

**Ray White**



*a closer look at*  
**A T REALTY**

One of Ray White's most celebrated businesses and home to a myriad of award-winning agents.

**EXISTING SALESPEOPLE**



A T Realty Limited  
Licensed (REAA 2008)

[rwmanukau.co.nz](http://rwmanukau.co.nz)

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- +64 (09) 269 0636 Manurewa
- +64 (09) 281 3343 Mangere
- +64 (09) 636 9992 Mangere Bridge

**Ray White**



## hello and welcome

Thanks for taking some time to look through our info booklet. It is designed to give you a snapshot into the world of A T Realty – one of Ray White’s most celebrated businesses and home to a myriad of award-winning agents.

### ***But first, a few questions...***

How are you and how’s business?

Are you growing?

Do you have a plan?

Or have you plateaued, hit a ceiling - or worse, gone backwards?

Maybe you're doing well but need a roadmap and the systems to do even better.

***Good news - you are one decision away from making the change that’s needed!***

A T Realty comprises of Ray White Manukau, Manurewa, Mangere and Mangere Bridge. Whilst we are at different locations, we are in reality, one cohesive unit committed to the success of everybody in it.

That doesn’t just happen.

It is the result of our unique and dynamic culture that fosters success and empowers our people with the knowledge, tools, support and structure to thrive at every level and through changing seasons.

With A T Realty, you will be immersed in an inclusive environment and exposed to industry leaders and cutting-edge training and technologies, all designed to take your skills to the next level and enlarge the capacity of you and those around you.

Sound like a plan?

Make the call. Completely confidential. No obligation.

# about us

*Aligning yourself with the Ray White name can mean the difference between having a rewarding career or merely just a 'job'.*

*We see ourselves as your career partner, and we're proud of our training and support programs,*

*Personally tailored and designed to grow with you throughout your real estate career.*



# for our clients

With four offices, Ray White A T Realty is South Auckland's number one real estate business. We have unparalleled market expertise and area knowledge – you simply will not find better agents in this region.

Often the purchase of a home involves many years of saving, and labour of love in renovating your residence to suit you. We recognise that it can be an emotional decision – parting ways with your home – as well as an important financial decision.

We also have specialists in investment properties and developments. They can analyse data quickly and have knowledge about zoning and development, so can assist with your investment and project needs.

A key point is that we are transparent right from the get-go. Some agents over-appraise your home just to get your business. We give an accurate market value, so you can make decisions with all the information to hand.

As a valued client, you deserve this transparency, as well as prompt and frequent communication, top-level marketing expertise, and someone working their very hardest to get the best price for you.

That's what you get with Ray White A T Realty.

We haven't won all these awards for nothing – our agents, and our offices, are consistently the best in terms of sales volume, as well as customer service – time after time.

Another added benefit, particularly for investors, is our sister business, 360 Property Management. 360 specialises in investment properties and can assist landlords in maximising their returns. We also have a relationship with LoanMarket, who can provide financing options.

We can make your entire real estate experience – from buying to renting, insuring to financing, renovating to developing – a breeze, from start to finish.

And our team is friendly – we are here to help you.



MANUREWA



MANGERE

AT REALTY  
*group*



MANGERE  
BRIDGE



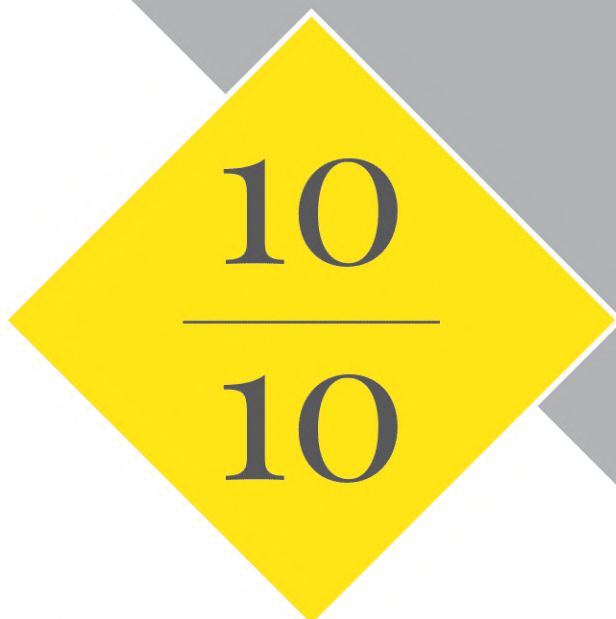
360 PROPERTY  
MANAGEMENT



# why us

An award winning team with an awesome culture and the power of the Ray White brand behind it

