

Leader in premium property

Sunshine Coast lures prestige property icon Engel & Völkers

WORLD-leading real estate franchise Engel & Völkers has opened its first prestige property agency in Mooloolaba on the Sunshine Coast, the first step in its Australian expansion strategy.

The Mooloolaba shop, which opened this month, is the first stage in the expansion plan for the Engel & Völkers network with more than 100 stores planned for launch around the country within the next few years.

Founded in Germany in 1977, Engel & Völkers quickly established its reputation for premium real estate and has sold properties for many of Hollywood's rich and famous including Claudia Schiffer and Robert Redford.

Engel & Völkers currently has over 450 residential property shops across 37 countries. Engel & Völkers head of real estate for Queensland, Karl Rademeyer, said the Sunshine Coast was the perfect market environment to launch the brand in Australia.

"We see the coastal regions including the Sunshine Coast as key growth areas for the premium property market in Australia," he said.

"There are some amazing properties here and we are extremely excited to showcase Sunshine Coast properties to our huge customer base abroad."

Mr Rademeyer said clients of Engel & Völkers Mooloolaba would benefit from the com-



EXPANSION STRATEGY: The Engel & Völkers team of Paul Freney, left, Pamela Smith, Eva Parker, Liza Southern and Karl Rademeyer

pany's professional approach, expertise, reputation and experience. Principal of the Mooloolaba shop Paul Freney has 27 years of real estate experience.

The Mooloolaba store offers the same services as our boutique agencies all over the world including our customised marketing program, comprehensive after-sales service and access to our international network across four continents," Mr Rademeyer said.

"In line with our European counterparts

Engel & Völkers Mooloolaba specialises in the sale of premium residential property, with property management, commercial real estate and yacht brokerage to follow."

Mr Rademeyer said the company had big plans for the Australian market.

"Our goal is to become the market leader in the premium real estate space, starting on the Sunshine Coast and expanding across the country with the roll-out of our new property shops."

"Our brand represents the highest quality in this market and we're proud to share our knowledge and expertise with our Australian customers starting on the Sunshine Coast."

"We are currently recruiting for Sales Agents and a Property Manager with the right fit to expand our existing staff at our Mooloolaba shop."

Engel & Völkers Mooloolaba is situated at Shop 4/1 Brisbane Road, Mooloolaba. Drop into the shop, call on 07 5444 4990.