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## Introduction

Its time to get 2023 powered up with First National Real Estate Commercial.

In real estate there are no prizes for coming second. At First National, **we put YOU first**. By harnessing the expertise of our commercial membership and corporate resources, we create a supportive and valuable proposition to expand your residential business into a commercial powerhouse.

It's a changing world! It's time to secure your growth and you have taken the first steps in doing that.



## Your first choice for commercial property

We put you first.

'Our promise to commercial property owners, investors and tenants. Our commitment to our membership.'

The defining statement that makes First National Commercial the outstanding business partner of choice.

First National Commercial offers more than a brand, a philosophy, or a mission statement.

Our network offers a unique business proposition that places our agents in a position of strength, independence and industry leadership.

Allow us to introduce you to the world of First National Commercial, the commercial property network that puts your interests first so your business can reach its full potential.

Ray Ellis

Chief Executive Officer



## Freedom of choice

### **First National has got YOU covered every step of the way.**

Whether launching a brand new business, operating as an independent agency or considering changing from another network, First National Commercial has you sorted.

With new business start-ups, most estate agents find that the transition from top salesperson to business operator is a steep and slippery learning curve. At a time when every dollar counts, mistakes in the choice of products, technologies and branding are critical.

First National Commercial takes the time-consuming guesswork out of product and technology choices by offering proven, custom solutions. There's no need to waste valuable time researching web design, brand creation and the confusing array of office management solutions. Just choose the products you want and we'll put them in place.

# Mentoring

## The tools for success

Once you are ready to start your new business we are there for YOU every step of the way. Offering you all the tools for success that YOU need.

We take the pain way from becoming a commercial agent by mentoring you through the process.

With 40 years + in the Industry, Frank Tierney will conduct a mentor program for up to 3 months that will include 6 x 45 min sessions with you and your staff, 2 x 45min sessions with Anne Donchos. Teaching you the tools to gain market share, mine your existing rent roll and networks, and set yourself up as leaders of the commercial space in your area.

The commercial knowledge and resource centre at First National head office is readily available to all commercial offices and staff. This is on going support to assist with the tools to improve commercial property sales and commercial property management.

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## Commercial Concierge Service

Offered as part of the FN Commercial suite of products is the 'Concierge Information and Help Desk'.

The purpose of this initiative is to give commercial agents constant access to resources of highly experienced commercial knowledge, information and referral. This knowledge covers an extensive field of commercial Leasing, commercial Sales and information to assist agents to grow their commercial businesses and become experts in their field.

National Commercial Manager, Anne Donchos leads this initiative answering calls from your staff about commercial leasing and sales queries, providing you a back stop resource for any curly questions.

## Resources



### Quick Start Guides

FN Commercial QuickStart consists of 7 modules for real estate businesses wanting to establish a new commercial chapter or implement one within an existing business.

The FN Commercial QuickStart series of guides provides a raft of commercial leasing and property management templates.

This is a 'how to do it' resource which is a tremendous advantage for those that are involved in commercial property management or for those who wish to enhance their skills.

The information and knowledge will help put your office at the forefront of the commercial leasing space.

The information provided is comprehensive, step by step, easy to follow and up to date in commercial practice.

Some of the information provided covers listing matters, checklists, applications, appraisals, leasing and management authorities and services, letter of offer, new lease documentation, tenancy commencement protocols, rent, outgoings, arrears, insurances, rent reviews, vacating tenancies and much more.

**FN Commercial QuickStart puts you ahead of the competition and increases your business. No other group or network has this 'how to' information.**

# Manuals, Templates and Checklists

These resources (available to download for all First National Commercial agents) provide up to date industry information to our FN Commercial agents. Also provided are document/letter templates available for use by our agents.

