

Why choose **First National**

Real support. Real freedom. Real results.



Join a network
that puts you first.



Introduction

Unlock your full potential with First National Real Estate.

With nearly 3,000 agents and more than 200 offices nationwide, First National Real Estate gives you the perfect balance of brand power and business independence.

Our fixed flat fee model delivers cost certainty. Our tools, national exposure, and member-first approach give you everything you need to grow with confidence.

For more than 40 years, we have backed our members to succeed because when you win, we all do.

IMPORTANT NOTICE: The information contained within this book is designed to provide an overview of the considerations required for membership. Please contact our Network Growth Team for further information.

Our purpose

To empower our members to grow sustainable businesses by delivering the tools, support, and strategic backing they need to succeed.

Network size

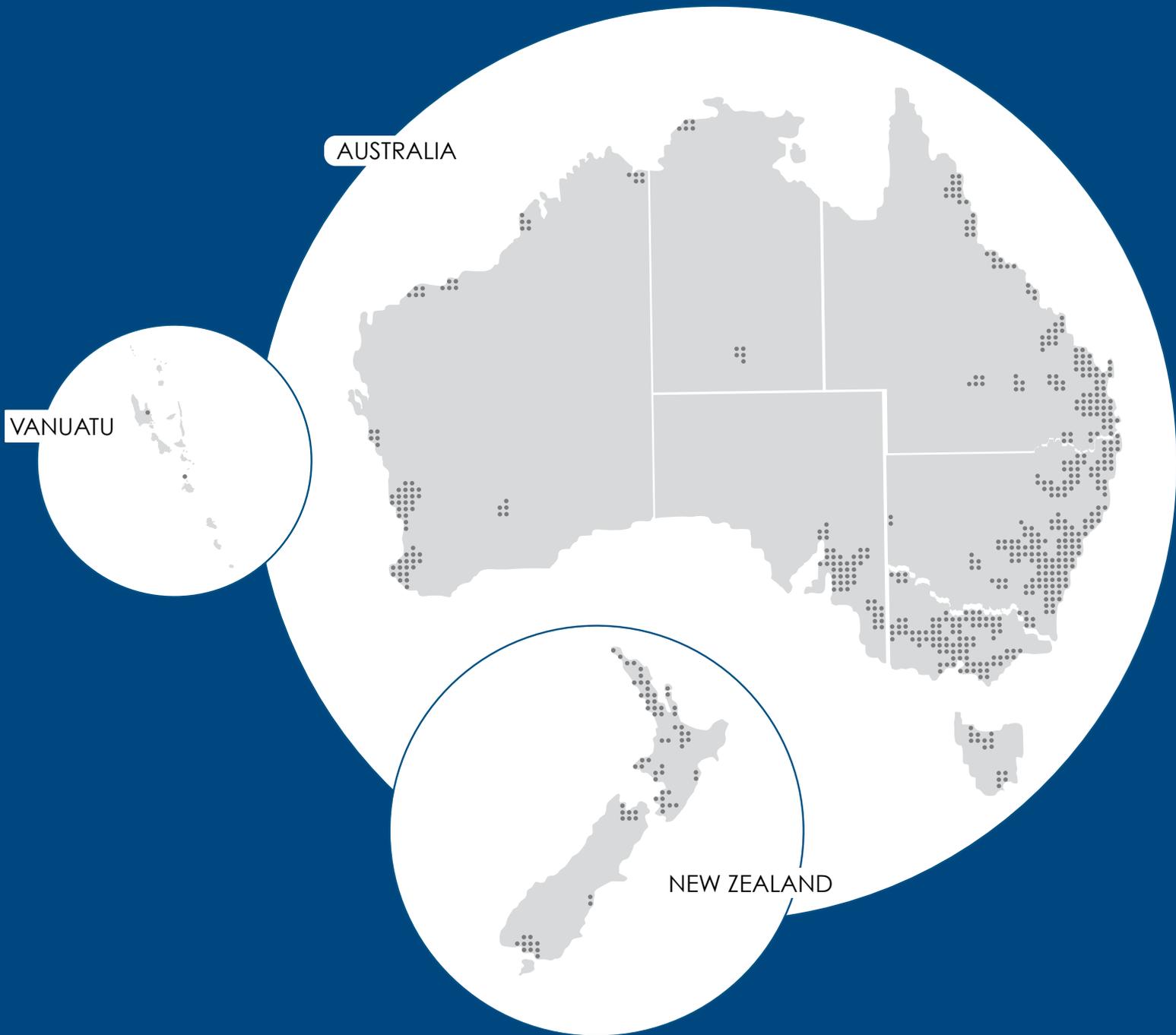
First National Real Estate is home to nearly **3,000 agents** across residential, commercial, rural, lifestyle, project, and property management.

