

## Building relationships focus for REINSW 100+ Conference success

Written by Helen Hull | PR & Media Manager Real Estate Institute of New South Wales

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Sydney 18 September 2014. The importance of building relationships and coming back to basics were the focus of the inaugural 100+ Conference, held last week in Sydney.

The event, hosted by the Real Estate Institute of New South Wales, celebrated the industry association's knowledge, expertise and innovation cultivated over the last 100 years and also looked towards the future.

REINSW President Malcolm Gunning said the attendees clearly demonstrated a commitment and enthusiasm to learn and grow both personally and professionally.

"We developed a program to provide the delegates with practical, ready-to-use tools," Mr Gunning said.

"We also created an environment where you could socialise, network and explore emerging trends in our industry. We recognised that while technology plays an important role, the heart of the industry is about trust, commitment and building relationships.

"The conference really went back to basics. Ultimately, we're in the people business and operating on personal level is what is really important," Mr Gunning said.

Key speakers at the event included entrepreneur, businessman and the face of Celebrity Apprentice Australia, Mark Bouris, digital media specialist Lee Stephens and international brand specialist Simon Hammond, as well as a number of industry leaders.

"What we provided was an environment where real estate professionals could cross-learn about other elements of our industry to get a better handle on the industry as a whole.

"There were broader sessions about self-development, digital marketing, social media and being the best professional you can be.

"Our commitment as the Real Estate Institute of New South Wales is to continue to evolve and deliver a high standard of relevant information and business opportunities to every one of our members, year after year.

"The success of the two-day event will see it become an annual edition to the REINSW event calendar. This is just the beginning for REINSW and the 100+ Conference.

"We are committed to help developing better real estate professionals as well as the industry

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as a whole and we believe we are the best equipped to deliver this service," Mr Gunning said.

The 100+ Conference was held at Royal Randwick, Sydney, on 8-9 September 2014.