Examples include:

Letter of introduction

Prospecting record

Prospecting and follow up register

Commercial marketing plan/listing submission for auction marketing

A 7-page commercial marketing/listing submission template

Agenda templates for weekly and monthly meetings

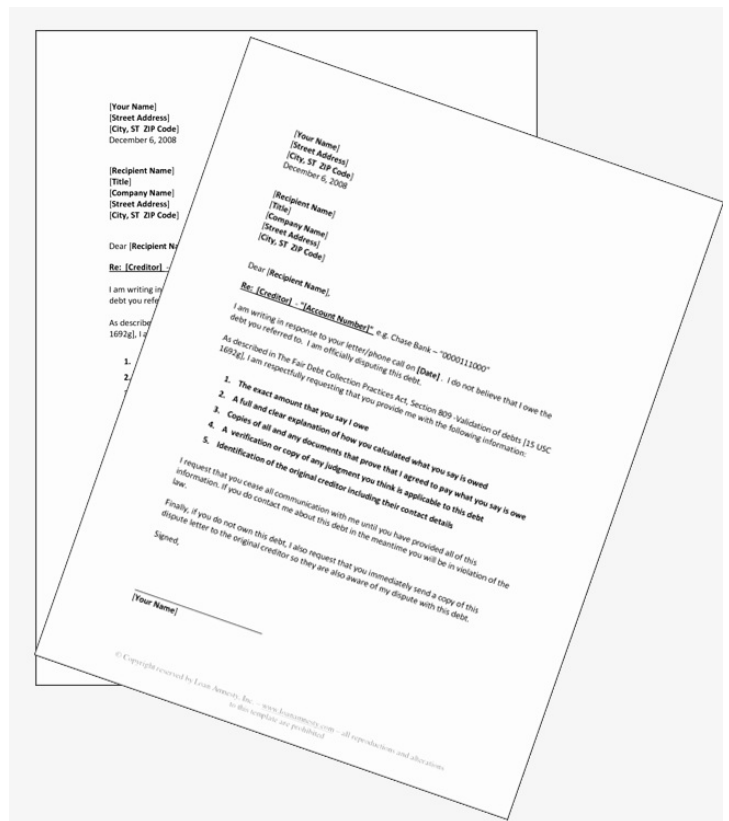
A template report to analyse monthly sales, listings and leasing

Template for daily and weekly staff activity reports

A template for staff Key Performance Indicators (KPIs)

A template upon which to base your staff performance reviews

And much much more



Here's a resource for your office to support the recruitment of new landlords with commercial properties for management. It can be changed to suit your needs and to suit your particular market (whether it be offices vs. farms). The document can be used for various forms of promotion.



# COMMERCIAL PROPERTY MANAGEMENT



## Professional Development



First National's Professional Development has employed the services of well-known and respected Wendy Thompson

When it comes to the real estate industry, Wendy Thomson lives and breathes commercial property. While Wendy is passionate about commercial real estate, her other passion is sharing her extensive industry knowledge and experience through her unique WendyWho? training events. Behind every WendyWho? training event is a solid commitment to improving the level of professionalism in the commercial real estate industry, and enabling agents to consistently deliver positive outcomes for their clients.

Respected as one of the leaders in this competitive and specialised field of real estate, Wendy owns and operates an agency that boasts an extensive and diverse client base, and is dedicated to commercial property sales, development projects, leasing and property management. Over many years, Wendy has developed an impeccable standard in business systems and practices, which she now shares with other professionals through her specially designed industry-focused training events

“

*'Wendy knows her Commercial Real Estate, her years of experience and insights just made my life so much easier, she's worth talking to.'*


Leanne G - Melbourne

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## Marketing and Branding

Branding is how we make YOU STAND OUT. From signboards to website templates through to brochures and signage, we have you covered from day one. Introducing your office into the local market by making you stand out.



# COMMERCIAL MARKETING


### Marketing Collateral

Commercial members can request custom marketing collateral designed by our FN Design Team by **placing a request through FN Design Hub (link to the right)**.

