



reb  
**TOP 50  
WOMEN  
IN REAL  
ESTATE  
2019**

The 2019 REB Top 50 Women in Real Estate has been revealed.

These women represent a high-performance group of agents who set an incredible standard; one that is difficult to keep pace with now, let alone pass in the years ahead.

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**A word from ListReady**

Principal partner of the  
REB Top 50 Women in  
Real Estate 2019

ListReady is proud to partner with REB in announcing the Top 50 Women in Real Estate and would like to congratulate the agents recognised in the report. These women are making headlines in the business world. They're an inspiration to many and we are proud to be celebrating with you.

We wish you the best of luck and look forward to connecting with you in the future.

Now in its fourth year, the REB Top 50 Women in Real Estate ranking for 2019 has been unveiled. It has established itself as the performance benchmark for female agents in the country.

The ranking celebrates the industry's leading women and recognises their contribution to the elite performance standards the industry demands of its top achievers.

Set against a series of serious challenges, this year's REB Top 50 Women in Real Estate represents a high-performance group of agents who set an incredible standard; one that is difficult to keep pace with now, let alone pass in the years ahead.

The metrics used to generate the REB Top 50 Women in Real Estate ranking include the number of properties sold, total dollar volume of properties sold and the average sale value. Each agent is ranked comparatively across these three metrics against their peers, with the combined comparative score used to determine the top-ranked women agents in the country.



LET THE  
**NUMBERS  
DO THE  
TALKING**

Highest total sales volume

Close analysis of the 2019 REB Top 50 Women in Real Estate ranking statistics throws up some interesting observations that are not altogether surprising given the market's current turbulences.

The total number of sales for the whole group fell to 3,514 in 2019, from 3,991 in 2018 after it had settled at 3,391 in 2017 and 3,450 in 2016. But for the top 10 performers, total sales set a new high-water mark in 2019 at 983 after it had reached 829 last year and hovered at 759 in 2017 and 773 in 2016.