As a member-led network, we are built to help you succeed. You gain the strength of a national brand with the flexibility of independence, plus a simple flat-fee model that protects your margins and removes surprises.

National brand exposure

With more than 200 offices across Australia, New Zealand and Vanuatu, First National is one of the most recognised names in real estate.

For over 40 years, we've helped our members grow through national reach, trusted brand presence, and a full suite of tools and services built to support your success.



You're independent, but never alone.

A culture of
collaboration,
not competition.

First National is a supportive, entrepreneurial network where members openly share insights, strategies, and success stories.

Our exclusive events calendar includes the FN Convention, State and Regional Awards, Lifestyle Muster, Property Management and Commercial Conferences, Principal Retreats, and FN Squad. Each event is designed to foster genuine connection and meaningful growth.

With First National, you're not just part of a brand. You're part of a forward-thinking community that celebrates your independence while helping you scale your success.





Marketing tools that help you win your market.

You'll receive a complimentary digital campaign designed to boost your brand awareness and generate momentum for your business from day one.

YOUR FIRST 90 DAYS OF DIGITAL SUPPORT.

Digital campaign includes:



Brand awareness social ads

We'll run targeted ads on Facebook and Instagram to introduce your brand to local buyers, sellers and renters. These ads build recognition, trust and engagement with your community from the start.



Programmatic display ads

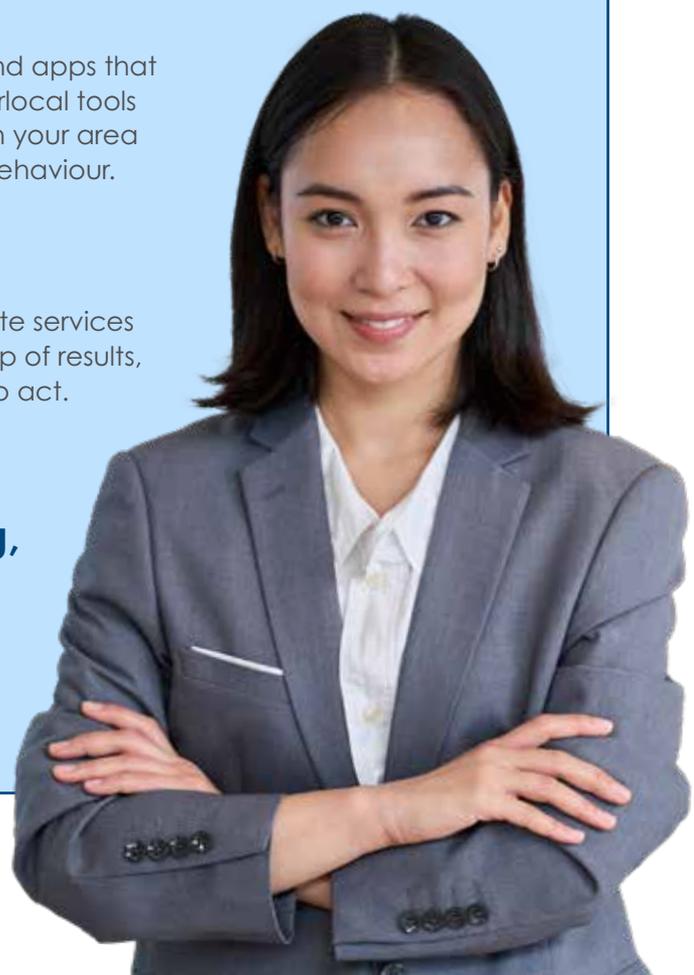
Your brand will appear on leading websites and apps that locals visit every day. We use advanced hyperlocal tools with AI integration to target the right people in your area based on their location, interests and online behaviour.