Today the Ray White network consists of nearly 1,000 individually owned and operated offices in over 9 countries with an annual turnover above \$27 billion. Internationally we employ over 13,000 members – which includes over 900 property management professionals. We're proud to say that over 1,000 of these members have worked with Ray White for 10 years or more, and, as a large, growing, and international brand, Ray White offers many career advancement opportunities.



At A T Realty, we place the emphasis on customer satisfaction.

## We have a customer satisfaction / NPS score of 91

One of the Top 3 Ray White offices internationally.

The Net Promoter Score (NPS) is a metric developed by Harvard. It is used globally by hundreds of thousands of companies, both large and small across many industries. It measures customer feedback and loyalty. It's tried, it's tested and it works. A Net Promoter Score survey works by giving you customer feedback you can respond to and act on.

# awards / achievements

2023/2024	Auction Business No. 1
2023/2024	Business Growth No. 1
2022/2023	International Office No. 3
2022/2023	Office of the Year No. 2
2020/2021	Customer Experience Office of the year
2020/2021	International Office No.4
2020/2021	Office of the Year No.3
2020/2021	Business Growth No.2
2020/2021	Chairman's Elite Business Leader
2019/2020	Clients' Choice - Office
2019/2020	Top 10 International Clients' Choice - Office
2019/2020	Top Offices - Settled Commission - No. 7
2019/2020	Premier Business Leader
2018/2019	Business Growth - No. 1
2018/2019	Customer Experience - Office
2018/2019	Office of the Year - No. 6

## 360 PROPERTY MANGEMENT

2022/2023	Property Management Office - No. 1
2020/2021	Property Management Office - No. 1
2018/2019	Property Management Office - No. 1

