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the 'real' professional.



REIQ Awards for Excellence in Queensland Real Estate - 2002

Award Submission



Judy Latham

Award Criteria



Real Estate Institute of Queensland
Salesperson of the Year 2002

Judy Latham

Resume ...the 4' 10" human dynamo who sells real estate.



With a career spanning 10 years in real estate sales Judy Latham has received recognition for her success. But the mark of greatness is what Judy has reached by building, consolidating and maintaining this success over a decade. She is only one of only a few, who can really say they 'go the distance'.

For five years running Judy has been awarded the 'Professional of the Year' amongst a myriad of other awards and unquestionably is a 'real' professional.

She joined Keith Brady - Everton Park - Professionals Real Estate in 1992 and unlike most real estate people, she is still employed by the same agency 10 years later.

This stability is a fundamental part of Judy's personality and commitment to getting the job done and personifies her loyalty and commitment to people who cross her path.

Much of Judy's success can be attributed to her dedication to the community and to those lives she connects with, like her work as a volunteer with

Mitchelton Meals on Wheels which she has served for over seven years.

Judy's philosophy is really quite simple, her clients are her job and her life. *"I have a responsibility to each and every one of my clients at a time in their lives that can be very stressful, and I don't take that lightly. I am committed to each one of them as if they were my only client with a specific task to do for each of them, I will not rest until there is only one result - and that is success."*

At 4'10" she is a pocket sized human dynamo who 'sells' real estate. Combine that with her insight and knowledge of the negotiation, contractual obligation, marketing and client needs - and you have the recipe for success.

Achievements

Greatest Number of Auctions	No.1 in Queensland	1997 • 1998 • 1999
Marketing Executive of the Year	No.1 in Queensland	1997 • 1998 • 1999 • 2000 • 2001
Advertising Executive of the Year	No.1 in Queensland	1997 • 1998 • 1999 • 2000 • 2001
Sales Executive of the Year	No.1 in Queensland	1997 • 1998 • 1999 • 2000 • 2001
Professional of the Year	Judy Latham	1997 • 1998 • 1999 • 2000 • 2001



Judy Latham

Summary (press release) ...the 4' 10" human dynamo who sells real estate



...the 'real' professional.

If you had to find three words to describe this truly remarkable real estate woman's' success story... a 'real' professional would be the words you would use.

Everything about Judy Latham is both '**real**' and '**professional**', the unsurpassed achievements she has gained in the 10 years since joining Keith Brady Real Estate, Professionals - Everton Park, have been both constant and predictable from someone who without doubt is a powerhouse of knowledge, skill and expertise, compassion and common sense.

Judy's unparalleled insight into the worlds of negotiation, real estate contractual obligations, marketing and analysis of client needs have become her building blocks to success. Her relentless energy and complete commitment to the task at hand ensures there is only one result as far as she is concerned, and that is a successful sale for the **BEST PRICE** in the **SHORTEST POSSIBLETIME**.

Because of her success, don't think for a moment it is all about the money, Judy Latham is about people and the community and connecting with peoples lives, her voluntary work with Mitchelton Meals on Wheels is testament to just one of her many community commitments.

The hundreds of testimonials over the years pay tribute to her generosity and her success attests to a unique blend in a world where success equates to getting the job done with compassion, care and consideration for people.

So if you are looking for '**real**' results from a '**real**' professional, Judy Latham '**really**' delivers.

Criteria 1; Business Achievements

Describe your notable sales achievements since 1 July 2001. (200 words)

In a turbulent year where market values and movement from one street to another in the same suburbs differ dramatically, my achievements have been constant.

With an area of operation from Ferny Grove to Stafford Heights, Everton Hills to Everton Park, Enoggera to Albany Creek and Bridgeman Downs to McDowall I have achieved sales ranging from \$117,500 to \$710,000 all with the same commitment and vigour, and never underestimating the value of a property.

In July 2001 I achieved the highest price ever paid in Everton Park for a Residential A property selling for \$465,000 and then in September 2001 in Everton Hills, selling the highest priced Residential A for \$485,000.

All my marketing activities are focused on exclusive agency listing in order to achieve my goal of achieving highest possible price in the shortest possible time.

I undertake on every property, an exhaustive market appraisal, through area sales and data match buyers to sellers in every instance.

