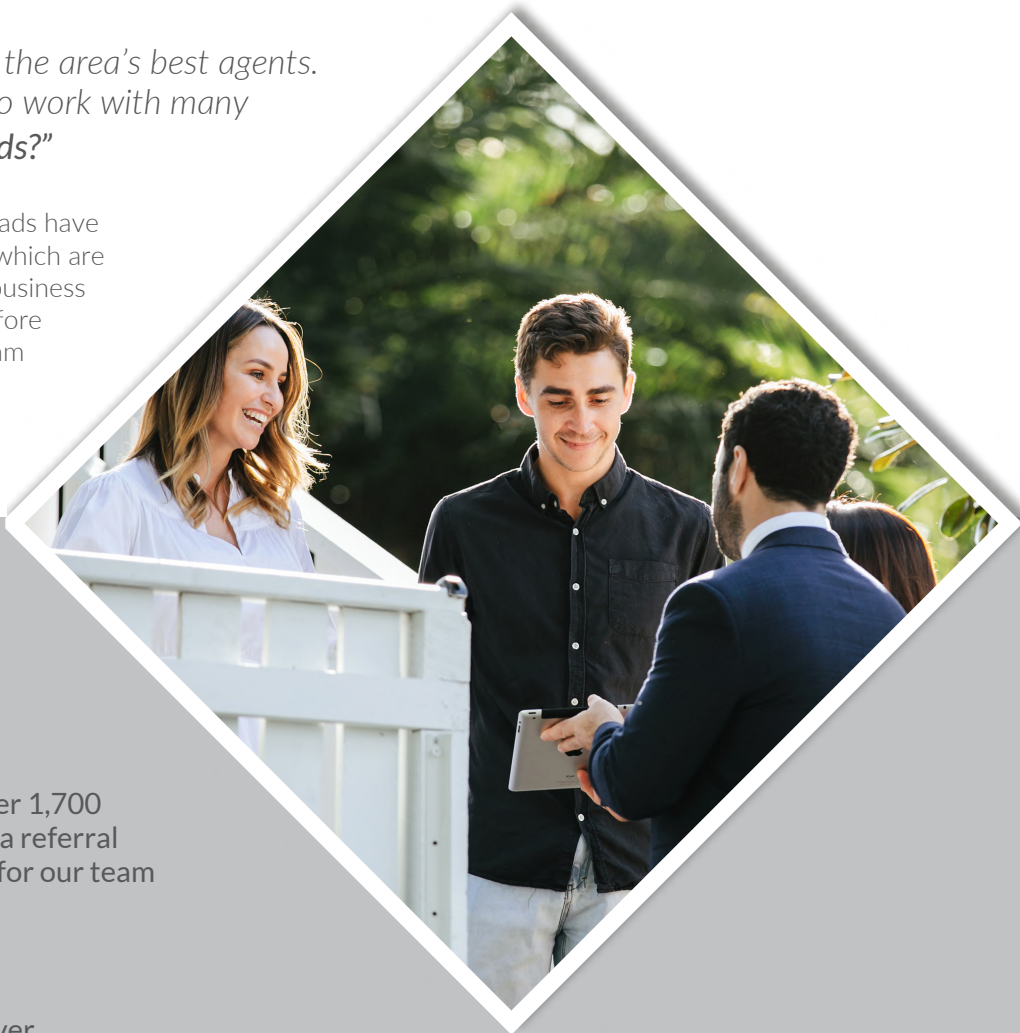
AT Realty over the years



lead generation

A T Realty is home to many of the area's best agents. When considering a business to work with many agents ask "do you provide leads?"

Below we have outlined where the leads have come from over the past 12 months which are distributed to the sales team, as our business owners and manager don't sell, therefore they don't compete with the sales team or take any of the juicy leads.



1,700

A rent roll of over 1,700 properties with a referral system in place for our team

10,000

A database of over 10,000 clients from our directors' sales careers

\$125k

Spent on company advertising over a year

10,000

Over 10,000 Facebook followers across our group

\$130K

Spent on company digital advertising over a year

www.

A dedicated group website & professional SEO across our group of websites

145

130+ appraisal leads through our websites in the past 12 months distributed to our team

Executive

MEMBER 21-22

EXECUTIVE MEMBER

\$175,000 in settled commission to the office

18 settled sales

Minimum NPS **75**

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MEMBERS

PREMIER

MEMBER 21-22

PREMIER MEMBER

\$375,000 in settled commission to the office

30 settled sales (\$200,000 settled commission written)

Minimum NPS **75**

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MEMBERS

recognition

Recognising and celebrating the success and growth of our

71 award winning salespeople provides an environment that enables all our members to thrive and chase their potential.

