

A DECADE OF DIFFERENCE- THE WALTER & IRVINE STORY

REAL ESTATE BEGINNINGS...

In 1980 I entered the real estate industry, an industry that is still listed in the Top 10 of the most untrusted professions. In those days new salespeople were given a telephone and a desk, very little training, and were expected to work in a smoke filled office until the weekend came. On the weekend we would sit at open inspections waiting for people to arrive. In a typical office in 2010 this would be pretty much the same, minus the cigarette smoke.



IT NEVER FELT QUITE RIGHT...

Eventually I became owner of three local franchised offices where I was salesperson, auctioneer and manager. As far as industry standards go I felt like I was reaching the top of the game.



Over those years I conducted nearly a thousand auctions and

I admit that during this time in my career something never felt quite right and I didn't know how to fix it. At many of the auctions successful bidders would sign the contract and present a pretyped deposit cheque for thousands of dollars more than the required 10 percent. In essence, the buyers were prepared to bid a lot higher than the auction had reached. I saw this time and time again in the market place. Vendors losing money purely because of an ineffective method of sale.

It was during this time I heard about real estate consumer advocate Neil Jenman. Jenman has set his sights on uncovering unethical practises within the real estate community, and as a result, many agents hated him. He highlighted many points that resonated with me and I realised for the first-time that there was a better way to sell real estate.

Jenman showed us a different method of selling that would protect the value of the home while it was on the market and that would achieve the highest possible price.

A CHANGE FOR THE BETTER...

Together with James Irvine we opened Walter & Irvine, and began to offer real estate with a difference. Once we became aware of the flaws of typical selling methods we started to look at things from the consumers perspective. We realised we could save home sellers thousand of dollars if we helped them to avoid common mistakes. From this point we could clearly see that the way we conducted sales allowed everyone to win, sellers, buyers and agents.



After our philosophy had changed for the better, we found the need to recruit a new team. A team that had a high level of ethics and client care. We now have a strong team that I am proud to send into the community. Our team is one of the hardest working and highly trained in Adelaide.

WORD GETS AROUND...

It was soon known that we are a real estate agency with a real difference. Over the past ten years we have seen a dramatic shift in the old thinking. Home sellers are beginning to question different methods of selling and Walter & Irvine have been at the forefront of much of this change.

A long list of client references and thank you's began to accumulate like never before. These thank you letters were huge testament to the fact that we were making a very positive impact on our clients real estate experience. Now, after receiving thousands, we are always thankful when a new testimonial comes through our door as it confirms our clients are delighted.



SAFE, SUCCESSFUL & STRESS FREE...

Did you know that people will spend more time researching what type of television to purchase than which real estate agency is best to sell their most valuable asset- their home?



Knowing this, Walter & Irvine have embraced a risk free selling philosophy

- No sale no charge. No fee will be charged to the client unless a successful sale is achieved and the sellers are happy with the result.
- Buyers are constantly saying that we are the only agents to return buyer telephone calls. Buyers are given one-on-one service. They do not have to wait for the weekend inspections as we show them though at a time that is convenient for them.
- Absolute Best Method of Sale. By using the Buyer Price Declaration in conjunction with our negotiation skills we can ensure that we get the absolute highest price and can GUARANTEE the price.
- Consumer Protection Guarantee. An eight point guarantee that no real estate consumer will lose money as a result of employing Walter & Irvine as their agent. We also guarantee our selling price!

LIFE LONG CLIENTS & FRIENDS...

The real estate industry still has a long way to go in order to regain the trust of consumers. The past few years have seen some new reforms in relation to auctions with dummy bidding and false price quotes being legislated. We no longer struggle to steer our clients away from selling by auction as they are beginning to see for themselves how flawed they can be.

We will continue to help lead the crusade for consumer protection by further exposing some of the pitfalls of common real estate practices. We know the real estate industry will be exposed, renewed and reformed for future decades.

We will continue to focus our efforts on methods that benefit our clients and we thank you all for your support. We look forward to the next decade and assisting you, your family and friends in the future.

Kevin Walter



If reading this has provoked your thoughts about real estate then visit our website at walterirvine.com.au for regular market information and helpful tips.