

reb TOP 50 SALES OFFICES 2021



Off the back of an unparalleled year, it is an absolute pleasure to reveal the REB Top 50 Sales Offices 2021.

Now in its ninth year, the annual REB Top 50 Sales Offices ranking sets the national benchmark in identifying Australia's top-performing offices.

Using a number of indicators, including volume and efficiency levels, the REB Top 50 Sales Offices 2021 sets the standard for the country's best real estate sales teams.

POWERED BY



There are three metrics used to determine rankings within the REB Top 50 Sales Offices 2021: number of properties sold, total dollar volume of properties sold and an efficiency rating that is determined by the ratio of sales to support staff.

Put simply: Offices that list and sell the most properties, in the most efficient way, will rank the highest.

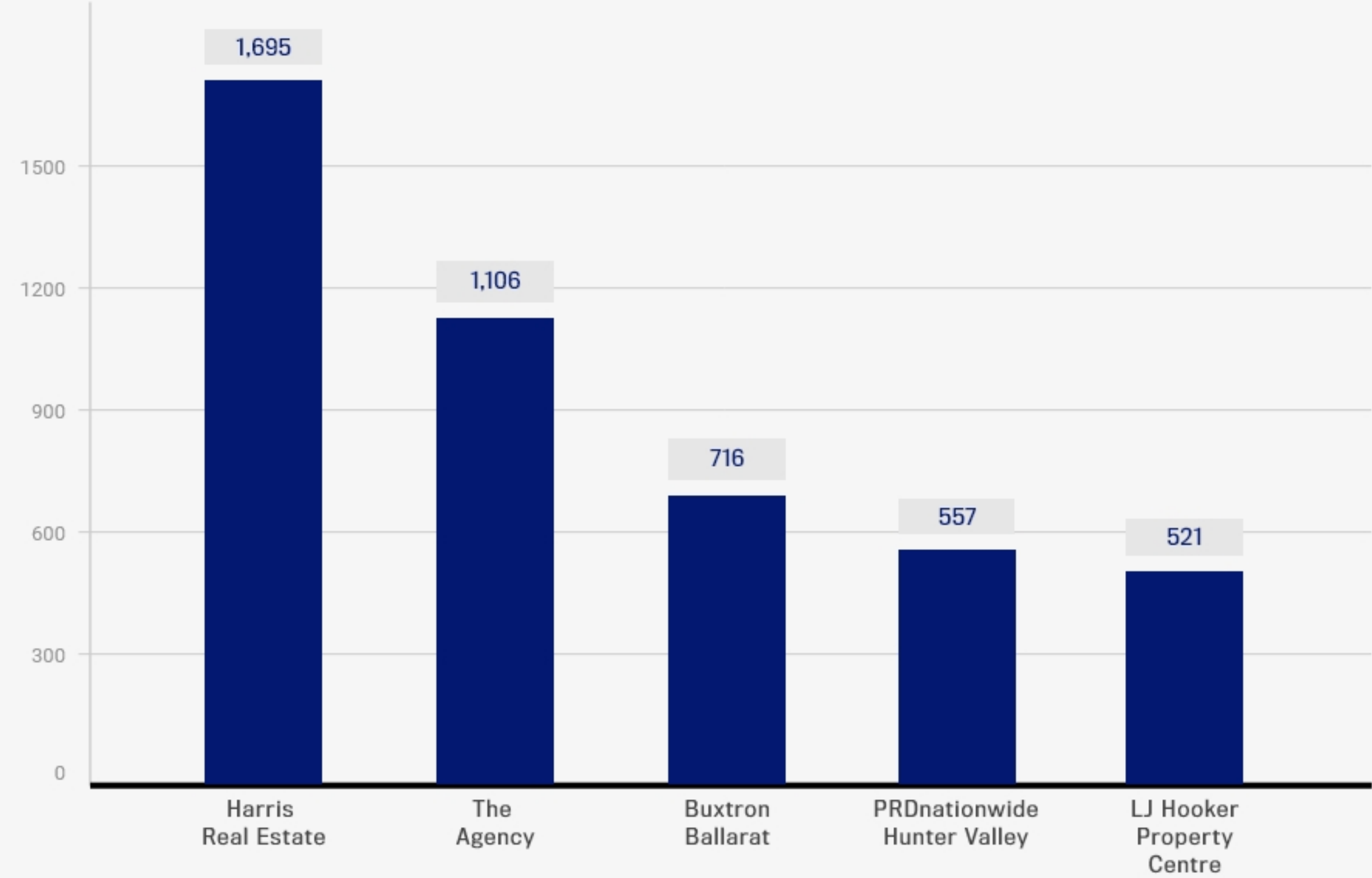
Comparing REB Top 50 Sales Offices 2021 with rankings in years gone by paints an interesting picture for the state of Australian real estate – and the barriers that real estate offices nationwide have had to contend with.