ALAN WHITE ELITE

PERFORMER 21-22

ELITE PERFORMER

\$750,000 in settled commission to the office

65 settled sales (\$425,000 settled commission written)

Minimum NPS **75**

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MEMBERS

CHAIRMAN'S ELITE

PERFORMER 21-22

CHAIRMAN'S ELITE

\$1.55 million commission to the office

120 settled sales (\$775,000 settled commission written)

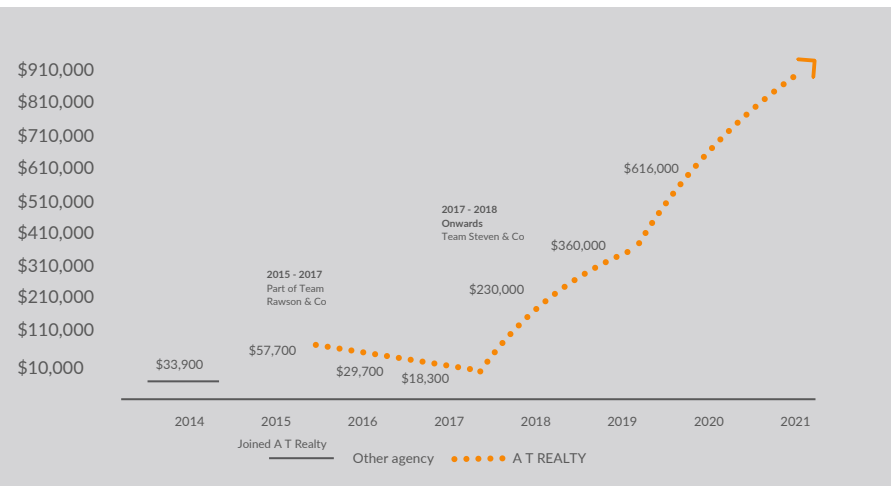
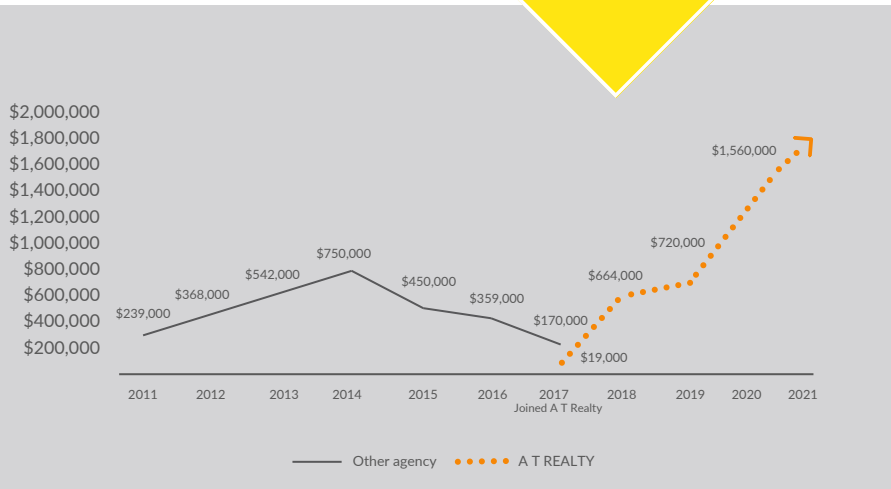
Minimum NPS **75**

