



2024

*Raising the Profile*

OF THE REAL ESTATE PROFESSION

# BRAND AMBASSADOR Application Guidelines



APPLY NOW



[www.reint.com.au/reint-brand-ambassador](http://www.reint.com.au/reint-brand-ambassador)

*applications close 27/02/24*

*Step into the spotlight with our new and exclusive opportunity of 2024*

# REINT Brand Ambassadors

**Applications Now Open**

**Feb 6th to Feb 27th, 2024**

## **Attention all REINT Awards for Excellence 2023 finalists!**

Elevate your profile and make a significant impact as a Brand Ambassador for the Real Estate Institute of the Northern Territory Inc. (REINT). This is your chance to help uplift the profile of our members and the real estate industry and thereby the REINT Brand.

As a REINT Brand Ambassador, you'll take a leading role in increasing our brand visibility, advocating for the benefits of the real estate profession, and fostering trust in the industry through your exemplary professional practices.

**Be featured in promotions for the real estate industry and REINT products and services across media channels in the Northern Territory.**

Your role will involve engaging with the public, attending events, participating in media interviews, and championing REINT's values with enthusiasm and professionalism.

## **RESPONSIBILITIES:**

- Assistance with REINT events and industry consultations
- Attendance at ambassador meetings and REINT member events
- Active engagement on all REINT social media platforms
- Creation of compelling content
- Promoting professional practices within the industry
- Collaboration with the REINT marketing team on Social Media scheduling
- Understanding of REINT products and services
- Utilisation of word-of-mouth marketing techniques
- Driving engagement with members and promoting professional practice and the real estate career



## SKILLS AND ATTRIBUTES:

- Passion for representing and promoting the real estate profession through REINT membership
- Strong presence on multiple social media platforms
- Experience in creating online content
- Familiarity with social media scheduling tools
- Adherence to branding guidelines
- Excellent communication skills
- Professional demeanour
- Outgoing and friendly personality with a desire to connect with people
- Comfortable in front of the camera

## BENEFITS:

- Elevate your professional profile alongside the REINT
- Feature in advertising campaigns as the face of REINT for one year
- Enhance credibility by collaborating with a peak industry body
- Enjoy a personalised photo shoot experience
- VIP representation of the industry and networking opportunities with key stakeholders
- Discounted awards tickets and free admission to select events
- Access to free REINT professional development opportunities
- Referral Rewards

## ELIGIBILITY:

- Named as a **finalist** in the 2023 REINT Awards for Excellence
  - \*\* If a finalist in an Agency or Team category, you may select one representative from your Agency, per Agency/Team Category you were named a finalist*
  - \*\* Public Choice Nominees are not eligible*
- A competitor in the 2023 Auctioneer of the Year Championships
- Current member of the REINT
- Active social media presence on Instagram and Facebook (TikTok a bonus!)
- Hold an Agent's Representative Registration
- Provide professional references from an employer and a favourite client testimonial
- Attend REINT Brand Ambassador Training if successful
- Participate March 2024 – March 2025

## HOW TO APPLY:

If you're passionate about real estate and ready to make a difference in the NT, seize this incredible opportunity to become a brand ambassador for the REINT.

Apply now by completing the application form, crafting a 1-minute video (Reel) showcasing your enthusiasm and content creation skills.

*Let's shine together as ambassadors for excellence in the real estate industry!*

## STAGE 1

Submit your application via our official website:  
[www.reint.com.au/reint-brand-ambassador/](http://www.reint.com.au/reint-brand-ambassador/)

The deadline to submit your Brand Ambassador application is the **27th of February 2024.**

Please ensure that your application is submitted by this date to be considered for this unique opportunity.

Complete all required fields in the application form to provide us with an understanding of your who you are, and enthusiasm for representing our brand.

To submit your video, upload the submission to YouTube or Vimeo and share the private link in the application form for the REINT to review.

### ★ BRAND AMBASSADOR APPLICATION VIDEO GUIDELINES ★

To showcase your keen interest in becoming a brand ambassador, your one-minute video submission should cover the following selection criteria:

#### **1. Introduction**

Briefly introduce yourself, and share your years of experience in the Real Estate Industry.

#### **2. Passion:**

Explain why you love the Real Estate Industry.

#### **3. Qualities:**

Discuss why you believe you'll be a good ambassador for REINT.

*Showcase your creativity and Social Media Skills!*

# BONUS TIPS



## MOTIVATION:

Articulate your motivation for becoming a Brand Ambassador and aligning your values with ours.

## ACHIEVEMENTS:

Highlight any achievements, successful campaigns, or community impact.

*Keep it simple*, and let your passion shine through! We look forward to learning more about you.



*When filming your video submission*

*Film the video in a **horizontal** format and leave enough space so REINT can use the content for universal usage on social media*

Example: for a Reel



## STAGE 2

In the exciting second phase of our application journey, your submission will be reviewed by the REINT.

If you manage to capture their attention, brace yourself for an exclusive invitation to showcase your talents in a shortlist interview.

Once the final selection process unfolds, an offer letter will make its way to you, sealing the deal and marking the beginning of an exhilarating chapter together.



## STAGE 3

Upon a successful application, in the third stage, there will be an invitation to a training and networking session with other ambassadors.

We'll chat about what it means to be an ambassador.

The session will cover:

1. The role details
2. Agreement
3. Code of Conduct
4. Guidelines.
5. Benefits

After we handle all the formal stuff, there will be a fantastic chance to connect with your fellow ambassadors and build a rapport!



# Raising the Profile

OF THE REAL ESTATE PROFESSION

**Thank You for your interest!**

**We appreciate your enthusiasm in wanting to become a REINT Brand Ambassador for 2024!**

**Applications close on February 27, 2024.**

**Together, let's make 2024 an incredible year for REINT!**

**#REINTBrandAmbassador**

## IMPORTANT TO NOTE

*As a Member organisation, we remain non-biased providing the same quality of service and support to all. REINT Brand Ambassadors are selected to represent the REINT as an Agent Member who is an individual real estate professional, not an Agency/Business.*

**APPLY NOW**



[www.reint.com.au/reint-brand-ambassador/](http://www.reint.com.au/reint-brand-ambassador/)