



City Residential have moved into their new offices and decided there is no place like home (Docklands!)

How long have you worked together?

We have worked together for more than four years and during this time we worked well as individuals and as a team selling hundreds of apartments between us.

What is it you love about the real estate industry?

Real Estate is a full-time business and it requires enthusiastic passion! We work full time to secure the best possible price from our prospective buyers and keep abreast of all the events and market conditions affecting real estate in the community. We also conduct extensive research of the market sector relevant to the property. All of which we pass on to our vendors, to whom feedback is very important, it allows them to make an informed decision at the critical time of sale.

How has living in Docklands affected your perspective on selling real estate?

All of the City Residential team live in Docklands and so are able to easily explain and sell the joys and benefits of living here! This also adds credibility and excitement to selling properties in the area. There would be no other place in the world I would prefer to live, Docklands has plenty to offer, including its restaurants, bars, waterfront promenades and unique architecture.

What are your views on the growth Docklands is experiencing?

Some 10,000 people come to work in Docklands each day and numbers are ever increasing as new tenants move in, working in areas ranging from entertainment and media, construction, financial services, retail, hospitality and personal and recreational services. This, along with many of Australia's premier organisations having already selected

Docklands, I believe will attract more and more owner occupiers and investors into the area, as well as increasing the ever-growing reputation of Docklands as a very attractive suburb to live in.

What were the factors behind you leaving a corporate company and going into a business of your own?

By being the Managing Directors of City Residential we are directly responsible for the marketing of all client's properties. Our love of the area is infectious and it is often of great assistance in enhancing a buyer's enthusiasm for the area, thereby achieving top results for properties. We are doing what we love and owning our own business is what we have both wanted to do since we first started in real estate.

How are you finding your new office environment at Flinders Wharf?

The office environment is one where we both look forward to coming in to work. The directors and staff work well together and the office itself offers ample space and great water views creating a pleasant ambience. Our window display acts as a 24 hour marketing tool for the many potential buyers passing by our office on a daily basis.

Where to from here?

We are beginning to develop a personal relationship with many of the vendors of Docklands. Our aim is to increase our presence in the Docklands in both sales and leasing by providing the owners of Docklands with service that is second to none. When vendors and land lords list their property with City Residential, they can rest assure that we will manage their property as if it were our own.