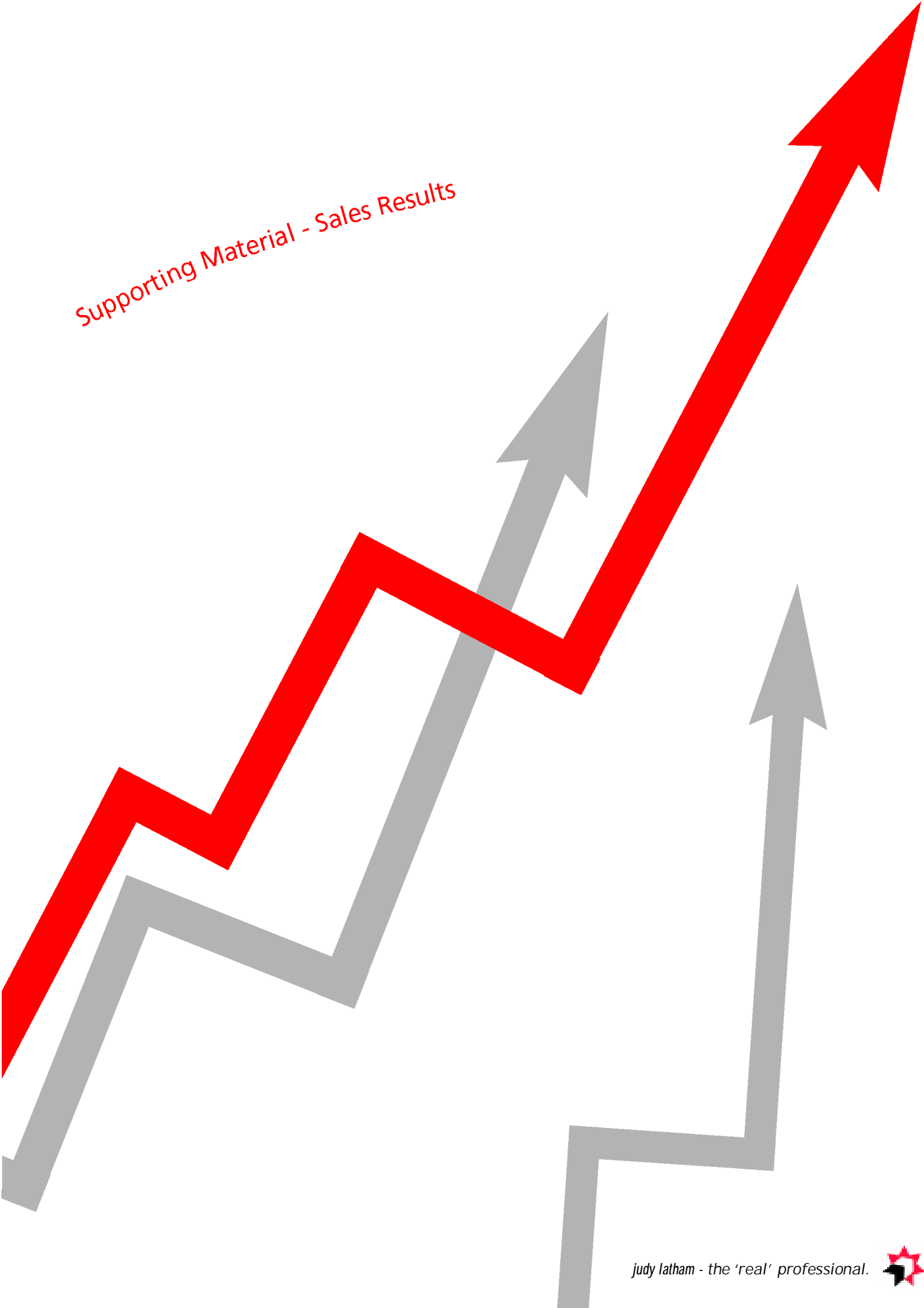
Open houses are an integral part of my success and I encourage these actions with all my client's properties.

Auctions are recommended to my client as I feel necessary and only when it is right for the sellers.

With over 130.4 individual sales with a combined value of over \$31,763,145.00 this year, I am confident our recipe for sales since 1994 has been successful, but more importantly consistent and, we have maintained the loyalty of our clients.