# \$4.89 billion

TOTAL VALUE OF SALES

## THE NUMBERS DON'T LIE

Highest number of sales



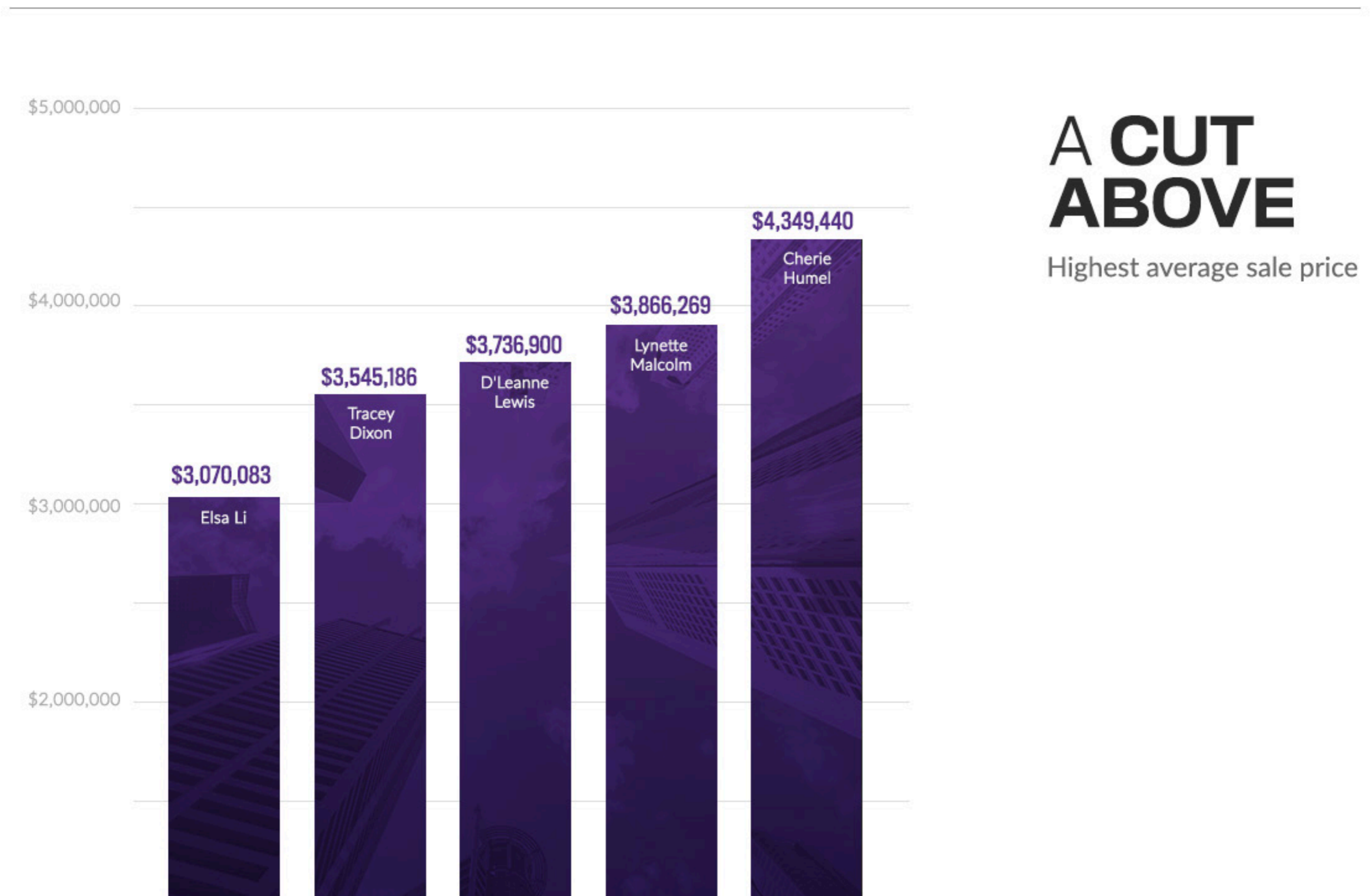
# \$97.9 million

AVERAGE VALUE OF SALES PER AGENT

The total dollar value of sales fell to \$4.89 billion from \$5.47 billion in 2018 for the top 50 women, from \$5.01 billion in 2017 and \$4.48 billion in 2016. For the top 10, it fell marginally to \$1.63 billion this year, from \$1.69 billion last year, but up from \$1.55 billion in 2017 and \$1.42 billion in 2016

This year's stats show that the profile of a top 10 woman agent has changed quite remarkably from what it looked like a year ago.

This year, the top 10 agents have 16.5 years' experience and 2 support staff, reversing from 17 years' experience and 1.8 support staff members in 2018.



**\$1.39 million**

AVERAGE SALES PRICE

Significantly, they list 116 properties that are sold in 42 days in 2019, quite a way off from the 86 properties listed in 2018 and sold after an average of 29 days on market.

Their average selling price is down in 2019 too; from \$2.04 million in 2018 to \$1.65 million, however their commission increased from 1.71 per cent to 1.88 per cent in 2019.



# TOP 10 AGENTS 2019



**Helen Yan**  
*Ray White*

1



**D'Leanne Lewis**  
*Laing+Simmons*

2



**Tracy Yap**  
*Tracy Yap Realty*

3



**Vivien Yap**  
*Ray White*

4



**Tracey Dixon**  
*McGrath Estate Agents*

5



**Catherine Dixon**  
*Phillips Pantzer Donnelley*

6



**Betty Ockerlander**  
*McGrath Estate Agents*

7



**Stephanie Williams**  
*Harcourts Williams*

8



**Nancy Hu**  
*Fletchers Projects*

9



**Romana Altman**  
*Buxton*

10

Top 50 agents' average days on market are also higher at 47 days, while their average sales price is lower at \$1.39 million. Their commission is lower than a top 10 performer at 1.78 per cent and they employ an average of 1.75 support staff members – well less than the 2 employed by a top 10 agent.

This is largely consistent with a top 50 profile a year ago, save that their average days on market are noticeably higher, at 47 against 34 in 2018. The top 50 agent's average sales price is up by \$20,000 but their commission is down to 1.78 per cent from 1.84 per cent in 2018.

