



Franchise opens doors

Agency proves big things really can grow from a small start

AUSTRALIAN music icon Paul Kelly famously sang "from little things, big things grow".

Well that's certainly going to be the case with Amber Werchon Property, with the first franchise at Caloundra starting trading on April 1.

Amber Werchon Property commenced trading in June 2008, and less than a year later, renowned Real Estate gun Luke Carter has opened for business in a prime location in Bulcock Street, Caloundra.

Luke and his wife, Katherine, have hit the ground running with a team of eight, and growing.

"We keep reading that we are in recession, but honestly, since we decided to embark on this venture, we haven't stopped," said Luke.

"The amount of interest out there in what we are doing, and in the Amber Werchon franchise in general is amazing and very welcome, of course."

Previously one of Ray White's top selling agents, Luke was keen to operate his own agency, and decided to ally himself with one of Real Estate's most remarkable success stories, Amber Werchon.

"I've been following Amber's career closely for several years, and have always admired and respected her work ethos, drive and vision to be the best," Luke said.

"I share a similar philosophy and passion for the property industry and feel taking on the first



franchise was a logical progression in my career path."

Luke's staff comprises a team of professional, experienced agents and support personnel, including ex-rugby league legend Kerrod Walters, who all share a commitment to excellence.

Director of Amber Werchon Property Amber Werchon said she was delighted that Luke Carter was her first franchisee and was confident he would be enormously successful.

"I congratulate Luke on the opening of his

own business, and I look forward to continuing a strong relationship with him and his team," Amber said.

"Caloundra is such a strong growth area that it seemed the obvious choice to open the first AWP franchise. Strategically it is a calculated decision, and I couldn't think of anyone more qualified to take on this challenge than Luke.

"Luke has a proven track record of success and is one of the most determined people I've ever met in my life. I know Luke and his team

will shine and I wish them all the best.

"I look forward to officially welcoming Luke and his team over a champagne or two, when they hold their grand opening celebrations a little further down the track."

Open for business from Monday to Saturday, in the Ocean View complex at Bulcock Street Caloundra, Amber Werchon Property Caloundra is not only open for business but is already establishing itself as one of Caloundra's premium agencies.