

Success story out of the blue

By Emma Smith

Starting in July 2009 Ray White Taranaki has developed a real... real estate agency success story. We talk to Mark about why his team headed by himself and Blair Johns have created such good will in their market to take them to the top selling agency in Inglewood and beyond.

We actually really care about the people that work with us - both employees and clients

We spend a considerable amount of money investing back into the community like the recent Inglewood Childcare Ian Grant Seminars - in which we were the major local sponsor, plus every year we have a major Charity Auction where proceeds benefit the local foodbank and Ronald McDonald House. Our coming Charity Auction will benefit the Canterbury Earthquake appeal. On every sale we also donate to the Ronald McDonald House in Auckland.

We work real hard. Our work ethic is seen by the public and they commend us and support us because of it.

As a start - up business we worked really hard and continue to do so. Our team are often at the office to late hours of the night making calls and preparing promotional material to ensure our clients' properties receive massive exposure. It has taken some time to develop the tight nit unit we have now to ensure our ESU (Effective Sales Unit) has the right mix of people with the right work ethic. But we have that now.... and it works incredibly well. Their ability to do what they do in the time they do it is astounding - I am very proud of them!



MARK FERGUSON
Owner
Ray White Taranaki



BLAIR JOHNS
Business Partner
Ray White Taranaki

How do you find your competition?

To be honest we have never considered the other companies as competition. We just get on and do what we are good at and keep doing that. We have no interest in what they do and why they do it. Our company has been built on a huge activity plan and we just get in and make it happen. I started my career in 1994 and Blair and my wife Rachel have been in the industry for 7 years so we have a huge amount of knowledge and expertise that help us "paddle our own canoe" and not look over the shoulder like many others can do.

The formula - what to do... when and how.

It is something we talk about a lot as a team and I suppose that is our secret and competitive advantage that we hold on tightly to. We probably spend a lot of time (more than most I suspect) thinking about our business. We really strive to be innovative in what we do to ensure the very

best real estate experience. FUN is also a huge part of what we do and I am very proud to say that our office is the most FUN office that any of us have ever worked in.

Plans going forward are exciting

A lot of effort has gone into planning our expansion and where we go next. It is really important that I provide my people with growth opportunities - but we must be prudent with that growth. Ray White NZ have been great in their assistance - and we are just so proud to be part of the company that I would describe as the best franchisor I have ever been associated with. They are real people - I can pick up the phone and talk to Brian White the Chairman of the

Group and grandson of Ray White and we can just chat about the real estate markets and growth strategies etc.... just really good down to earth people.

FUN... how important

We have a lot of fun in our office and with our buyers and sellers. We just want people to enjoy real estate transactions and feel they have been looked after throughout the process. It's that simple. We run a different system than most real estate offices. Most agencies have a lot of sales people that compete against each other and some do well and others don't. All my people succeed and all are rewarded on what business we all transact. Blair and I head the team and the PA's are in support - if hugely efficient and successful.

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