## OUR GCI AVERAGE IS



70% higher  
than the RW national  
average

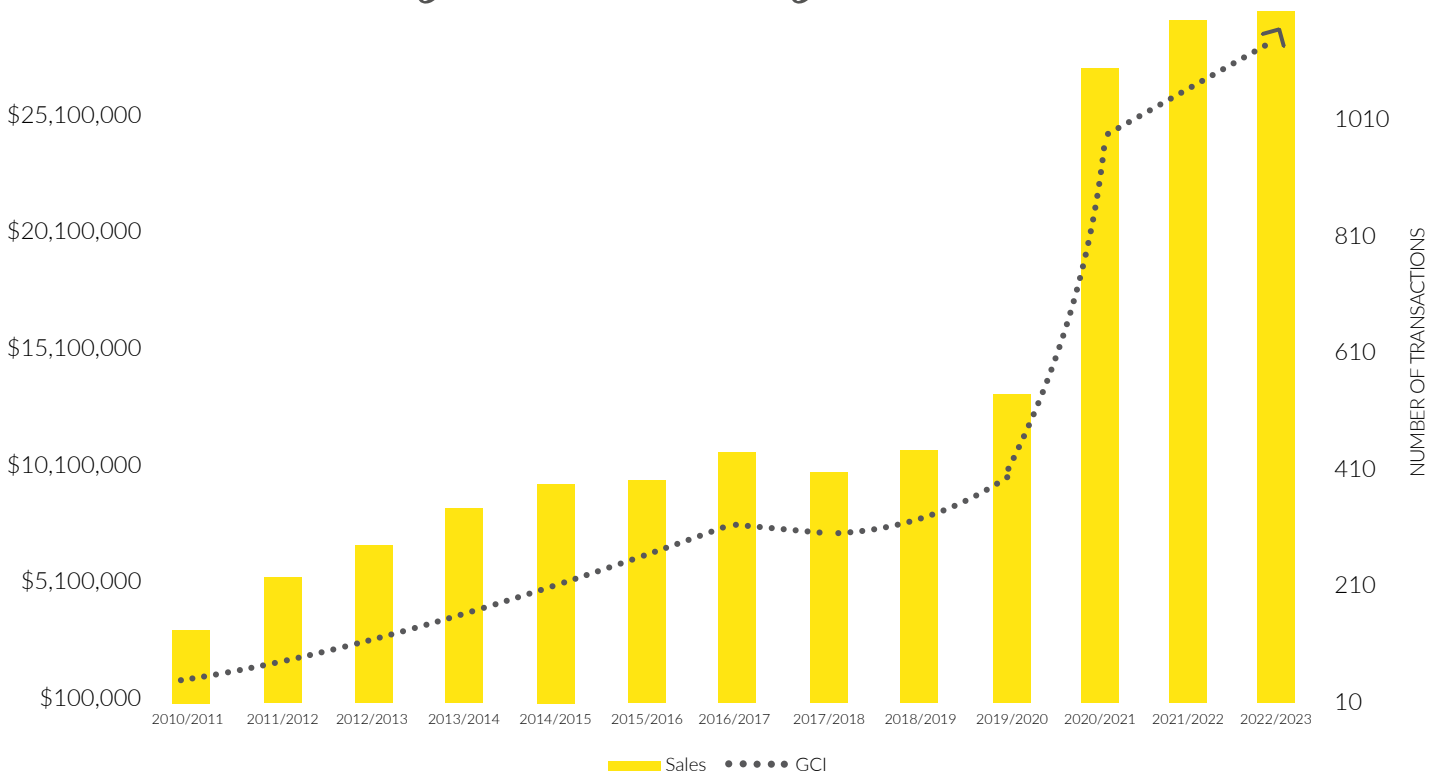
and

**\$341,000 or 300%**  
higher across all real  
estate brands

Ray White

CONTINUOUSLY IN THE  
*top 3 offices*  
RAY WHITE NZ

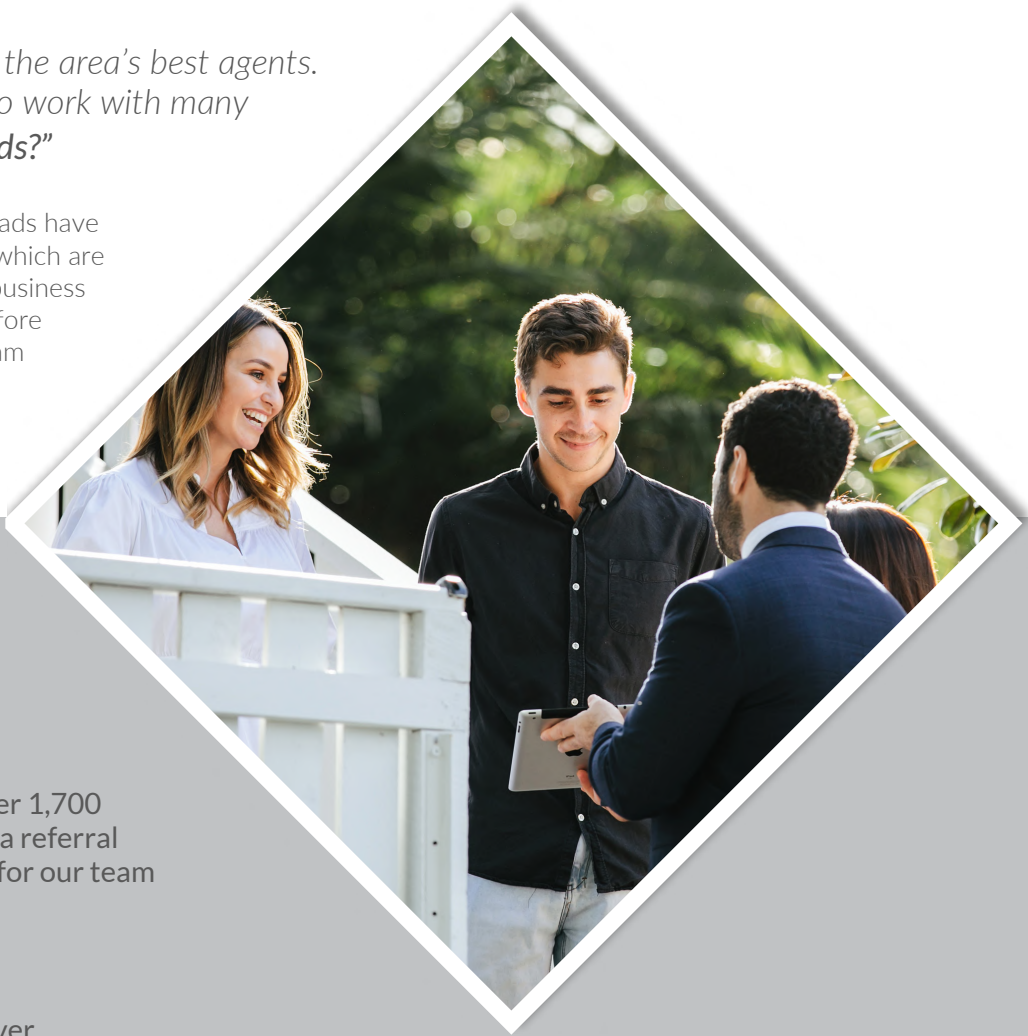
# AT Realty over the years



# lead generation

A T Realty is home to many of the area's best agents. When considering a business to work with many agents ask "do you provide leads?"

Below we have outlined where the leads have come from over the past 12 months which are distributed to the sales team, as our business owners and manager don't sell, therefore they don't compete with the sales team or take any of the juicy leads.



**1,700**

A rent roll of over 1,700 properties with a referral system in place for our team

**10,000**

A database of over 10,000 clients from our directors' sales careers

**\$125k**

Spent on company advertising over a year

**10,000**

Over 10,000 Facebook followers across our group

**\$130K**

Spent on company digital advertising over a year

**www.**

A dedicated group website & professional SEO across our group of websites

**145**

130+ appraisal leads through our websites in the past 12 months distributed to our team



**Executive**  
MEMBER 21-22

**EXECUTIVE MEMBER**

**\$175,000** in settled commission to the office

**18** settled sales

Minimum NPS **75**

**5**  
MEMBERS

**PREMIER**  
MEMBER 21-22

**PREMIER MEMBER**

**\$375,000** in settled commission to the office

**30** settled sales (\$200,000 settled commission written)

Minimum NPS **75**

**15**  
MEMBERS

*recognition*

Recognising and celebrating the success and growth of our

**71 award winning salespeople** provides an environment that enables all our members to thrive and chase their potential.