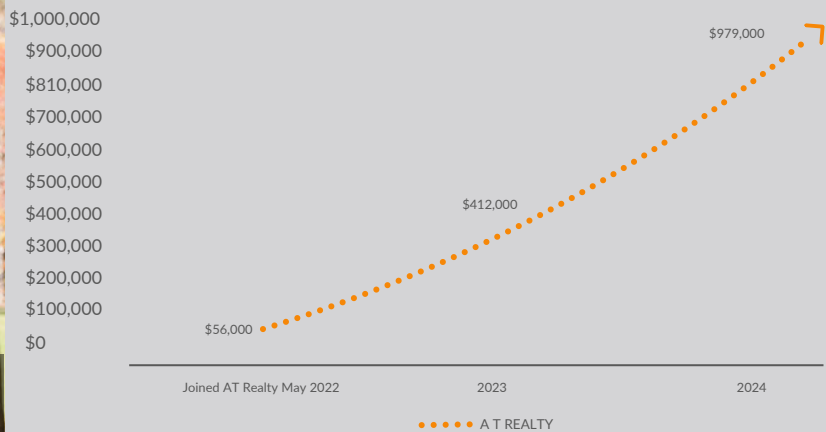
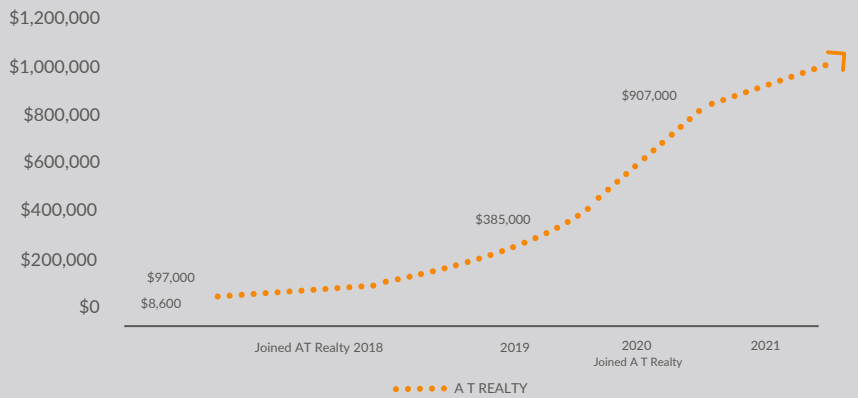
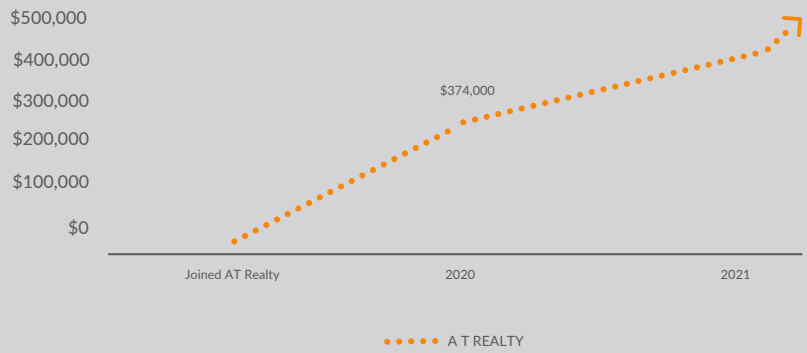
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MEMBERS

results speak loudest

Below are some growth examples from some of our top performers, who with the support from A T Realty and the wider Ray White network, have all achieved incredible success and growth in their commission (GCI) - some of them in a very short time span.

examples of some of our top performers growth







OUR TEAM

culture

Retreats /
team building days
& our annual conference play
such a big part in creating
& maintaining the awesome
culture we have! These are filled
with exceptional speakers, team
building, great food,
adventures & amazing
memories.



in house auctions

One of the biggest advantages that A T Realty offers to our vendors, is the convenience of having our own dedicated in-house auctioneer with a proven track record. In fact, we are Ray White's No.1 Auction Business in New Zealand and Internationally!

We are very fortunate to have Sam Steele as our lead auctioneer, He uses his immense experience to add to Ray White's already stellar auction clearance rate. Having called thousands of auctions nationwide and sold billions of dollars in value, Sam understands the complexities of each individual transaction.

An award-winning auctioneer, Sam uses his in-depth knowledge across all asset categories to ensure not only stand out results for his clients, but also an enjoyable experience.

Sam prides himself on ensuring auctions are conducted with professionalism, clarity and enthusiasm and he is regularly called upon by the media for commentary in the marketplace.



auction success

"Auction" as a method of sale is not only the tried and proven strategy for delivering outstanding results for vendors, but it is also the most effective way to build a business for savvy agents of each individual transaction.

Auctions are systematic and achieve unconditional deals within a set timeframe which gives you as an agent, a level of predictability, income and efficiency to plan and set goals.

Our hands-on approach in supporting you means you have the best tools, training and support to achieve your goals – making it a win for your clients and a win for you.





EMAIL

Individual email account
Connection to calendar
Drive storage
File sharing
Internal chat platforms
Backup capabilities
Google Docs
(word documents, spreadsheets, slides etc)



DIGITAL

Agent websites
Office websites
Integration with CRM System
Profile management
Social Media
(Instagram/Facebook/Twitter/LinkedIn/WeChat)

one system

All your real estate applications.
Accessible anytime.
On any device.