## CRM SYSTEM USED

<b>AgentBox</b>	<b>15</b>
Box+Dice	12
Mydesktop	7
Other	6
MARS	4
Rex	3
Complete Data	1
MultiArray	1

# TOP 50 WOMEN IN REAL ESTATE 2019

Rank	Change	Name	Company	Suburb(s) serviced	State	Years of exp	Staff	Average days on market	Residential property listings secured	Residential properties sold	Total value of residential properties sold	Average sale price
1	-	Helen Yan	Ray White	Balwyn	VIC	9	1	36	150	83	\$194,172,948	\$2,339,433
2	▲ 6	D'Leanne Lewis	Laing+Simmons	Double Bay	NSW	26	3	57	57	53	\$198,055,688	\$3,736,900
3	▲ 10	Tracy Yap	Tracy Yap Realty	Epping	NSW	21	2	32	70.5	68	\$137,985,680	\$2,029,201
4	-	Vivien Yap	Ray White	Dalkeith   Claremont	WA	8	3	99.95	94	63	\$145,650,000	\$2,311,905
5	NEW	Tracey Dixon	McGrath Estate Agents	Hunters Hill	NSW	21	3	49	66	51	\$180,804,500	\$3,545,186
6	▲ 9	Catherine Dixon	Phillips Pantzer Donnelley	Eastern Suburbs of Sydney	NSW	10	1	26	67	59	\$139,492,500	\$2,364,280
7	▼ 5	Betty Ockerlander	McGrath Estate Agents	Epping	NSW	25	4	31	110	101	\$134,949,100	\$1,336,130
8	▲ 1	Stephanie Williams	Harcourts Williams	Rose Park	SA	13	1	21.7	61	59	\$113,016,250	\$1,915,530
9	▲ 2	Nancy Hu	Fletchers Projects	Melbourne	VIC	11	1	36	425	388	\$276,018,674	\$711,388
10	▲ 12	Romana Altman	Buxton	Sandringham	VIC	21	1	32	58	58	\$107,920,500	\$1,860,698
11	NEW	Carla Fetter	Jellis Craig	Armadale	VIC	15	1	25.33	74	59	\$99,124,300	\$1,680,073
12	▲ 2	Kate Strickland	Marshall White	Bayside	VIC	10	2	36	47	41	\$110,930,300	\$2,705,617
13	▲ 5	Mechlenne Douaihy	Merc Real Estate	Castle Hill	NSW	17	2	39	79	67	\$94,413,123	\$1,409,151
14	▼ 4	Annika Bongiorno	Stone Real Estate	McMahons Point	NSW	16	1	26.4	49	49	\$95,962,000	\$1,958,408
15	NEW	Liz Xuanlin Chen	Strathfield Partners	Strathfield	NSW	3	0	105	110	110	\$93,964,350	\$854,221
16	▲ 12	Annabelle Feng	RT Edgar	Boroondara	VIC	13	1	30	45	40	\$98,636,600	\$2,465,915
17	▲ 14	Suzanne Hibberd	Abode Property Agents	Caringbah	NSW	26	2	56	277	60	\$89,098,750	\$1,484,979
18	NEW	Elizabeth Kelly	Jellis Craig	Brunswick	VIC	6	4	31	74	79	\$81,395,500	\$1,030,323
19	NEW	Jenny Dwyer	Hockingstuart	Sandringham	VIC	25	1	35	32	45	\$90,788,000	\$2,017,511
20	▲ 19	Michelle Stephens	OBrien Real Estate	Carrum Downs	VIC	9	2	23.01	141	141	\$89,592,900	\$635,411
21	NEW	Cherie Humel	Clarke & Humel	Manly	NSW	14	1	22	29	25	\$108,736,000	\$4,349,440
22	▲ 21	Jill Henry	Stone Real Estate	St Ives	NSW	10	1	27.21	42	35	\$93,513,000	\$2,671,800
23	▲ 6	Anna Younan	McGrath Estate Agents	Camden	NSW	12	3	107	133	137	\$87,606,000	\$639,460
24	▲ 9	Lynette Malcolm	Chadwick Real Estate	Turrumurra	NSW	11	2	72	47	26	\$100,523,000	\$3,866,269
25	▼ 4	Alexandra Stamatiou-Buda	McGrath Estate Agents	Inner West	NSW	15	1	33	62	63	\$81,815,000	\$1,298,651