Over the past 12 months, agents the country over dealt with fires and floods, all before many of us had even heard of the coronavirus.

Pulling Australia into its first recession in almost three decades, the COVID-19 pandemic both wreaked havoc on the real estate industry, and proved the resilience, hard work and business prowess of its agents and sales teams.

THE NUMBERS DON'T LIE

TOTAL NUMBER OF SALES



332

AVERAGE NUMBER OF SALES

Despite the restrictions that were in place for much of the year, this year’s top 50 sales offices proved why they are among Australia’s elite – with the average number of sales for the top 50 offices sitting at 332 for the year.

It’s up from the 313-sale average posted in last year’s ranking, and sits flush with the average number of sales reported by the top 50 sales offices back in 2019.

When we look to the top 10 offices for 2021, numbers are slightly down. While these offices recorded, on average, 400 settlements each, it was a drop from the 420-sale average posted by the top 10 in last year’s ranking.

\$263 million

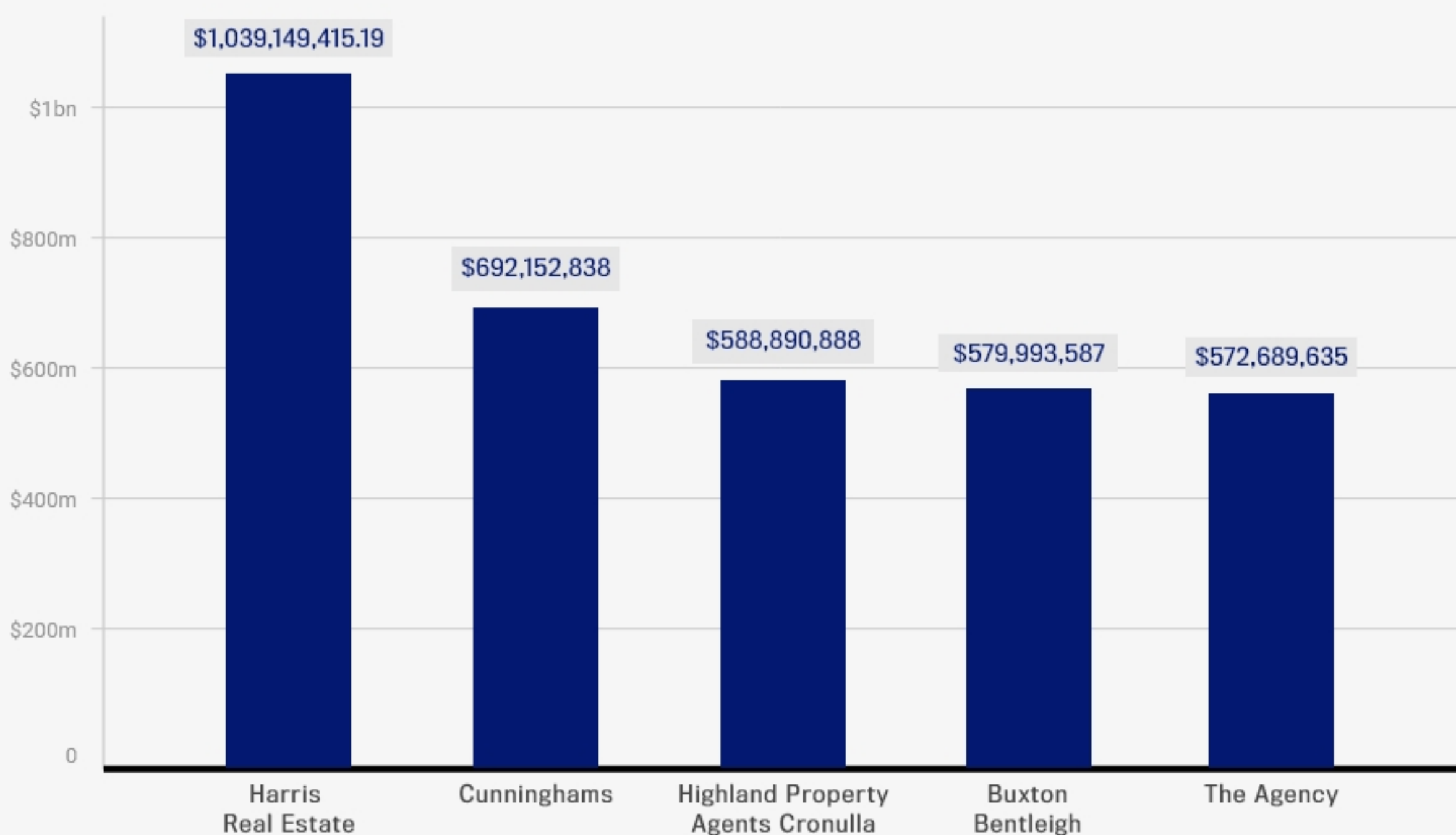
AVERAGE VALUE OF SALES

Across the top 50 offices, the increase in sales led to a corresponding increase in the average total value of sales – to more than \$260 million for the year. It's a fair bit higher than the \$218 million in average value reported in the 2020 ranking, and sits on par with the figure posted by the top 10 offices in 2020 – which was also \$260 million.

Given the improved sales value figure, it's perhaps unsurprising then that the top 10 offices pulled in, on average, \$421 million in the 2021 rankings. It's a staggering \$160 million clear of the top 10 average from 2020, and over \$90 million clear of the \$328 million in transactions settled back in 2019.

LET THE NUMBERS DO THE TALKING

TOTAL VALUE OF SALES





\$792k

AVERAGE SALES PRICE

Given the nature of the data collected, REB's Top 50 Sales Offices ranking is able to give some insight into the economics of the Australian property market. Among the top 50 offices, the average sales price recorded across the data was \$791,959. It stands in stark contrast to the 2020 ranking, where the top 50 offices reported an average sale price of just \$740,931, which was the slightest bit shy of 2019's average sale price of \$741,067. All in all, it shows that even with the struggles of COVID-19 over the past 10 months, real estate has not suffered as it was expected to at the beginning of the pandemic.

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TOP 10 SALES OFFICES 2021

1		Buxton Ballarat
2		Highland Property Agents - Cronulla
3		Eview Group - Mornington Peninsula
4		PRDnationwide Newcastle
5		Buxton Sandringham
