

Sandersons Realty

- one year young

A year ago Shelley Anderson took the plunge and began her own real estate business. Sandersons Realty's first year has been a stunner, and now there's no looking back for the energetic owner.



"I wanted to have control over my own destiny, to be able to succeed or fail on my own terms. I believed I had prepared well for the change. I worked hard at gaining the quite challenging qualifications required to be licensed to operate your own real estate business and gained a lot of sales and management experience within a large organisation - but it was still a great feeling when I realised I was going to make a go of it."

She made a very good go of it, and all in a year when the property market was moving back from the peaks of recent times. All the preparation and Shelley's impressive track record as an exceptional sales agent saw her new enterprise attract a strong client base from day one, and at a time when other businesses are looking to reduce staff in response to tougher trading conditions Shelley is looking for another sales consultant to join her at Sandersons.

"When you have a successful business that's very much a reflection of your own personality it's always a big step to bring someone else in. I want to expand our capability to deal effectively with client's needs, but not at the expense

of the focus and attention to detail we offer every client. So I am looking for someone who instinctively understands and enjoys that approach - someone who is strongly self-motivated and brimming with energy and great ideas. I am also looking for an excellent receptionist / PA at the moment to be an essential part of the Sandersons' team."

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Shelley says Sandersons will always be a boutique agency, as the winning philosophy of the business would inevitably be compromised if it tried to be all things to all people. "I have all the latest specialist systems that the larger companies use, but I succeed by only working with clients who have confidence in my ability to meet their expectations - who understand that selling their property successfully also requires

their commitment to a strong marketing campaign that cuts through the clutter and casts a wide net for potential purchasers. It's a partnership approach that works for both of us. Half-hearted approaches don't deliver effective results in a buoyant market let alone the current environment."

Prior to coming into the real estate sector in New Zealand, Shelley spent many years in London and Sydney working in the fashion industry as a designer and business owner. That confident sense of style is evident in the fresh approach she takes to developing client's marketing material and the crisp, cool simplicity of the décor of her waterside office at 12 Papaka Road at Ngunguru.

Premium coastal properties remain a specialist area of expertise for Sandersons, but Shelley says she is increasingly being asked to consider marketing properties in Whangarei. She has taken on a limited number of selected city properties where the vendors have again committed to Sandersons' partnership approach to sales success. ❖

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