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26	NEW	Sally Cameron	Toop&Toop Real Estate	Goodwood	SA	5	2	42	53	48	\$86,077,500	\$1,793,281
27	▼ 4	Rae Tomlinson	Marshall White	Malvern/Malvern East	VIC	32	2	28	35	30	\$90,094,500	\$3,003,150
28	NEW	Cathy Baker	Belle Property	Killcare	NSW	9	2	44	100	53	\$82,435,300	\$1,555,383
29	NEW	Lynsey Kemp	Belle Property	Balmain	NSW	21	2	43	32	35	\$89,299,000	\$2,551,400
30	NEW	Arabella Hooper	Harris Real Estate	Stirling	SA	16	2	40.93	117	89	\$75,214,500	\$845,107
31	▲ 3	Maria Cassarino	Stone Real Estate	Seaforth	NSW	20	2	37.52	44	33	\$86,481,500	\$2,620,652
32	▼ 27	Michelle Skoglund	Aqua Real Estate	Mount Eliza	VIC	13	1	30	62	39	\$83,141,333	\$2,131,829
33	NEW	Tanja Neven-Jones	OBrien Real Estate	Chelsea	VIC	15	1	30.12	97	89	\$68,699,401	\$771,903
34	▼ 14	Ruma Mundi	First National North Western	Stanhope Gardens	NSW	15	3	49	118	76	\$68,348,000	\$899,316
35	NEW	Kate Smith	Raine & Horne	Semaphore	SA	18	1	40	213	176	\$86,374,315	\$490,763
36	▼ 17	Georgi Bates	Cunninghams	Fairlight	NSW	19	3	29	47	41	\$77,855,750	\$1,898,921
37	▼ 2	Cindy Kennedy	McGrath Estate Agents	Balmain	NSW	14	2	24	47	41	\$76,742,500	\$1,871,768
38	▼ 14	Amanda Bonnici	Ray White	Shellharbour	NSW	13	2	88.75	126.5	73.6	\$66,499,000	\$903,519
39	NEW	Emily Whitehead	Buxton	Mentone	VIC	11	1	33	96	68	\$63,935,950	\$940,235
40	NEW	Elsa Li	Buxton	Balwyn	VIC	5	0	45	31	24	\$73,682,000	\$3,070,083
41	NEW	Alison Ross	Elders Real Estate	Katherine	NT	20	0.5	184	65.5	35.3	\$72,602,500	\$2,056,728
42	NEW	Marnie Seinor	McGrath Estate Agents	Coogee	NSW	21	2	39	55	46	\$68,907,500	\$1,497,989
43	▲ 3	Monique Dower	Belle Property	Balmain	NSW	20	3	34	53	41	\$70,512,000	\$1,719,805
44	NEW	Karen Renouf	LJ Hooker	Cleveland	QLD	12	2	78	147	105	\$64,007,000	\$609,590
45	NEW	Vicki Sayers	RT Edgar	Mount Eliza	VIC	8	2	33	47	46	\$67,066,500	\$1,457,967
46	NEW	Lisa Totaro	YPA	Sunbury	VIC	9	1	28	123	124.5	\$66,654,500	\$535,378
47	NEW	Nahid Coventry	McConnell Bourn	Lindfield	NSW	11	2	38	25	24	\$69,451,000	\$2,893,792
48	NEW	Claudia Portale	McGrath Estate Agents	Mosman	NSW	6	0	14	27	16	\$69,446,000	\$2,572,074
49	▼ 12	Francesca Parrino	McGrath Estate Agents	Berowra	NSW	10	2	75	57	54	\$60,849,510	\$1,067,535
50	-	Lindy Harris	One Agency Lindy Harris Real Estate	Singleton	NSW	18	3	117	193	147	\$65,908,300	\$448,356

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