OPEN HOMES

Homepass software
Log visitors
Bulk email/text message Integration
with CRM System
Reporting tools



MARKETING

Suburb snapshots/statistics
Pre-list kits
Listing presentation & supporting
documentation
Social media content
Email marketing platforms

On Offer

WITH AT REALTY GROUP



Administration Assistance



Access to the latest Technologies



Listing & Deal Assistance

Administration Assistance

- Full access to our administrative team to assist your transition & beyond.
- Personalised listing kit designed for you.
- Our virtual assistant will clean and update your database as it transitions into our system.

Technology

The latest in tech, including:

- NurtureCloud
- VaultRE
- Relab.co.nz
- Property Smarts
- ActivePipe

Listing/Deal Assistance

- The ability to take the director to your listing presentations.
- Deal support - negotiation - Call Tom, Adam, Richie or Geoff if needed, anytime.
- Listing cover - while you are on holiday, one of the team will be able to cover your listings for you.

NurtureCloud

NEXT GENERATION 'AI' PROSPECTIVE TECHNOLOGY

What would it mean for your GCI aspirations if you could identify a seller at least 90 days before they even planned to hit the market?

It would revolutionise your business. Right?

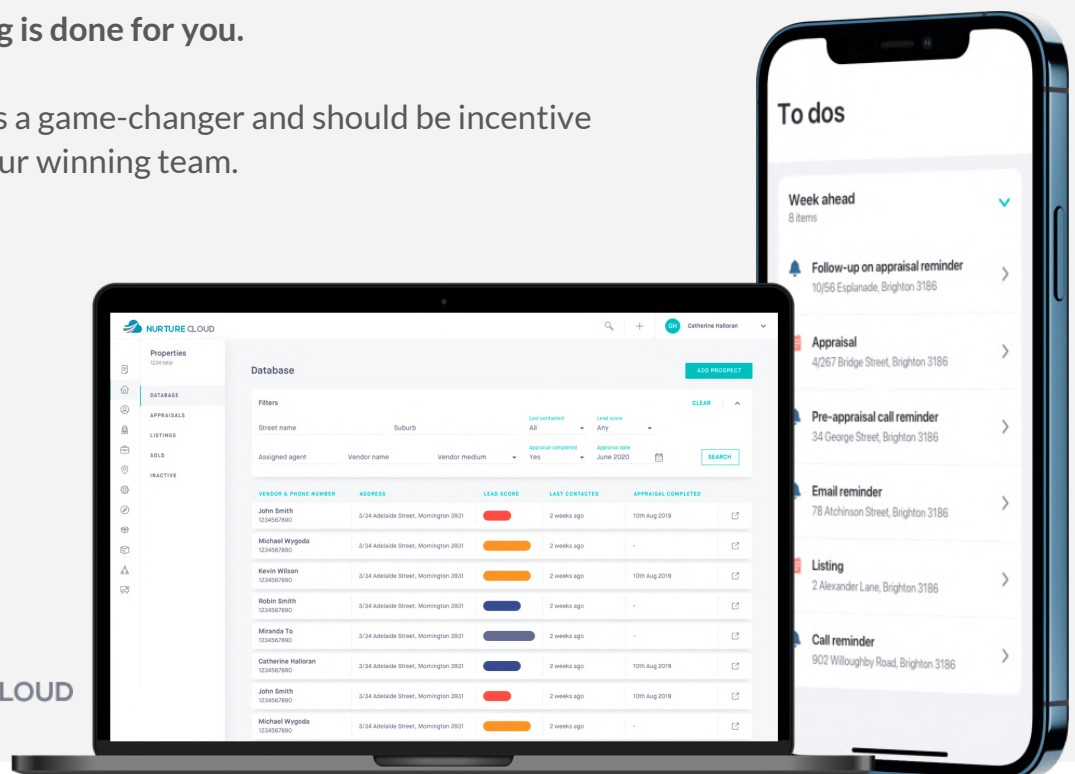
Unique to Ray White and rolled out through the A T Realty Group in August 2023, NurtureCloud has been designed to give our salespeople an extraordinary, competitive edge when identifying potential sellers in the market.

- The digital behaviours and interactions of your contacts are tracked and surfaced in NurtureCloud to provide you with *Smart Calls*.
- Promotes team efficiency - allowing agents to delegate calls to their Associates or our 3rd party call centre (Ray White Concierge).
- Automated “Magic 50” style call list via top matches in your database or by suburb.

...and much more.

The heavy lifting is done for you.

Nurture Cloud is a game-changer and should be incentive enough to join our winning team.