Use the green links on the right to view examples of marketing collateral designed by our design team for FN Commercial offices. If you see a design you'd like to personalise and make your own, click on the yellow Design Hub link and make a design request referencing the example collateral.

Use the red links to the right to download a copy of our FN Commercial style guide or view our Commercial colours and fonts guidelines.

- Vendor Submission
- Consumer Guides
- Boards
- Window Cards
- Office Marketing
- Logos
- Stickers, Flags & Buntings
- Vehicle Signage



Go to Design Hub


Download Design Guide

Colours & Fonts


## Logos

### Generic Commercial Logos


Vertical Logo



Horizontal Logo




Awning Logo




### Generic Commercial Portal Logo - For realestate.com.au

340 x 64




### Generic Commercial Portal Logos - For Domain.com


120 x 42




200 x 70




720 x 50



728 x 90



915 x 42



### Vendor Submission Example

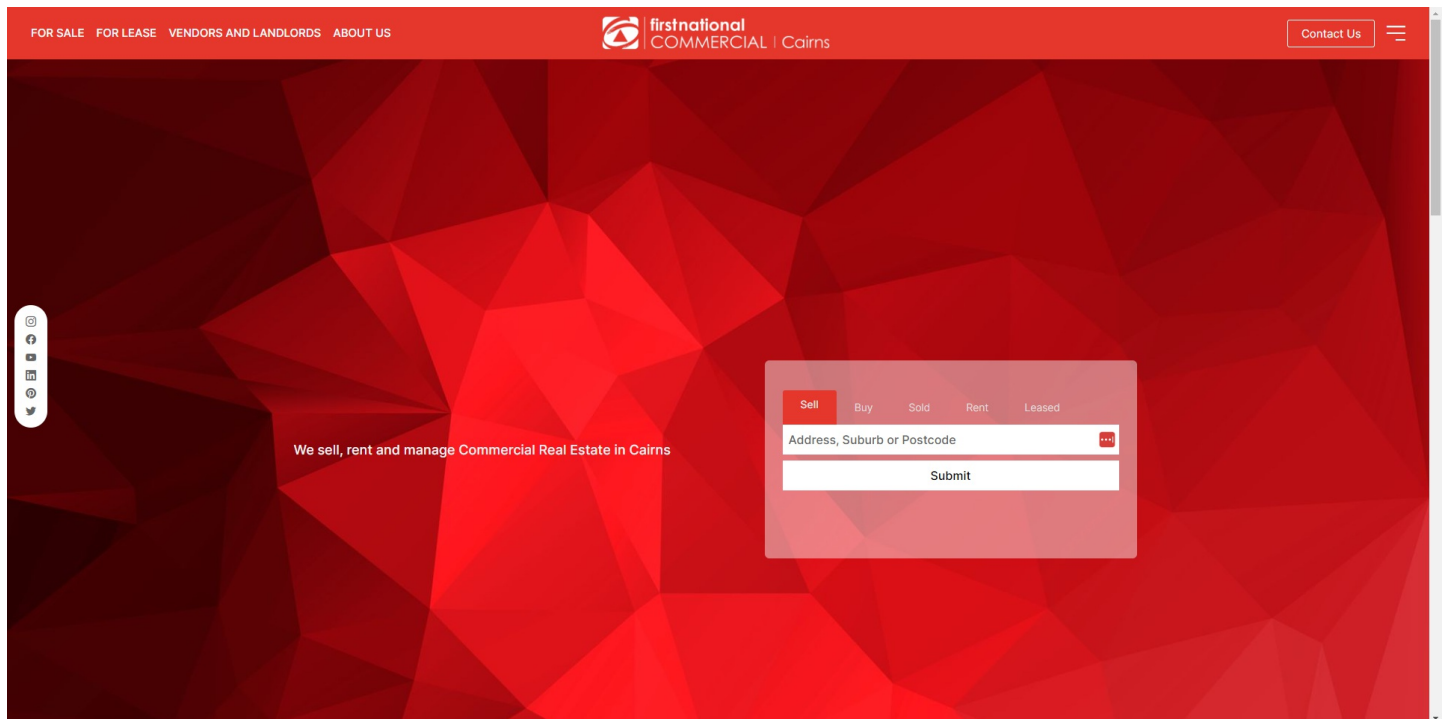
Now that you are familiar with YOUR face to face support and resources, lets get familiar with your First National Recruitment