ALAN WHITE  
**ELITE**  
PERFORMER 21-22

**ELITE PERFORMER**

**\$750,000** in settled commission to the office

**65** settled sales (\$425,000 settled commission written)

Minimum NPS **75**

**13**  
MEMBERS

CHAIRMAN'S  
**ELITE**  
PERFORMER 21-22

**CHAIRMAN'S ELITE**

**\$1.55 million** commission to the office

**120** settled sales (\$775,000 settled commission written)

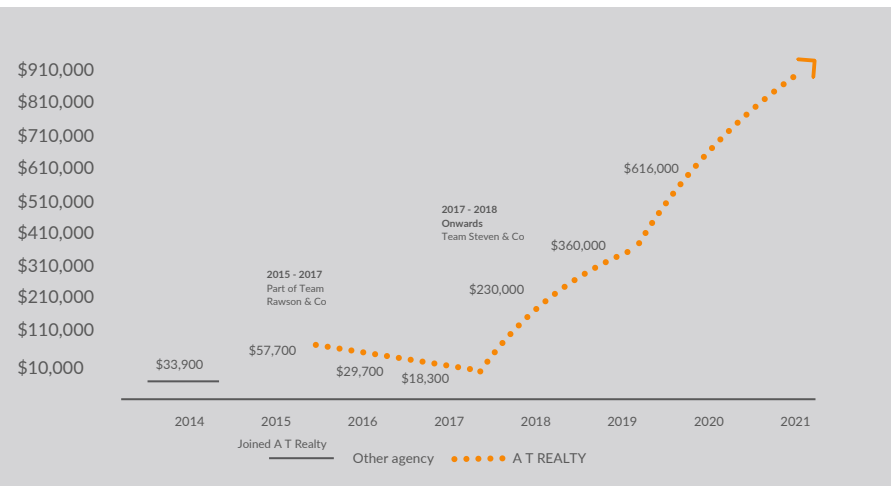
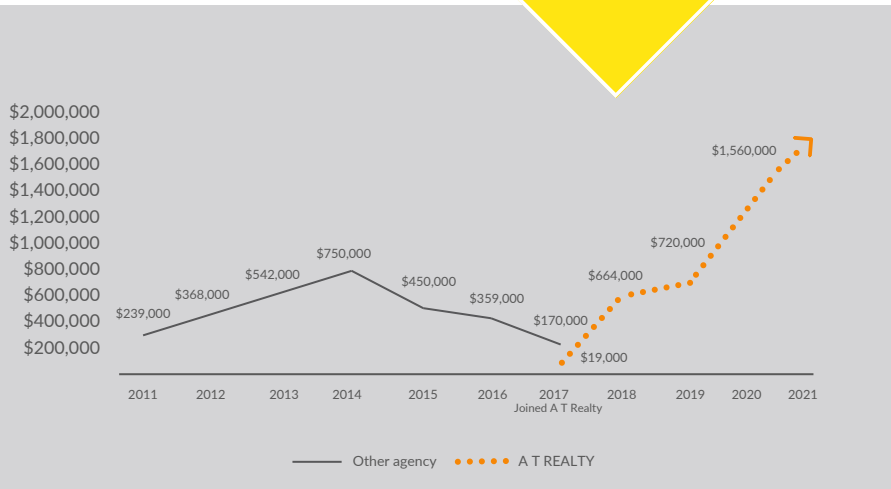
Minimum NPS **75**

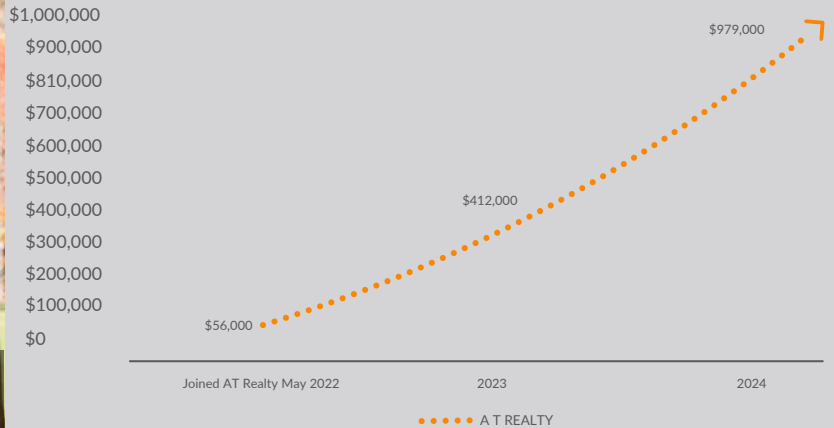
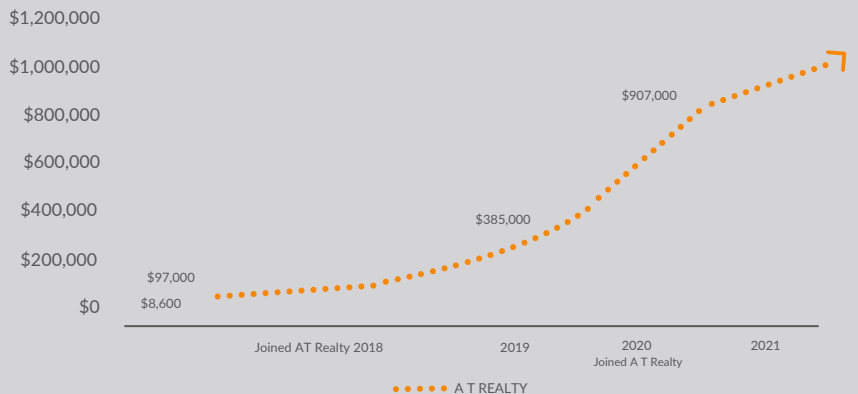
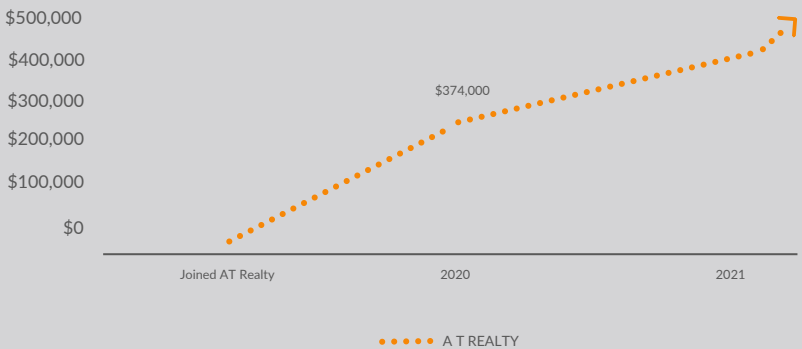
**7**  
MEMBERS

