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reb
TOP 50
SALES
OFFICES
2019

For the seventh year running, the country's best sales offices competed for the top spot in the REB Top 50 Sales Offices ranking, focusing on volume and efficiency.

The REB Top 50 Sales Offices ranking is the premier grading for real estate sales offices in the country, and it sets the benchmark for others to aspire to – as much today as it has done for the last seven years.



The continued cooling of some of Australia's traditionally strong markets has translated into pressure on many sales offices around the country, but true to form, the best ones continue to perform well and deliver solid results. Accordingly, the 2019 REB Top 50 Sales Offices unveils a collection of high-performance operators that are setting a pace others may find difficult to match.

There are three metrics used: the number of properties sold, the total dollar volume of properties sold and an efficiency rating determined by the ratio of sales to support staff. The offices that list and sell the most, in the most efficient manner, will outrank the others.

The REB Top 50 Sales Offices continues to produce a clutch of interesting trends and statistics.

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THE NUMBERS DON'T LIE

Highest number of sales



Somewhat surprisingly given the cooling market, the average number of sales across all 50 offices in 2019 was 332, up from 2018's 317 but down from 364 in 2017. This contrasts with the top 10 offices in all of 2017, 2018 and 2019 where the number was at or above 500 sales.



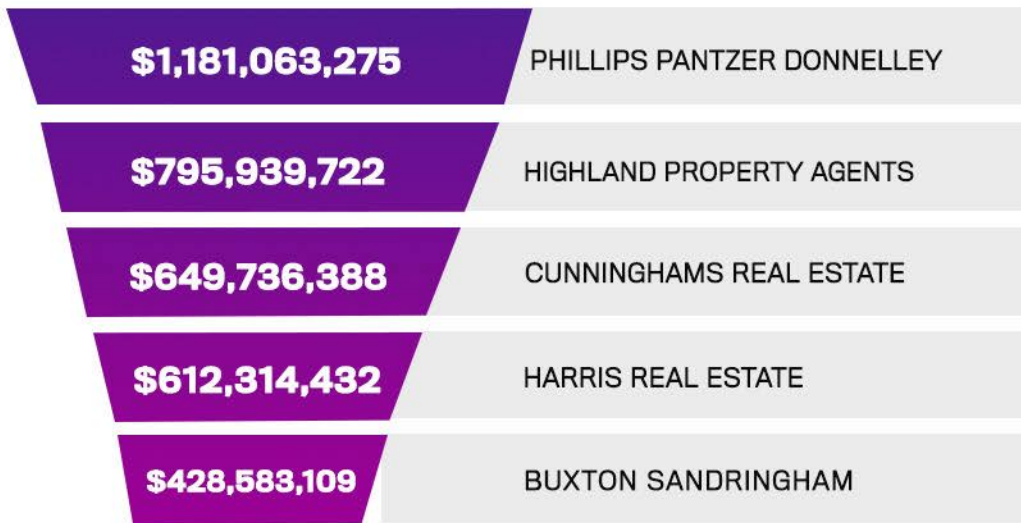
Similarly, the average value of the sales is \$260 million in 2019 for the top 50 offices, ahead of 2018's \$218 million and down from \$272 million in 2017. Significantly different were the top 10, but not unexpectedly so. In 2019, the top 10 ranked offices averaged at \$328 million.

\$260 million

AVERAGE VALUE OF THE SALES

We see the same "bump" trend in the average sales price, but with an interesting twist. In 2019 for the top 50, it is \$784,000; only this time it's ahead of both the 2018 average value of \$667,000 and 2017's \$686,000.

Statistics also reveal that in 2019 the Top 50 offices had on average 10.69 sales people, up from 2018's 10 and down from 12 in 2017. They employed 5.025 support people in 2019, slightly ahead of the 5 in 2018 and 4.8 in 2017.



LET THE NUMBERS DO THE TALKING

Highest value of sales

5.025

AVERAGE NUMBER OF SUPPORT STAFF

Statistics also reveal that in 2019, the top 50 offices had on average 10.69 salespeople, up from 2018's 10 and down from 12 in 2017. They employed 5.025 support people in 2019, slightly ahead of the 5 in 2018 and 4.8 in 2017.





TOP 10 SALES OFFICES 2019

	Fletchers Projects <i>Nancy Hu Director</i>	1
	LJ Hooker Project Marketing ACT <i>Andrew Ligdopoulos Director</i>	2
	Robinson Property <i>Guy Robinson Director</i>	3
	Eview Group Frankston <i>Manos Findikakis Principal</i>	4
	Eview Group Mornington <i>Jarrod Carman Principal</i>	5
	YPA Werribee <i>James Antonio Director</i>	6
	PRDnationwide Hunter Valley <i>Luke Anderson Principal</i>	7
	PRDnationwide Newcastle <i>Mark Kentwell Director</i>	8
	HARRIS REAL ESTATE <i>Phil Harris Managing Director</i>	9
	STRATHFIELD PARTNERS <i>Robert Pignataro Managing Director</i>	10

Perhaps the most telling statistical trend is the average days on market across the group. It moved from 44 days in 2018 and 39.9 days from 2017, to 50 days this year.

