

What on Earth is RAAS?

I was at a Management Rights industry function recently, wearing my RAAS name badge, when a stranger sidled up to me and said, "What is this RAAS thing? I seem to hear that word everywhere, lately!"

Before I continue, let's look at some history. Four or five years ago, when Geoff Glanville first came up with this RAAS idea, he could have called it Geoff's Inter Galactic Real Estate Consortium (GIGREC) or possibly Geoff's Solution to RUM Problems (GSTRUMP) --- but thankfully he called it Resorts Accommodation and Sales (RAAS)! All RAASers are grateful for this wise decision. But while it is a catchy name, it doesn't even begin to describe what we do.

So how did I answer my new-found friend at the function, and why am I devoting an issue of *The RAAS Report* to this question?

Let's start with the second item. Any RUM who is not aware that the South East Queensland real estate market has changed dramatically since February 2007 is setting himself or herself up for trouble! Listings are selling at a rate that rivals the peak of the boom in 2003. ALL REAL ESTATE AGENTS ARE SHORT OF STOCK! Even as I write these words, an outside agent somewhere is preparing to either, write to, or phone, your investor owners telling them that he has buyers waiting and he can sell their investment property for an astounding price --- and he certainly doesn't care about selling it to another investor! I will make no comment at this stage about misuse of the Valuer-General's Ownership Database for direct marketing purposes. We can only hope that one day the Minister will become tired of having sand kicked in his face, and actually do something positive about enforcing his own laws!

Back in 2003 I wrote a letter to managers com-

paring the assault of outside agents on managed complexes to having "barbarians at the gate". I must say that nothing personal was intended, but I should warn all of you that multitudinous adherents to the marketing principles of Genghis Khan have recently been seen massing outside residential complexes in the South East Queensland area! Ignore them at your peril.

Back to item one! "What is this RAAS thing, and what does it have to do with Genghis Khan?"

RAAS was conceived as at least, a partial solution to the encroachment of outside agents into your hard earned and expensively purchased, business investment!

RAAS gives on-site managers the legal opportunity to list and sell their landlords' investment units, secure in the knowledge that they will never be left on their own to muddle through with limited knowledge; secure in the knowledge that RAAS does all the contract paperwork & liaises with solicitors etc through to settlement; secure in the knowledge that they have free access to the best marketing websites in Australia for the promotion of their sales and rentals; secure in the knowledge that the commission dollars they earn are legally obtained.

I don't really think that managers join RAAS because they aspire to get filthy rich on real estate commissions. As managers, we all know that we would rather none of our investors sell at all. But sell they will, eventually --- because that is life! The question for all managers is this --- who would you rather have sign up the Form 22a for this unavoidable listing? You, or the hordes from outside your gates? Which scenario will give you some modicum of control over your destiny?

While admitting that dollar rewards are not the

driving force for most managers, it is interesting to note that a RAASer recently told me his sales commission earnings from RAAS between July and December 2006 had paid for three weeks' worth of experienced relief management at his complex, plus ALL his holiday costs for his family's trip to Perth and the Gold Coast. Not a bad sideline!

Maybe, some of my readers are quietly accepting a "sling" or a "kickback" for referring owners to a particular agent. Provided you have advised your owner in writing that you are benefiting financially from the referral, and provided your name appears on the Form 27c Disclosure as sharing in the commission, you might be in the clear. If however, the vendor & purchaser are unaware of your financial involvement, I suggest you read Chapter 42A of the Queensland Criminal Code regarding secret commissions.

Of course, even if you declare your financial involvement to both vendor & purchaser, the Office of Fair Trading may still decide you are receiving a commission for the sale of property without possessing the necessary Real Estate Sales Certificate.

But enough negativity! The other great benefit of RAAS membership is the ability for RAASers to pick up the phone and get some free advice. Whether you are a complete beginner, or an experienced expert, it is still nice to be able to get an independent opinion on your problem.

Space prevents me elaborating further, but you can find out how RAAS may help you by phoning Geoff, Mike or Rusty on their numbers listed below. You will not regret it!

If you would like to comment on anything you have read in The RAAS Report please write to us at PO Box 1325 Sunnybank Hills Q 4109 or send an email to mike@raas.com.au.



