

OUR WAY WORKS

*Explore your  
agent career  
with us.*

**Explore.**  
*Property*

WHY CHOOSE THE EXPLORE BRAND FOR  
YOUR REAL ESTATE CAREER

*It's not just our tools  
and tech, our people,  
or our supportive  
network—it's how  
we combine them  
to create something  
uniquely valuable  
for your career  
and your future.  
It's the Explore Way,  
and it's something  
that empowers  
your journey.*

## Welcome.

At Explore Property, we have created this magazine to offer a visual insight into our company. Whilst we are proud of our brand and how it appeals to the market I believe our greatest strength is our internal understanding of what it really is to be a property professional.

This is not something that is easily demonstrated through a visual approach and with an understanding that each of us has specific needs and are unique, we invite you to ensure you talk to us in depth about our offering and how we can provide a level of support, strategy and understanding that will allow you to get the most out of your career and your life.

What you'll see on the following pages is just a sample. There is so much more.

Explore Property exists to provide great customer experiences and the best possible platform for industry professionals. We've sought to be different, to challenge the status quo and develop a new way of doing business.

A successful real estate career and or business depends so much on being part of the right team.

I'm very confident in the skill set and dedication of everyone involved with Explore Property. From those in leadership and training roles to sales agents, property managers and support staff, we seek out the best people for every single position and with centuries of combined experience, we are certainly no beginners.

It's a business we are all proud of and we have a culture of customer service and delivery of results.



# Explore.

## *Our promise to you.*

### **To offer genuine support**

We take our relationship seriously and strive to offer real support that makes a genuine difference in your career and life. We will always do our absolute best to assist you in growing and improving your career.

### **Help with clarity**

We will help you get clarity about your career and where you are headed, both professionally and personally. We will then offer advice, strategies and support to help you progress to the level you aim for.

### **To offer a great brand and resources**

Our brand is backed by experts who will always ensure we offer relevant strategies, marketing and tools to assist you. Our brand will always look modern and clear.

### **Have marketing that is a standout**

We will constantly challenge the status quo; we seek to be innovative, with exceptional marketing that allows you to stand out from the crowd in the marketplace.

### **To be available**

You won't be on your own. We have a commitment to be here when you need us.

### **To continue improving**

We will always seek new ideas and ensure our practices are market-leading and relevant.

### **Be up to date with technology**

We won't get left behind. Staying at the forefront of technology through the best resources is something we are passionate about.

### **To be good listeners and advisors**

We will listen and offer support and advice with your best interests at heart.

### **We will lead**

Our ambition is your ally, and we will always push forward and never stop striving for market leadership. We will always support and encourage your own ideas and ambition.

*We build relationships.  
We market property.  
We create memories.*



# Explore.

*Our values.*  
*Our purpose.*  
*Our three uniques.*

## **Our Values**

### *Belief*

People are the heart of our business. We are learners and leaders.

### *Attitude*

Enthusiasm and energy powers our business. We are optimistic and enjoy our work.

### *Commitment*

Moving forward is our only direction. We do what we say.

### *Expression*

Individual talent and skill is celebrated. We see you.

## **Our Purpose**

Helping people reach their potential by building great real estate businesses.

## **Our Three Uniques**

### *Market Connecting*

Our clever and practical brand creates opportunities in the market.

### *Selective Peer Group*

Quality, accessible, available, knowledgeable.

### *Care About You*

Personal and practical support with simplicity of service and technology.

# Explore.

## *The 6 pillars of agent success.*

Our approach is clear and effective, we offer a genuine platform for achieving your goals that is based around our 6 Pillars of Agent Success.

LEADERSHIP  
& DIRECTION

TRAINING,  
MENTORING  
& ADVICE

TECHNOLOGY  
& DATA

BRAND &  
BELONGING

FINANCIAL  
REWARD

PERSONAL  
ACHIEVEMENT



PEOPLE WHO CARE

*At Explore Property,  
people are the heart  
of our business.*

We are always looking  
for ways to help you.

We genuinely care about  
seeing you succeed.

Our members support  
each other.

We take on board your  
ideas and experience.



# Explore. *Technology and support.*

**Stay ahead with our packaged technology solutions.**

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#### **Office Website**

Establish a distinct online presence that showcases your local office's unique offerings, creating a strong digital footprint.

