



## PRESS RELEASE

### EMBARGO DATE/TIME:

16 May 2023 at 2:30pm

### Local real estate agent ranked among Australia's Top 100 Agents in 2023

#### KEY POINTS

- New ranking reveals Australia's Top 100 agents for 2023 in residential real estate
- <<suburb goes here>> real estate agent <<name goes here>> secures a place

<<insert send date>> <<Name of agent>> has secured the <<rank number>> rank in the Real Estate Business (REB) Top 100 Agents 2023 ranking.

Now in its 12<sup>th</sup> year, the Top 100 Agents ranking provides the listed agents with industry-wide recognition for their achievements and hard work in going above and beyond for clients in their local area.

The ranking also highlights the agents' contribution to setting strong professional performance standards in Australia while offering a benchmark for success and record of achievement to which other agents can aspire.

Agents are operating in a very different market compared to a year ago as rising mortgage rates squeeze demand and buyers hesitate to purchase property or struggle to receive loan approval.

According to CoreLogic, a record low portion of home lending is occurring to borrowers with small deposits or high debt levels relative to their income or loan size.

Moreover, borrowers are being assessed to repay their loans in a scenario where mortgage rates are three percentage points higher, making it challenging to qualify for a loan.

Despite these challenges, <<name of agent>> has demonstrated <<his/her>> value by holding clients' hands and achieving strong sales numbers.

The Top 100 Agents ranking is an initiative of leading industry resource REB, produced by its award-winning parent company and media business Momentum Media and powered by research arm Momentum Intelligence.

Agents were asked to submit data from their settled residential sales for the 2022 calendar year, with the ranking determined by a range of metrics including number of properties sold, total dollar volume of properties sold, and average sale value.



Each agent has been ranked comparatively across these three metrics against their peers, with the combined comparative score used to determine the top-ranked agents.

Commenting on this year's ranking, REB editor Grace Ormsby said: "The Top 100 Agents ranking highlights the high-performance pinnacle of the Australian real estate profession. Every year, this list uncovers the country's savviest operators – and in 2023 this is no different.

"I'd like to congratulate every single agent who made the coveted Top 100. Given the challenging marketplace at play for much of the past 12 months, this year's ranking was an ultra-competitive one."

All data was verified by Momentum Intelligence to ensure accuracy.

**\*\*ENDS\*\***

For further details about the REB Top 100 Agents 2023 ranking or to set up interviews with the editorial team, please contact:

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Note to editors:

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