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Raine & Horne Terrigal – Australia’s Best

Raine & Horne Terrigal is officially Australia’s best Raine & Horne office.

Held in Queensland last week, the annual awards ceremony compares sales figures from every office in the country. The Terrigal office held out all the prestigious Sydney beach and harbour-side agencies. “It’s not a per head thing” says joint owner, Jaimie Woodcock. “We beat them sale for sale. And some of them have 30 salespeople!”

The night turned out to be doubly satisfying for the Terrigal team. Co-owner and principal, Mat Steinweide picked up second place in the coveted Sales Person of the Year award.

“It’s very satisfying to know we made more money for our customers than anyone else”, Mat says.

And the win is no coincidence. According to Jaimie, the team has been changing the way the real estate industry sees itself. Agents from all around the country have been seeking advice. “I tell them it’s a service industry, *not* a sales industry. We want our clients to come back again and again, so we aim for a level of service you normally only get in a 6 star resort.”

Jaimie and Mat bought the business just 2 years ago when it was ranked 118th. They thank their business plan for their meteoric rise to number 1. Exceptional customer service, real marketing (not just advertising), intelligent use of technology, and a long term view of success form the essence of that plan.

“We’ve invested hundreds of thousands in our infrastructure. We were the first on the Coast with virtual walkthroughs, and we’ve signed a contract to be the first with SMS ‘Instant Info’. We have the resources and know-how to really target the best potential buyers – no matter where they are.”