All of these stats together suggest that the best sales offices are reacting to the continuing market contractions by focusing on higher ticket sales while pushing even higher levels of support for vendors, as each individual sale takes longer to land.

\$657 million

AVERAGE SALE PRICE FOR THE TOP 10



Rank	Office	State	Sales Agents	Sales Support Staff	Staff Efficiency Rating	Listings	Sales	Sales Volume
1	Fletchers Projects	VIC	5	1	77.17	423	463	\$302,703,528
2	LJ Hooker Project Marketing ACT	ACT	8	2	46.60	471	466	\$219,628,071
3	Robinson Property	NSW	8	7	28.20	362	423	\$289,179,802
4	Eview Group Frankston	VIC	15	5	23.10	460	462	\$310,778,188
5	Eview Group Mornington	VIC	9	7	24.06	403	385	\$331,116,422
6	YPA Wyndham City	VIC	5	2	50.43	381	353	\$181,955,499
7	PRDnationwide Hunter Valley	NSW	7	7	44.57	791	624	\$314,527,350
8	PRDnationwide Newcastle	NSW	12	6	27.22	609	490	\$378,769,947
9	Harris Real Estate	SA	37	6	23.88	1302	1027	\$612,314,432
10	Strathfield Partners Real Estate	NSW	11	2	23.23	330	302	\$343,305,488
11	LJ Hooker Greenwith Golden Grove Mawson Lakes	SA	8	1	30.68	228	276	\$98,533,751
12	Eview South East	VIC	12	2	21.00	296	294	\$174,624,022
13	Ray White Robina	QLD	18	3	18.19	410	382	\$220,690,000
14	PRDnationwide Port Stephens	NSW	10	3	23.98	387	312	\$419,900,500
15	Cunninghams Real Estate	NSW	16	12	14.50	440	406	\$649,736,388
16	YPA Melton	VIC	4	2	50.83	356	305	\$136,660,300
17	Phillips Pantzer Donnelley	NSW	12	20	14.94	571	478	\$181,063,275
18	Barry Plant Glenroy	VIC	11	2	20.69	271	269	\$164,633,919
19	Professionals Padstow	NSW	6	4	22.60	238	226	\$238,739,750
20	LJ Hooker Cleveland	QLD	19	5	21.46	687	515	\$303,701,239
21	hockingstuart Melton	VIC	6	4	31.20	349	312	\$95,948,200
22	C + M Residential - Eview Group Glenroy	VIC	2	4	32.17	208	193	\$132,875,336
23	Biggin & Scott Knox	VIC	9	2	26.64	384	293	\$233,824,190
24	Buxton Sandringham	VIC	15	3	15.89	349	286	\$428,583,109
25	LJ Hooker Lithgow	NSW	3	1	65.00	298	260	\$91,602,928
26	Wilson Property RCI	VIC	6	4	24.90	247	249	\$76,169,985
27	YPA Glenroy	VIC	3	2	46.60	284	233	\$124,366,491
28	Barry Plant Rowville	VIC	14	9	12.43	290	286	\$267,660,873
29	LJ Hooker Sunnybank Hills	QLD	24	6	14.73	553	442	\$303,380,102
30	Starr Partners Merrylands	NSW	12	7	18.87	533	359	\$365,131,206
31	Tracy Yap Realty - Epping	NSW	9	8	14.94	302	254	\$356,597,044
32	LJ Hooker Kallangur Murrumba Downs	QLD	9	2	30.55	491	336	\$139,674,590
33	Sims for Property	TAS	4	3	27.29	159	191	\$65,141,399
34	Clark NextRE Warragul	VIC	6	2.5	23.65	201	201	\$83,439,750
35	RT Edgar Boroondara	VIC	34	7	6.12	270	251	\$410,445,239
36	Highland Property Agents Pty Ltd	NSW	21	18	13.87	846	541	\$795,939,722
37	Elders Real Estate Bairnsdale	VIC	5	2	32.00	246	224	\$68,741,000
38	Harcourts Mandurah	WA	18	8	16.88	634	439	\$173,083,400
39	Nicholas Lynch Real Estate	VIC	6	5	16.27	195	179	\$211,324,788
40	hockingstuart Werribee	VIC	7	4	23.09	311	254	\$109,067,450
41	LJ Hooker Walkerville Modbury	SA	15	5	17.95	510	359	\$157,313,999
42	Nidus Group Real Estate	NSW	4	5	19.78	192	178	\$114,175,000
43	One Agency Lindy Harris	NSW	2	1	55.67	189	167	\$76,816,460
44	LJ Hooker Palm Beach	QLD	10	3	14.62	180	190	\$111,874,814
45	Space Real Estate	WA	14	5	13.16	306	250	\$350,274,221
46	Ray White Cranbourne	VIC	14	10	14.75	494	354	\$200,384,062
47	Harcourts Ross Realty	WA	4	1	33.20	188	166	\$79,715,804
48	agents2go Gympie	QLD	4	2	28.17	179	169	\$47,285,315
49	LJ Hooker Nerang	QLD	16.35	9.75	13.72	454	358	\$199,260,320
50	Belle Property Dee Why	NSW	5	9	13.43	212	188	\$303,308,861