

Three major real estate businesses announce their move to the Ray White New Zealand network this week, making it the largest network in the Northland.

The successful Allens Real Estate businesses in Whangarei, Tutukaka and Bream Bay will further strengthen the Ray White Group in the Northland and will be known as Ray White Allens, with the expected change over date to occur in early October.

John Monteith, co-director of Allens Real Estate, said the move to join a stronger agency will allow them to better serve their communities.

“Previously operating as simply ‘Allens Real Estate’ we have joined forces to partner with the Ray White Network - offering our customers even greater value through our collective expertise, Mr Monteith said.

“Still locally owned and operated, we are now backed by Australasia's largest real estate brand and remain as committed to upholding our traditional family values and community involvement as we are to progress and innovate.”

“Although we may be taking on a new name (and some bright new colours), of course, as we build a stronger real estate company – some things will never change – and we’re proud to have the same friendly faces and community spirit that makes us who we are. We will always be proudly Northland owned and operated. The new Ray White Allens will take on our national and international competitors with a spirit to make Northland proud.”

Vanessa McKenzie, co-director of Allens Real Estate, said the new brand name equips them with greater exposure and access to a wealth of resources for clients.

“In taking on our new brand name we will still be proudly Northland owned and operated and will have the same friendly faces and community spirit that makes us who we are. We are now simply able to offer our clients and customers more in terms of the value they get from their real estate experience with us,” Ms McKenzie said.

Allan Sykes, co-director of Allens Real Estate, said the move to Ray White would allow them to take the business to the next level. He said “We have always prided ourselves on providing outstanding service to our clients and now with Ray White alongside our business, we can take this another step up.”

The Ray White Group says having the Allens Real Estate business as a brand partner will see them strengthen their Northland network to ten sites.

“It is a great step forward for the Ray White Group to join with Allens in the Northland regions of Whangarei, Tutukaka and Bream Bay,” Carey Smith, Chief Executive of Ray White New Zealand, said.

“This is a well-established real estate company and we see that we can add value to the Allens team by offering a strong national and international presence, which will assist vendors who continue to choose Allens as the leading real estate company in the Northland market. With Allens becoming part of Ray White this will take our Northland office network to 10 which will be the leading network in the region.”

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Ray White