6		Barry Plant Manningham
7		Hayman Partners
8		Buxton Bentleigh
9		Cunninghams Balgowlah
10		PRDnationwide Port Stephens

It's also revealed a quicker turnover of properties – which perhaps proves just how much demand is actually out there. In 2021's ranking, the top 50 offices reported an average 48 days on market for each property, while the top 10 offices took 49 days to clear a property. It's notably quicker than the 56 days reported for time on market by the top 50 offices in 2020, when the top 10 offices were taking slightly less time, at 52 days on average to reach a settlement.

The data also shows that in 2021, the top 50 offices had, on average, 13 sales people – a sizeable jump from 2020's 11. This number has been steadily increasing since 2018, where the top 50 boasted 10 sales agents each, and suggests recruitment strategies and bolstering of team size is more important than ever before.

TOP 50 SALES OFFICES 2021

RANK	OFFICE	STATE	SALES SUPPORT STAFF	SALES AGENTS	STAFF EFFICIENCY RATING	LISTINGS	SETTLEMENTS	SALES VOLUME
1	Buxton Ballarat	VIC	1	14	47.73	608	716	\$278,982,524.00
2	Highland Property Agents - Cronulla	NSW	8	11	23.47	381.5	446	\$588,890,888.00
3	Eview Group - Mornington Peninsula	VIC	2	10	27.92	271	335	\$287,277,367.00
4	PRDnationwide Newcastle	NSW	6	9	23.80	293	357	\$300,869,751.00
5	Buxton Sandringham	VIC	1	13	21.11	274	295.5	\$544,833,738.00
6	Barry Plant Manningham	VIC	2	15	23.41	455	398	\$455,860,929.00
7	Hayman Partners	ACT	2	9	26.91	300	296	\$233,763,745.00
8	Buxton Bentleigh	VIC	6	14	20.43	485	408.5	\$579,993,587.00
9	Cunninghams Balgowlah	NSW	10	16	15.88	454	413	\$692,152,838.00
10	PRDnationwide Port Stephens	NSW	2	8	33.30	407	333	\$250,863,500.00
11	PRDnationwide Hunter Valley	NSW	13	8	26.52	707	557	\$305,806,250.00
12	LJ Hooker Gungahlin	ACT	3	11	22.21	305	311	\$198,277,000.00
13	LJ Hooker Kallangur Murrumba Downs	QLD	2	6	38.13	312	305	\$127,967,247.00
14	Harris Real Estate Adelaide	SA	23	71	18.03	2225	1695	\$1,039,149,415.19
15	Buxton Chelsea	VIC	3	5	27.38	200	219	\$221,697,579.00
16	Buxton Mentone	VIC	3	6	27.78	290	250	\$333,432,298.00
17	Highland Property Agents - Sutherland	NSW	4	7	22.18	227.25	244	\$256,312,525.00
18	LJ Hooker Project Marketing ACT	ACT	1	10	27.27	321	300	\$153,971,180.00
19	Eview Group - Edge Realty	SA	2	3	62.60	362	313	\$104,052,997.00
20	First National Newcastle City	NSW	3	10	20.15	267	262	\$227,955,652.50
21	Eview Group - C+M Residential	VIC	2	4	42.33	308	254	\$168,078,591.00
22	Buxton Highton	VIC	2	7	28.61	296	257.5	\$162,538,434.00
23	Reamark Coastal	WA	11	26	13.41	601	496	\$400,297,273.00
24	Buxton Hampton East	VIC	1	9	21.90	245	219	\$328,532,550.00
25	LJ Hooker Property Centre	QLD	4	24	18.61	712	521	\$306,878,180.00

