

PEOPLE IN PROPERTY

It's 'ready, Amber, go' for new agency

Fresh image for enthusiastic real estate team as office opens at Alexandra Headland

AMBER Werchon Property was officially launched on Wednesday night after bursting onto the scene in mid June.

Yet the Sunshine Coast's newest real estate agency has been far from an overnight success story. It is the realisation of a goal the 25-year-old dynamo has had for most of her lifetime.

Swapping lunches in the school yard, working in surf shops, investing in property from the age of 16, Amber Werchon has put in a lot of hard yards to get to where she is today, with her first independent agency based in Alexandra Headland.

With more than 300 people at the opening, Ms Werchon said she was humbled by the support from family, friends and colleagues throughout her career.

"I am so proud this moment in time has finally arrived. It is certainly the highlight of my career, and I feel extremely humbled by the level of support I've received on my journey. My career has progressed at a rapid pace, surprising everyone at times ... even myself!"

"It's about getting the right people and creating the right culture"

Ms Werchon thanked her family, with special mention of her mother Julie, and her team for supporting her vision and embracing her quest for excellence in all facets of the real estate business. Since starting in the industry as a receptionist eight years ago, she has had a rapid rise to the top of her field, winning the Real Estate Institute of Queensland (REIQ) Salesperson of the Year an historic three consecutive times, and has picked up virtually every other industry award going.

Amber Werchon Property opened in Alexandra Headland on June 10 and has enjoyed phenomenal success since opening including,



PRIME LOCATION: Across the road from the Alexandra Headland Surf Life Saving Club, Amber Werchon Property enjoys a sunny outlook

achieving an auction success rate of 82%, 15 sales in August – so far – and 39 sales.

Ms Werchon's time with the Ray White franchise network taught her invaluable lessons about support and marketing systems. Yet she has chosen to open an independent real estate agency to be in charge of her own destiny.

"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."

Part of that plan includes recruiting a top sales and administration team and hardly a day goes past without receiving an application from someone wanting to join the sales team.

"It's about getting the right people and creating the right culture," she said.

While Amber has wound back her own sales activities, focusing instead on "supporting, mentoring and leading" her team, she hasn't

wound back her drive, determination to succeed and her desire to offer something different to most real estate agencies, as reflected in the green Amber Werchon logo.

"Green says go and I've always been a go-getter," she said.

With an enthusiastic team of sales agents, property managers and administration staff, Amber is continuing to think big, already planning for the opening of a sister office in the very near future.