



REB Dealmakers 2023 consumer kit

PRESS RELEASE

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REB reveals top 50 dealmakers for FY23

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KET POINTS

- New rankings shine light on top-performing Australian agents who have consistently settled deals in FY23
- Number of agents from Western Australia in the rankings triple compared to the previous year
- Average number of deals slump in FY23 compared to the previous year as the property market tightens

Australia's top 50 dealmakers sold an average of just over 84 properties across the 2023 financial year, according to newly released data.

Real Estate Business (REB) has published the REB Dealmakers 2023 ranking, which has recognised the top 50 residential real estate agents across Australia who have established a strong presence in their local area, settled a high number of deals across FY23, and gone above and beyond for their vendors and buyers.

The ranking has also showcased the breadth and depth of talent in Australia's real estate industry.

After weathering the COVID-19 pandemic, agents faced fresh challenges across FY23, with the official cash rate rising by four percentage points since the beginning of the hike cycle in May 2022 to 4.10 per cent.

As housing stock dwindled and mortgage stress increased among borrowers, agents with experience who consistently worked hard and displayed dedication to their clients rose to the top.

Nevertheless, the difficult conditions impacted agents, with the top 50 dealmakers selling 84.4 properties in FY23 down from 139.0 in FY22.

That is the equivalent of 1.6 transactions per week across the 12-month financial year, down from 2.7 transactions last year.



Similarly, while the top 10 agents sold 136 properties in the previous year, they settled 105.6 deals in FY23 (equivalent to two transactions per week).

Meanwhile the average number of deals per month declined year on year from 12.0 to seven across the top 50 agents, and from 11.0 to 8.8 across the top 10 agents.

Across the states, Western Australia was the shining star with 21 representatives securing a ranking in REB Dealmakers 2023, tripling the number in the 2022 rankings.

The top three agents were from the mining state, while three other agents secured a ranking in the top 10.

While Victoria came second for the second consecutive year, the number of representatives fell from 14 in FY22 to 10 in FY23.

NSW slipped from first to third position with eight representatives, down from 15 last year, while there were also eight South Australian agents in this year's ranking, up from three in FY22.

Queensland had only two dealmakers in the ranking, down from 10 in FY22.

Commenting on the performance of this year's dealmakers, Agile Market Intelligence (formerly Momentum Intelligence) director Michael Johnson said: "Real estate agents have faced many challenges over the past few years but have always risen above them to achieve success.

"The REB Dealmakers 2023 rankings are testament to the tenacity and capabilities of agents all over Australia. They have demonstrated the importance of building a presence in their local communities and servicing vendors and buyers with dedication and honesty."

REB editor Grace Ormsby also weighed in, stating: "This year's ranking showcases the absolute talent that exists in Australian real estate."

"It brings me such joy to be able to highlight the hard work and commitment on show across the country. Each agent named in this ranking has dedicated time, effort and energy into honing their craft."

"Congratulations to every single agent who is named in this year's ranking; Your success deserves to be celebrated."

The REB Dealmakers ranking – which is now in its seventh year – is compiled by Agile Market Intelligence, the research arm of parent company Momentum Media.



The ranking was designed specifically to recognise the achievements of younger agents, regional and rural agents, and those working outside prestige metro suburbs.

Methodology

Submissions for the ranking opened on Tuesday, 1 August 2023 and closed on Friday, 18 August 2023.

The rankings are based on a comparison of residential sales achieved in the 2022 financial year and the 2023 financial year. These figures were measured through key metrics including the number, growth, and consistency of sales.

Agents were required to supply a CRM verification document that included information on:

- Total number of settled sales for the 2021–22 financial year
- Total number of settled sales for the 2022–2023 financial year, broken down by month

All data was verified by Agile Market Intelligence to ensure accuracy.

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