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#### **Google Workspace System**

Seamlessly integrate Google Workspace into your operations, equipping your team with the productivity tools they know and love to collaborate efficiently and achieve more.

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#### **Market Leading CRM**

Our intuitive Customer Relationship Management (CRM) platform streamlines operations, enhances customer interactions and drives business growth with ease.

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#### **SEO Business Page**

Boost your online visibility with tailored Search Engine Optimization (SEO) strategies designed to deliver sustainable, impactful results.

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#### **Marketing Hub**

Leverage cutting-edge technology to create personalised marketing collateral, ensuring your brand message is consistently engaging and effective.

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#### **Explorer's Lounge**

Access all essential marketing materials, templates, and procedural documents in one centralised location—empowering teams to work smarter and faster.

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#### **Technology Support**

Count on our responsive Technology Support to swiftly resolve technical issues, ensuring uninterrupted productivity.

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#### **Design Support**

Our Brand Manager and Graphic Designer is available to provide strategic guidance and creative input, supporting your internal graphics team with your office's projects.

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MARKET CONNECTING

*A unique, point-of-difference brand, that stands out and is welcomed by the market.*

# Explore. *Marketing resources.*

As an agent, having access to professionally designed marketing collateral can make a significant impact on your success in the competitive real estate market.

Here's how our office supports you with top-tier marketing materials:

We are known for our unique and market connecting brand.

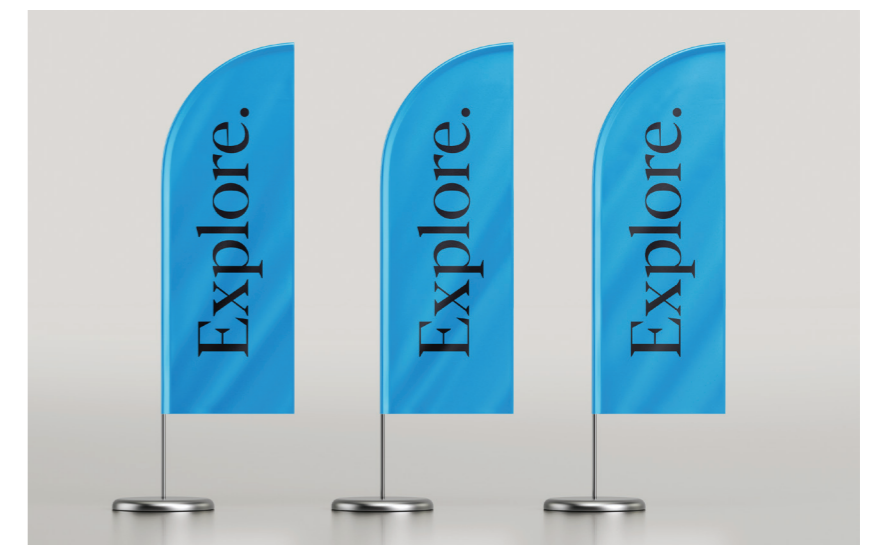
We have extensive resources, letters, and templates for various purposes, all housed in a centralised location.



Our professionally designed print and digital marketing assets allow you to confidently establish and grow your career.

Merchandise and vehicle design offerings to enhance brand visibility.

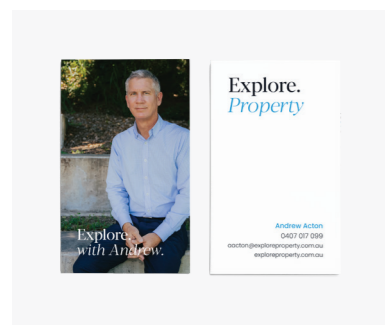
You'll have the opportunity to work with a dedicated graphic designer to bring your individual marketing ideas to life.





# Explore.

*A visual insight into what makes the Explore Property brand a market leader.*



# Explore.

## *Training, development, recognition and events.*

Coaching and interaction  
to help you grow and  
operate your agency.

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Empowering events  
throughout the year.

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Leadership focus events.

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Ongoing office visits,  
training, advice and support.

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Peer-to-Peer support.

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Specialized training  
sessions and workshops.

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We recognise our people  
and love nothing more than  
celebrating their success.

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Annual awards event that  
celebrates the contributions  
of employees across all  
roles and departments.

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Personal Best and  
Tenure recognition.

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A culture of celebrating  
success.

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