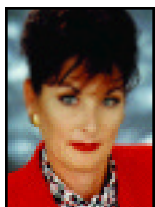


Supporting Material - Sales Results



Criteria 2; Service to Clients

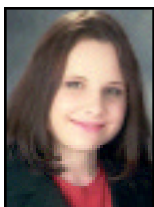
Describe the level of service you provided to your clients and to the buyers you dealt with in the past year. (300 words)



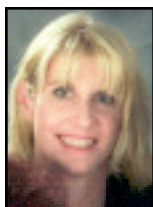
Judy



Mary



Brooke



Gayle



Kelly



Jason

...my Team!

I believe this is our single most area of expertise and I know that my team provides a service second to none. To this end, I have personally, financially employed a team of five, professional individuals who assist me behind the scenes so I can deliver an exceptional service all my clients. My goal is to ensure that each client has my full commitment.

I listen, I care, we respond, we stay positively focused, and most importantly we succeed.

Clients buy and sell for many different reasons and I make sure we have a clear indication of their needs and expectations and respond accordingly. They are more to me than a commission. For example I have been known not accept a commission under certain circumstances if a property sells to a friend or relative of the seller. This, I believe is a demonstration of my ethics.

Our commitment to our clients is 24 hours a day 7 days a week and we provide daily feedback on developments to all clients, I believe this approach is fundamental in maintaining the trust and loyalty of our clients.

My clients become my friends and I express my gratitude for their support with hand delivered gifts at both Easter and Christmas, long after the transactions are finalised as well as a special congratulatory gifts on the successful sale or purchase of their property.

Client loyalty is the focus of our service. I have in fact received referral business from most of my clients. The best example of this is a family involving four generations (grandfather, mother niece and grandsons) who I have had the pleasure of assisting them in the sale and purchase of several properties.

Monday, 15 April 2008

name	Gerard O'Hara
phone	07-3255-0119
mobile	0428-451-451
name	Judy Latham
profession	Professionals
phone	3355-9831

Judy, I would like to commend you for the highly professional approach you took in selling our house at Mc Dowall. We had changed from another Agent in the area after having no genuine interest from the buying community after a few weeks.

I was amazed when you called me a week of formal listing!

I have bought and sold 6 houses over the last 5 years and can say without qualification that you were the most professional agent, and your high level of empathy and genuine interest made the sales process for less stressful.

The follow up from your team is also to be congratulated, and given the great level of attention throughout the process, I was not surprised your people ring today to enquire about the overall level of service.

The Australian property market needs more people like you.

Supporting Material - Testimonials

Dear Sir,

I am writing to express my appreciation to Judy Latham and staff for selling property at 29 Thuruna Street, Stafford.

Initially Judy came to the house at my request for an appraisal. I was very impressed with her business acumen and her sincerity, so much so I had no hesitation in putting the sale into her hands.

My respect for Judy as a business woman increased with each meeting. Her determination is legend. Judy made herself available at all hours, her lovely calmness all my fears. Most importantly though, was the fact that when we set the price and I said "no lower", Judy got this price for me.

Judy deserves full credit for this sale.

Yours faithfully,

Yours faithfully

Bette Jesson

Bette Jesson
June Elizabeth J...

**abig
thank
YOU judy
our saviour**

4 January 2002

THE PROFESSIONALS
Keith Brady Real Estate
Everton Park
QLD 4053

Dear Judy & Team,

Grant I would like to thank you very much for your help in selling our house quick (exceptionally) and painless. You helped make our dream of easy selling a reality. Judy you and your team, have handled this sale professionally and we can not praise you enough. Thank you very much for your happy friendly approach, you should advertise as 10' 4" Diamonds.

Dear Judy

Just a short note to thank you and your team for your kindness and professional attitude. You'll find it in the deepest bonds of the kind you'll cherish, all who can deny it when you're there.



Tracey Wickham MBE

A record breaking performer

19th Sept, 2008

Dear Judy, I would like to write to say a 'huge' thank you and how delighted I was with your help in selling my house for me at Bowdler. Your professional attitude was top quality to say the least - you NEVER let me down. The back up service - constant phone calls with updates was second to none. I don't come across many people like you in real estate - in fact none!

I have never seen anyone work so hard and who is so devoted to personal service. Even your gifts to say 'congrats on a job well done' is unique!