Key strengths

From our team survey
conducted in February 2024



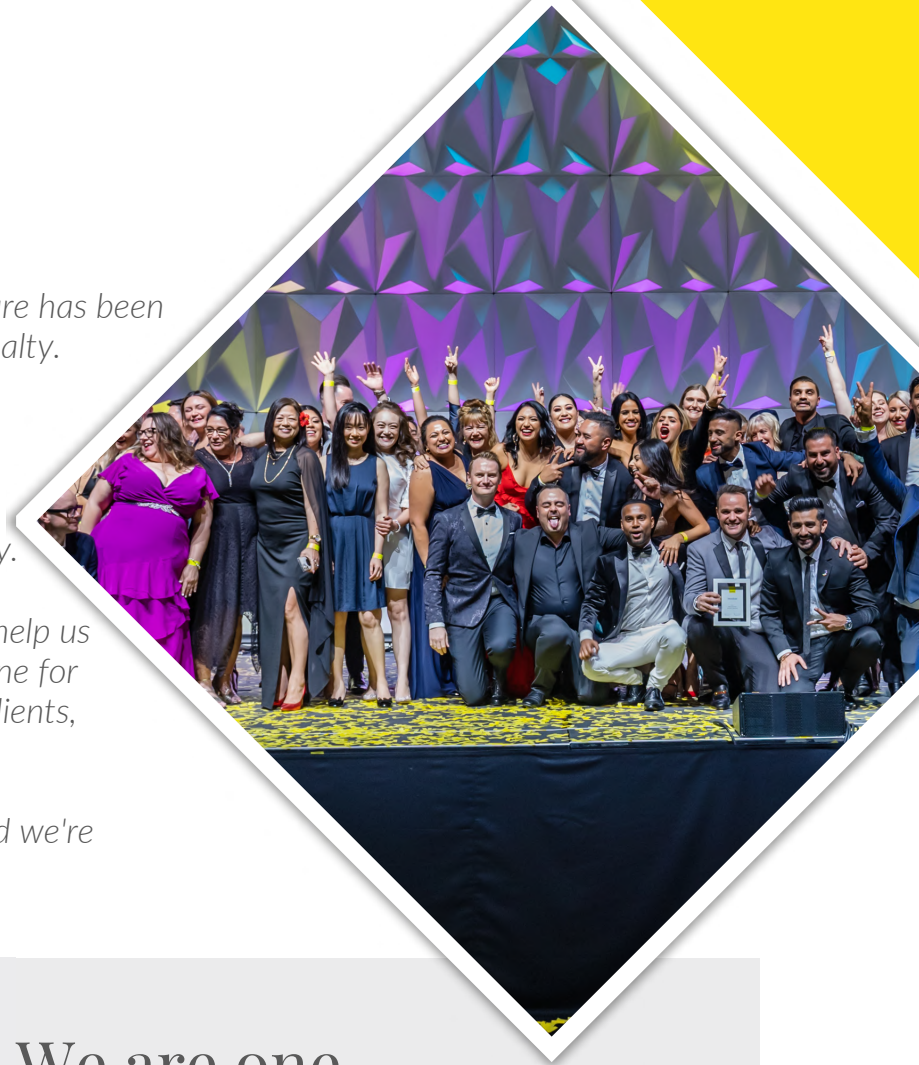
Our Values

Fostering a positive and energetic culture has been key to the success of Ray White A T Realty.

We want our people to feel inspired, supported and valued throughout their time at A T Realty and know it's important to have fun along the way.

Our values guide our work ethic. They help us make the right decisions and set the tone for how we interact with each other, our clients, and everyone in between.

We celebrate these values regularly and we're proud to share them here with you.



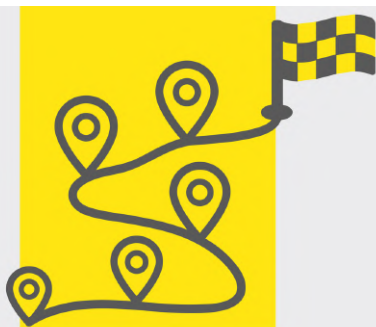
We are one.

We are one family, we share knowledge, learnings and experiences. We grow together,



Go next level.

We've got the people, systems, and training to help you take it to the next level.



With you all the way.

People are at the centre of everything we do, we're dedicated to delivering exceptional experiences and building lasting relationships.

Ray White



A T Realty Limited
Licensed (REAA 2008)

TOM RAWSON

027 948 9960

RICHIE LEWIS

021 340 401

If we sound like a fit for you, let us know.
We'd love to see if you are a fit for us