Partner with First National Commercial



## Websites

Your web presence is your first point of contact for your business. There is nothing like a powerful, mobile responsive website to create a solid first impression. Particularly in real estate, your website is your shopfront that generates customers. The head office marketing team can drive traffic to your website using Google Ad Words and Hyper Local advertising products.



## Fee Structure

**Included in the National Subscription Fee are these business benefits:**

Concierge Support Service  
National Retail Tenancy Guidelines  
Commercial Property Development Help Desk  
Commercial Knowledge and Resource Centre  
National Membership Levy  
National Marketing Levy  
Commercial Training Levy  
'First National 'Out There' marketing package'  
First National Foundation Levy  
Lead Generation  
Human Resource Services  
Risk Management  
eMarketing Systems  
Design & Marketing Team  
Business Growth Managers  
Chief Communications Officer  
National Network Performance Manager

## Stand-Alone Office

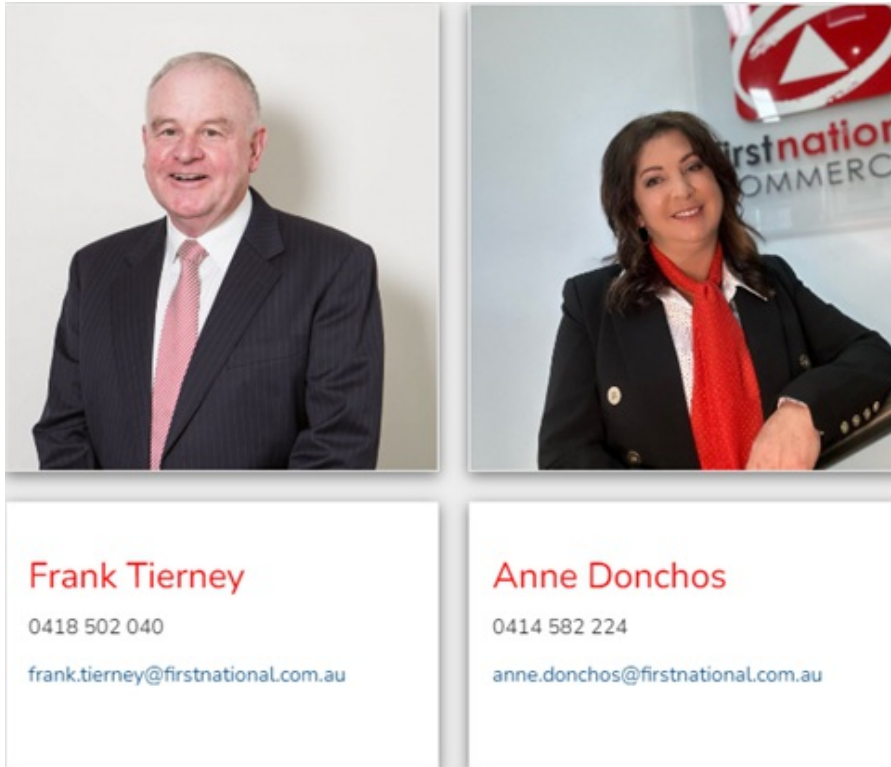
Designed for commercial agents wishing to launch a 100% commercial property agency.

# Co-Branded Office

Available to existing First National network members, co-branding provides the opportunity to expand their chiefly residential agency into the commercial arena.



## Contact



[Call The FN Commercial Hotline](#)