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Aussie agents making it big in New York

Australian real estate agents are enjoying success in one of the world's most competitive markets, New York City, according to participants of a recent networking trip.

Over 30 delegates participated in the trip by the Property Profile Group, a collection of Melbourne's leading independent real estate agents, meeting high-profile agents, researching best practices and discovering the New York real estate scene.

Representatives met with Aussie expats achieving success at some of Manhattan's top agencies including Frances Katzen, a former Sydneysider and professional ballet dancer.

Ms Katzen is now managing director and top performing agent at Douglas Elliman, New York City's number one real estate firm as Fredrik Eklund, the star of reality TV show Million Dollar Listing.

"With over \$1.2 billion in sales, yes I'd say it's been a good career move," she said. "New York is a highly competitive market, with truly spectacular properties - similar to in Australia in many ways."

Another successful Australian is Zhann Jochinke, chief operating officer of America's largest real estate firm, Keller Williams Realty NYC. The Macquarie University graduate grew up in Mount Gambier and attributed his success to his "fair dinkum" style.

"If you have an entrepreneurial spirit and work hard, you'll succeed," he said. "Just as in Australia, the real estate industry in New York is full of opportunities for creative and confident individuals."

Director of Allens Real Estate Grant Lynch said meeting Ms Katzen and Mr Jochinke was a great opportunity to discuss best-practice techniques as well as global property trends.

"Their insights are particularly relevant because as the New York property market begins to recover from the housing bubble crisis, there has been a corresponding improvement in Australian real estate."

New York real estate marketing was different to Australia, with large-scale open house extravaganzas featuring champagne, catering and live music.

"It's all about making the biggest splash with your open home," Mr Lynch said. "That's a strategy that we don't see as much in Australia."

Allens Real Estate said plans to introduce some best-practice innovations from the USA into the Australian market and it anticipates that it will be welcomed by both property buyers and vendors.

Property Profile Group was ranked number 12 in Real Estate Business' Top 20 Real Estate Groups last year.