Disclaimer: Real Estate Business has undertaken a process to ensure the accuracy of data used to formulate the REB Top 50 Sales Offices 2021 ranking. Data for the ranking was supplied by individual agents, offices and/or head offices. While Real Estate Business has attempted to validate the accuracy of data, any errors or omissions are the ultimate responsibility of the company or individual that supplied the data and associated information. To the full extent allowed by law, or ranking participants, its publisher Momentum Media and Momentum Media employees excludes liability for any loss or damage sustained by readers arising from the supply, use, or promotion of the REB Top 50 Sales Offices 2021.

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26	Belle Property Dee Why	NSW	5	8	17.92	260	233	\$407,549,392.00
27	Barry Plant Rowville	VIC	3	11	18.29	266	256	\$218,155,012.00
28	Nidus Group Real Estate Rooty Hill	NSW	1	5	29.50	177	177	\$107,975,150.00
29	David Deane Real Estate	QLD	3	7	26.90	307	269	\$112,658,469.00
30	LJ Hooker Property Hub	QLD	3	29	16.06	721	514	\$357,731,737.00
31	Raine and Horne Batemans Bay	NSW	2	6	23.38	154	187	\$102,416,830.00
32	LJ Hooker Stafford	QLD	1	4	32.80	164	164	\$95,813,000.00
33	Eview Group - Frankston	VIC	3	14	14.47	211	246	\$165,054,948.00
34	The Agency Perth	WA	7	99	10.43	1565	1106	\$572,689,635.00
35	LJ Hooker Nerang	QLD	8	14	14.41	351	317	\$166,366,195.00
36	Buxton Newtown	VIC	2	7	22.61	212	203.5	\$143,910,140.00
37	LJ Hooker Greenwith Golden Grove Mawson Lakes Modbury	SA	1	8	26.56	256	239	\$89,624,700.00
38	Wilson Property RCI	VIC	1	3	57.00	267	228	\$74,524,913.00
39	Starr Partners Merrylands Real Estate	NSW	11	15	11.97	383	311.25	\$235,622,857.66
40	Eview Group - Julie Ormston & Partners	WA	1	4	27.40	134	137	\$77,447,611.00
41	Buxton Ashburton	VIC	1	5	21.67	142	130	\$196,379,001.00
42	Harcourts Ross Realty	WA	1	4.3	29.17	165	154.6	\$72,163,638.00
43	Ray White Surry Hills Glebe Alexandria	NSW	10	20	10.60	453	318	\$389,013,750.00
44	Buxton Brighton	VIC	1	15	8.66	149	138.5	\$322,661,000.00
45	Schroeder & Wallis	VIC	0	2	28.50	59	57	\$41,693,776.00
46	Ray White Mildura	VIC	5	5	23.40	319	234	\$88,509,863.00
47	Wiseberry Heritage	NSW	7	11	12.94	276	233	\$145,199,588.00
48	Elders Real Estate Bairnsdale	VIC	2	4	30.17	243	181	\$56,662,850.00
49	Ray White Cranbourne	VIC	8	12	14.20	390	283.94	\$157,839,359.75
50	Stone Real Estate Lindfield	NSW	3	7	7.70	77	77	\$197,482,000.00

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