Google search ads

When people in your area search for real estate services on Google, your business will appear at the top of results, helping you capture high-intent leads ready to act.

Everything you need to launch strong, build local awareness and start generating leads.



Brand and presentation toolkit



Marketing and branding

Includes a comprehensive logo suite, brand style guide and professionally designed marketing collateral to ensure consistency and impact across all platforms.



Design requests

Access our in-house graphic design team for complimentary social tiles, flyers, digital banners, signboards and printed brochures.



DesignHub

A full suite of editable templates powered by Canva.



eBook for pre-listing kits

Create sleek digital presentations for appraisals, showcasing your brand and listings in a professional format.

Build a consistent, premium brand with professional templates, in-house design and marketing tools.

Growth and lead generation



National campaign

Year-round and seasonal national campaigns tailored to drive local leads to your office.



Blog and newsletter content

Monthly blogs and newsletters supplied by NSO (National Support Office), ready for you to customise and share locally.



Digital advertising

Access our media agency to run Google Ads and postcode-based hyperlocal campaigns aligned with your local marketing.



Social Express

An all-in-one platform to schedule and manage posts across Meta, Google Business, YouTube and LinkedIn.

Engage your local market with seasonal campaigns, tailored ads and content that drives enquiries.

Tools and member support



HR advice access and templates

Full access to an online HR advisor, including employment templates, hiring support and dispute resolution guidance.



Learning and Development

Access to online agent training, workplace health and safety modules, and company compliance programs.



Public relations support

Media guidance and online reputation management to help you build trust and visibility.



FN Profit Planner

Access practical tools to analyse your profitability, test fee and cost changes, and create a tailored plan to grow your agency's profit.

Practical support across HR, operations, training and media to save time and strengthen visibility.

Empowering growth through learning.

Grow your capability. Grow your business.

At First National, we believe that knowledge fuels performance. Every program is delivered through the **First National Academy** – our dedicated learning platform designed to equip real estate professionals with the skills, confidence, and insight to achieve excellence.

Our Academy brings together all aspects of training and professional growth under one integrated framework. From onboarding and compliance through to leadership and advanced qualifications, we create learning that inspires action and drives measurable results.

Key learning streams

Learning Hub

An on-demand digital platform giving every team member access to real estate training, WHS modules, and compliance programs. Available anytime, anywhere.

Accelerator Masterclass Series

Live online sessions led by industry experts, covering business essentials such as financial management, leadership, conflict resolution, and recruitment. Practical learning that delivers results.

Live Learning Events

Held throughout the year in every state and territory, these face-to-face sessions are facilitated by respected industry experts and senior First National leaders. They combine practical skills development, networking, and peer learning to strengthen capability and connection across the network.

Futures Club

Our national career pathway program for emerging professionals. Combines accredited qualifications, mentoring, and networking to build the next generation of First National leaders.

CPD Compliance Training

Delivered in partnership with leading Registered Training Organisations to ensure members meet state-based licensing and continuing professional development requirements.

Workplace Health & Safety Platform

A complete WHS training and policy suite covering behavioural safety, wellbeing, equal opportunity, and safe work practices. Designed to keep every office compliant and every team member safe.

Coaching and Leadership Development Programs for Principals and Team Leaders focused on coaching capability, performance management, and building high-performing teams.

Accredited Learning in Real Estate

Through our Registered Training Organisation partners, the First National Academy provides nationally accredited qualifications including:

- **Certificate IV in Real Estate Practice (CPP41419)**
- **Diploma of Property (Agency Management) (CPP51122)**
- **Diploma of Leadership and Management (BSB50420)**

These programs advance professional standards, enhance leadership capability, and create clear career pathways across the network.

Tools and support

Performance Support Tools

Members have access to step guides, coaching guides, and workplace templates designed to embed learning and support skill transfer into daily business practice.