OFFICE OF
THE HON LARRY ANTHONY MP
MINISTER FOR COMMUNITY SERVICES
FEDERAL MEMBER FOR RICHMOND

Ms Judy Latham
The Professionals
Keith Brady Real Estate
544 South Pine Road
EVERTON PARK QLD 4053

7th December 2000

Dear Judy,

You will recall that I listed my house in Arana Hills with you through the Professionals. I was very impressed with your service and the fact that you sold it within twelve days with an extremely high price. I thank you for your courtesy and professionalism and your attention to detail. It was a most pleasant experience.

Yours faithfully,

Judy Latham - the 'real' professional.



Criteria 3; Marketing & Advertising Skills



Describe all aspects of your marketing and advertising procedures that you feel set you apart in the industry. (200 words)

From day one, 10 years ago I have maintained a high public profile through a number of advertising and marketing activities including;

- Car Signage
- Outdoor Advertising
- Press Advertisements
- White Pages
- Direct Marketing



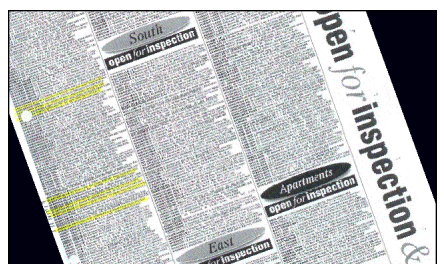
Like any product I market myself to a demographic to take ownership of my area of operation, so when someone is thinking of buying or selling real estate they think Judy Latham.



It is this top of mind awareness through a simple, single minded approach to all my marketing and advertising which is what I believe sets me apart from the myriad of options that vendors are presented with, and contributes to my continual growth and success. This style of positioning allows me to gain trust through activities like 'Judy Latham's Real Estate Tips' which is part of my direct marketing Locality Guide, prior to even meeting with a client. I want to share my knowledge and help educate people about the real estate industry, as their success ensures my success.



All my marketing and advertising is self-funded so as they say 'I put my money where my mouth is' and it's through honesty, integrity and the service that my team and I provide that I deliver results.



Criteria 4

Criteria 4: Professional Development

Describe your professional education and training undertaken since 1 July 2001. (200 words)

First and foremost I am an REIQ Member and self acclaimed advocate of the REIQ Code of Ethics

As a member of organisations including the PSAQ, as well as attending all REIQ Chapter Meetings and PAMD Seminars, my professional growth this year has come from different areas. These have included attending James Tostevin Training Seminars and becoming a member of the Business Growth Centre, where I subscribe to marketing and business growth material. I am an avid subscriber to HOT TOPICS by Real Estate Leaders John McGrath and Lee Woodward.

I am conscious of the need to belong to the appropriate organisations to attend the seminars they conduct to continue to improve my education and understanding of my profession, in order to continue to provide a superior service to my customers and clients.

Technology in the last 12 months has played an integral role in the service provided to my clients. My team utilises technology available to them including major use of both internet and email services when communicating with clients and researching property data, allowing fast turnaround on requests and up to the minute information.

We are also in the process of implementing SMS telecommunication technology to send brief information or updates to our clients.

Technology, as a tool is very effective but has not replaced the "personal service of Judy Latham", which my clients need in this period of very emotive behaviour when selling or buying property.



Criteria 5; Industry Commitment

Comment on the importance of the REIQ Code of Ethics. Describe your participation in REIQ Branches, Chapters, Franchise and Marketing Group activity, promotion of REIQ Membership, relationship with fellow agents, and any community service activities such as charities and sporting/recreational bodies in which you are involved. (150 words)

As an REIQ Member and self proclaimed advocate for the REIQ Code of Ethics, to which I adhere to, I believe there is no other single most important membership in our industry. I believe these practices set a precedent as to how a professional Real Estate agent should conduct their everyday business activity. To this end my REIQ status is noted on all communication I produce including stationery, press advertising and promotional material.

I happily find time, one day every week to be an active volunteer for the Mitchelton Meals on Wheels organisation which I have done for seven years.

This is an area I find difficult to talk about as the thing I do to help local communities I do selflessly and without looking for praise or attention. I have sponsored a number of local children's fundraising and sporting events, school fetes and the Police Citizen Youth Clubs not for publicity and quite often anonymously purely because I am fortunate enough to be in a position where I can, and feeling is important to support the community that supports me.

I am also a regular attendee of The Professionals group quarterly, breakfast seminars and other group activities.