



REB TOP 50 WOMEN IN REAL ESTATE 2024 CONSUMER KIT

Local agent ranked among country's top 50 women in real estate

KEY POINTS

- New ranking uncovers top 50 women in real estate for 2024.
- <<suburb goes here>> <<name of agent goes here>> named among top 50 agents.

<<insert send date>> <<Name of agent and agency>> has secured the <<rank>> spot in the Real Estate Business (REB) Top 50 Women in Real Estate 2024 ranking.

Now in its ninth year, the ranking recognises the top-performing female residential real estate agents operating throughout Australia and sets the benchmark for excellence that other agents can aspire to.

These real estate agents excelled despite operating in a challenging market as interest rates and property prices rose, which led to increased mortgage stress and housing affordability issues.

<<name of agent>> is no exception, having achieved strong sales numbers during the 2023 calendar year while providing tailored services to her vendors and buyers.

This unique ranking is an initiative of leading resource for the real estate industry, Real Estate Business, produced by award-winning media business Momentum Media. The research was undertaken by research arm Agile Market Intelligence.

Having identified that no two markets are the same, the REB Top 50 Women in Real Estate 2024 ranking honours agents who have established a strong presence in their local market.

To compile the rankings and compare them to the previous year's performance, REB asked agents to submit data from their settled residential sales for the 2023 calendar year. The agents' rankings were then determined based on the following assessment criteria:

- Number of residential listings secured (#)
- Number of residential property settlements (#)
- Value of residential property settlements (\$)
- Average commission rate (%)
- Average days on market (#)
- Number of support staff (#)
- Years in the industry (#)



The ranking was determined by using three key 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 women.

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

REB Editor Grace Ormsby said this year's ranking highlighted an incredible year for Australia's top female agents.

"This year's Top 50 Women ranking showcases the incredible agents spearheading excellence within the real estate profession."

"Despite a tough property market nationwide, these agents have clearly excelled in client relationships, marketing, and a commitment to their craft."

"Well done to every single agent who made this list. Your efforts, discipline, and business acumen are worthy of recognition and reward."

****ENDS****

For further details on the REB Top 50 Women in Real Estate 2024 report or to set up interviews with the editorial team, please contact:

Demii Kalavritinos
Senior Manager – Marketing and Acquisitions
Momentum Markets
02 9922 3300
demii@momentummedia.com.au

Grace Ormsby
Editor
REB
02 9922 3300
grace.ormsby@momentummedia.com.au

Note to editors:

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