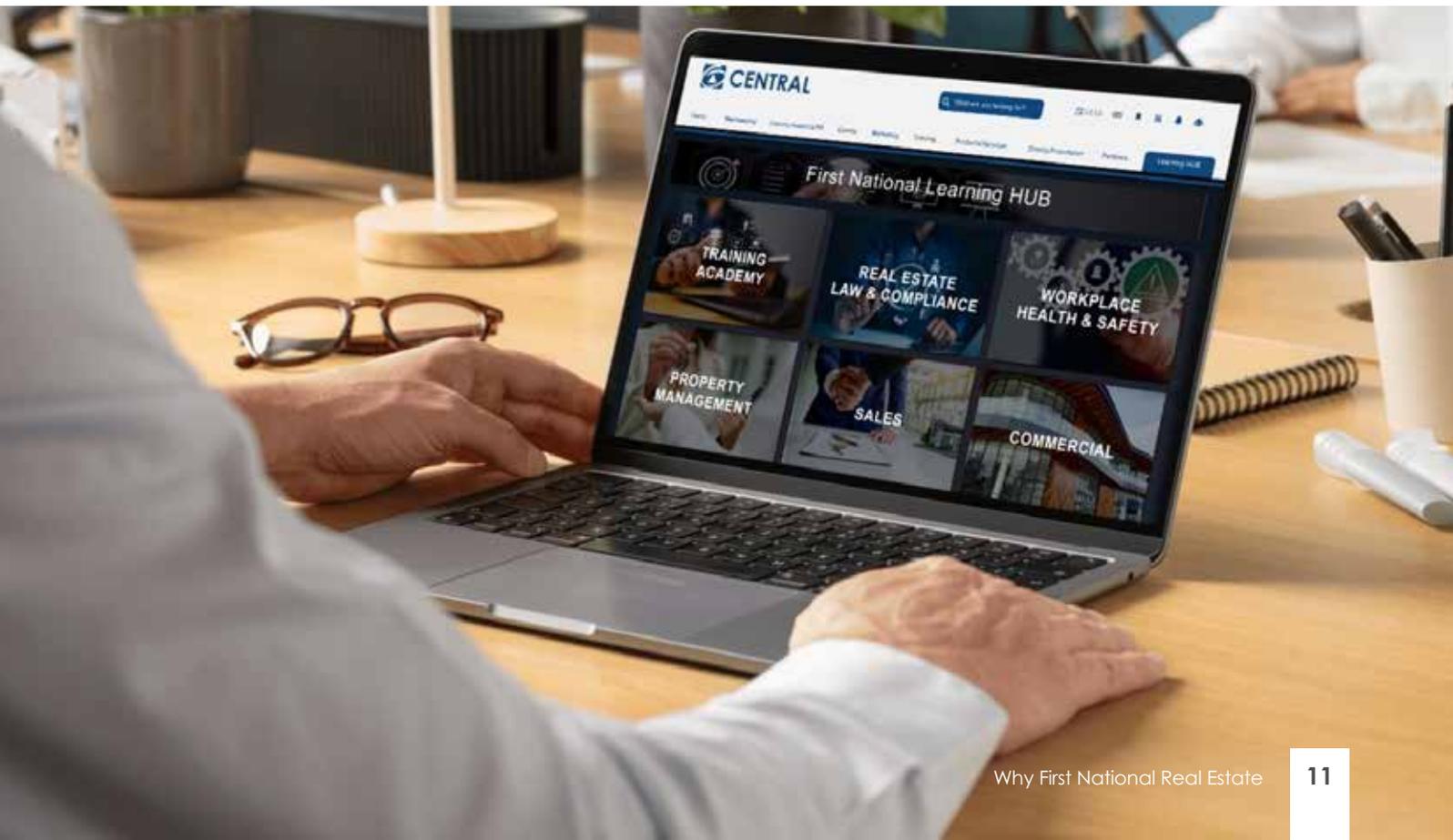
Strategic Learning Design

Our programs align with the operational realities of real estate – balancing compliance, customer service, and profitability.

Every course is developed with subject matter experts and tested across the network.

Your Learning Partners

Each office is supported by a dedicated State Membership Manager and our Learning & Development team at the National Support Office. Together, they help you plan, schedule, and embed training that delivers measurable results.



Brand visibility that looks sharp and stays flexible.

With First National, your brand looks sharp, stays consistent, and is easy to roll out across every touchpoint.



