

# Creating her own culture

Amber already exceeding expectations

IT'S okay to come second ... if that's what you want. But it's not what Amber Werchon wants ... never has been.

That's why she has just taken what some may have considered a risky step and left the successful Ray White franchise network and opened her own independent real estate agency, Amber Werchon Property at Alexandra Headland.

Being part of a major franchise like Ray White may have meant support and marketing systems were already in place, but it also meant the extraordinarily ambitious 25-year-old wasn't totally in charge of her own destiny.

"There are pros and cons of the independent agency versus franchise argument," she said.

"Having my own agency means being in control of things like branding, marketing, systems ... pretty much everything really.

"I've always wanted to be the best at everything and we definitely want to be the best real estate agency on the Coast."

And her ambition doesn't end here, although she was quick to add she wasn't planning to leave the region.

"Absolutely we're looking beyond the Sunshine Coast ... but it's baby steps first," she said.

"Besides that, Paul (fiancé Paul

## MOVERS & SHAKERS

Amber Werchon

McHugh) and I are planning on having a family in the next five years."

Although it's early days – the agency, opposite the Alex Surf Club on Alexandra Headland, has only just finished being fitted out – Amber said her expectations were on track, or even slightly ahead, despite the flat property market.

"We've just sold 10 properties in 10 days. The team is great and everyone is so positive ... I've been very humbled by the support," she said.

"We're selling as much as we were (as the Amber Werchon Team at Ray White) and I intend us growing regardless of the market."

But growing for growing's sake isn't part of the plan.

Amber said there wasn't a day went past when she didn't receive an application from someone wanting to join the sales team.

"We've already got four more people than we had, but it's about getting the right people and creating the right culture," she said.



**EXPANDING HORIZONS:** Amber Werchon outside her new real estate office in Alexandra Parade, Alexandra Headland.

PHOTO: CHRIS MCCORMACK/177520

"There's a big difference in the ages and sexes of our staff, but everyone has the same goal which is for the agency to be the best."

It's no surprise that people are clamoring to get on board. Amber's enthusiasm and energy are infectious, and her support for her sales team is legendary.

She has wound back her own

sales activities, focusing instead on "supporting, mentoring and leading" her team.

What she hasn't wound back is her drive, her determination to succeed, and her desire to offer something different to most real estate agencies, reflected in the green Amber Werchon logo.

"Green says go and I've always

been a go-getter," she said.

"People are commenting that our image is very fresh, not your traditional real estate office."

Amber Werchon, who bought her first investment property at 16 and has won the top salesperson of the year for Queensland three times, is clearly not your average real estate principle either.