LYNNE CORNISH
Gold Coast
Sales Specialist
Ph 07 5520 1566
Mob 0422 722 285
lynnec@raas.com.au



DAVE MANSON
Gold Coast
Sales Specialist
Ph 07 5522 7133
Mob 0412 707 173
davidm@raas.com.au



LEE BOYLE
Brisbane
Sales Specialist
Ph 07 3378 0577
Mob 0424 007 884
leeb@raas.com.au



PETER DOMAGALA
Brisbane
Sales Specialist
Ph 07 3352 5777
Mob 0411 213 651
peterd@raas.com.au



DON BRADY
Brisbane
Sales Specialist
Ph 07 3219 5772
Mob 0400 211 505
donb@raas.com.au



BARRY DAVIES
Sunshine Coast
Sales Specialist
Ph 07 5448 2329
Mob 0438 554 995
barryd@raas.com.au



JIM PRENTICE
Brisbane
Sales Specialist
Ph 07 3272 6991
Mob 0412 984 684
jimp@raas.com.au



GEOFF GLANVILLE
Sunshine Coast
Founder
RAAS Real Estate &
Director RAAS RIGHTS
Ph 07 5444 4017
Mob 0418 740 495
geoff@raas.com.au



MIKE BUTLER
Brisbane
Co-principal
RAAS Real Estate
Brisbane
Director RAAS RIGHTS
Ph 07 3711 2722
Mob 0418 157 113
mike@raas.com.au



RUSTY LUSH
Gold Coast
Co-principal
RAAS Real Estate
Brisbane &
Director RAAS RIGHTS
Ph 07 5593 0007
Mob 0416 161 831
rusty@raas.com.au



www.raasrights.com.au • www.raas.com.au
41/223 Calam Road Sunnybank Hills Q 4109 • Ph 07 3711 2722



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Contact Rusty Lush 0416 161 831 or Dave Manson 0412 707 173

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This Noosaville area complex has all the hard work done. Immaculately presented, excellent marketing program in place. Very handy to river, ferry, restaurants and coffee shops. Superb 3 bedroom Manager's apartment with open plan living and attached office/reception.

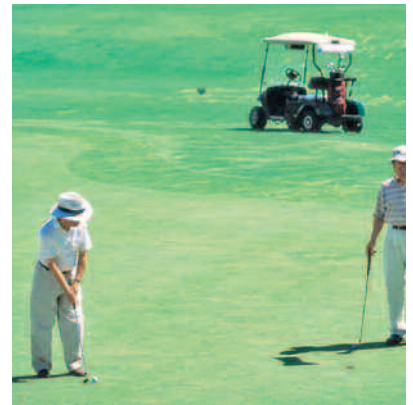


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This is a Blue Chip gated community adjoining Championship Golf Course. Outstanding Manager's residence with 4 bedrooms, 2 bathrooms, double garage. Spacious office/reception on title. Body Corp. Salary \$146,000.



Nett Profit \$175,000 Price \$1.7M

Contact Barry Davies on 0438 554 995

GOLF DAY!

**RAAS RIGHTS & RAAS Real Estate invite you
to join us at Oxley Golf Club
290 Boundary Rd. Oxley (off Blunder Rd)
Tuesday 19th June 2007**

Registration from 10.45am to 11.15am

Tee off 11.30am (Shotgun start) Four Ball Ambrose format

\$40 per head – Includes green fees, sausage sizzle & nibbles
after the game. Book your Buggy!

Super Prize List sponsored by: RAAS Resort News
• Hynes Lawyers • ANZ • PCS Finance • The KARM Group

Book by email: mike@raas.com.au
or phone Jim Prentice on 0412 984 684

**BOOK
NOW!!!**

POSITIONS VACANT

MANAGEMENT RIGHTS SALES CONSULTANT

RAAS RIGHTS is on the lookout for mature minded industry professionals who are looking for a full-time position as a Management Rights Sales Consultant.

The unique nature of the RAAS RIGHTS / RAAS Real Estate business model provides a great opportunity for a hard working, personable operator to build a lucrative career in a tough but rewarding industry.

Email your interest to mike@raas.com.au

All enquiries treated in strictest confidence.