Business Cards



Presentation Folders



Social Posts and Stories



eSignatures



Property Boards



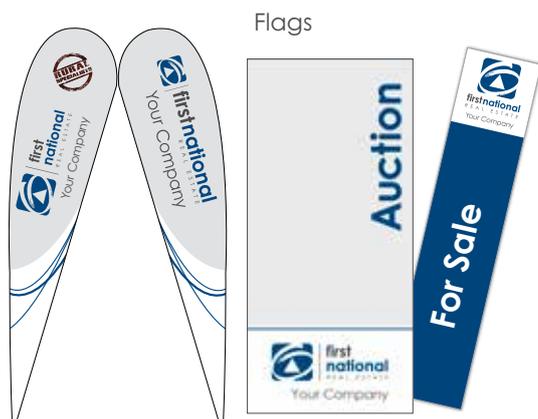
DL Dropcards



Property Brochures



Car Decal (Mockups)



Flags



Office Signage (Mockups)



firstnational
REAL ESTATE
Your Company

Name
Title
Phone Agency & License No. #
20 000 000
Agency Email firstnational.com.au

website.com.au
Address &
Suburb STATE CODE

Growth team.



David Edwards CEO

David brings senior leadership experience from Myer, Mitre 10, and Forty Winks, applying a strong commercial lens to independent real estate. As CEO, he champions agents who want control, scale, and connection without compromise. With deep experience in member-based organisations, David has built a model that balances structure with flexibility, competition with collaboration, and independence with community.

It's a support system designed to help you grow sustainably while staying in charge. If you want to scale profitably and belong to something bigger, David's leadership sets the tone across First National Real Estate.

Betty Ninas Network Growth Manager

With more than two decades of experience across sales, property management, corporate leadership, and network expansion, Betty Ninas is one of First National Real Estate's most trusted growth leaders. She drives the network's strategic expansion across Australia, partnering with high-performing principals and emerging operators to help them strengthen their businesses and unlock new opportunities.

Known for her strategic insight, strong relationship building, and people-first approach, Betty guides new and transitioning offices with clarity, confidence, and real-world support. Whether advising digital start-ups or multi-office groups, she is focused on helping members build profitable, future-ready agencies within a network that puts them first.

Darren Pearce Membership Director

Darren has run his own Ray White office, serving on the REIV Board, and built a 30-year career helping agents grow high-performing businesses. With deep operational expertise and a practical mindset, he knows how to solve real-world challenges. As Head of Member Services, Darren supports First National members through team development, business planning, and strategic execution.

His qualifications in business, real estate agency practice, and training reinforce what members already know: he delivers the right support at the right time. Darren is the partner who helps you lead with confidence and perform at your best.

Let's talk about what's next.

Whether you're exploring options or ready for something new, let's talk.

It's completely confidential and could be the first step toward a better future.

Contact:

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National Network Growth Manager

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W: firstnationalrealestate.com.au

Real people. Real support.

GROWTH TEAM



DAVID EDWARDS
CEO



DARREN PEARCE
Membership
Director



BETTY NINAS
National Network
Growth Manager

STATE MEMBERSHIP MANAGERS



JAMES BATEMAN
State Membership
Manager(VIC/TAS)



DEBBIE FLETCHER
State Membership
Manager(WA)



MICHAEL KEITH
State Membership
Manager(QLD)



SARAH BARTON
State Membership
Manager(NSW)



CRAIG CRAM
State Membership
Manager(SA/NT)



PETER MITROVICH
State Membership
Manager(NSW)

MARKETING & COMMUNICATIONS TEAM



MARK JANSEN
Marketing &
Comms. Director



STEWART BUNN
Communications &
Corporate Affairs



DAMIAN LUCAS
Marketing Consultant



JOSHUA OI
Digital Marketing
Executive



OTHMAN KATBI
Digital Marketing
Services Executive



BETH COLSTON
Marketing
Assistant



GENA DI GIACOMO
Graphic
Designer



ELENA XERAKIAS
Graphic
Designer



HAANA PRATT-RINK
Graphic
Designer

LEARNING & DEVELOPMENT



SUZI COWPERTHWAIT
Member Services
Manager



CARTER BAXTER
Professional Development
Coordinator



TREVOR MAHER
Consultant

WIDER MEMBER SUPPORT



ALAN READ
Company
Secretary



ROBIN JOHNSTON
CFO



VIC DAMRY
Accountant



**LUCIA LADRON
DE GUEVARA**
Events Manager



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REAL ESTATE

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