# results speak loudest

Below are some growth examples from some of our top performers, who with the support from A T Realty and the wider Ray White network, have all achieved incredible success and growth in their commission (GCI) - some of them in a very short time span.

examples of some of our top performers growth







ADAM

TOM

GEOFF

ALANA

RICHIE

JARED

PAT

ABBIE

ALISON

ADRIAN

ANTHONY

APU

AMISHA

ARYAAN

CHARLIE

CHONGDE

DAVID

DENISE

DIVLEEN

ELLEN

EDWARD

GIN

BEN

GURINDER

HEATHER

JAMES

SHANE

JASVEEN

JAS

RACHEL

KARAM

KARLEN

KARTIK

KHUSH

KEVIN

LAWRENCE

KYRA

LEVANI

MAGGIE

MONIKA

NA

NELSON

NITIN

RAKSHA

RUBAL

SAHIL

STEVEN

SALLY

SIMRAN

SHASTRIKA

SOL

SOPHIE

WARREN

RUBY

DAEMON

AESHAN

BRUCE

GREIG

JAY

JESS

JOSH

MOTETE

MARY ANN

PHUONG

NICHOLAS

RANBIR

STAN

TOM

TARYN

UROS

WENDY

KATE

MIRANDA

SHAAN

SUZANNE

AKASH

DEBBIE

HARSIMRAN

NATALIE

JERRY

FLORENCE

JASON

LINA

CLAIRE

REECE

AIDAN

SONAM

GURNEET

ELLEN

ROY

AMY

JAY

MARK

KAMAL

ROJAN

JAS

CHATTY

HARRY

SUMESH

LYNN

JOHNY

MYRNA

PHILLIPA

WARREN

JAMES

VIV

ALTHEA

MONIQUE

CARLY

ELAINE

KELLY

LAUREN

NICOLE

HUN

VIV

CAMILLE

HANNAH

Ray White

OUR TEAM

*culture*

Retreats /  
team building days  
& our annual conference play  
such a big part in creating  
& maintaining the awesome  
culture we have! These are filled  
with exceptional speakers, team  
building, great food,  
adventures & amazing  
memories.



# in house auctions

One of the biggest advantages that A T Realty offers to our vendors, is the convenience of having our own dedicated in-house auctioneer with a proven track record. In fact, we are Ray White's No.1 Auction Business in New Zealand and Internationally!

We are very fortunate to have Sam Steele as our lead auctioneer, He uses his immense experience to add to Ray White's already stellar auction clearance rate. Having called thousands of auctions nationwide and sold billions of dollars in value, Sam understands the complexities of each individual transaction.

An award-winning auctioneer, Sam uses his in-depth knowledge across all asset categories to ensure not only stand out results for his clients, but also an enjoyable experience.

Sam prides himself on ensuring auctions are conducted with professionalism, clarity and enthusiasm and he is regularly called upon by the media for commentary in the marketplace.



# auction success

"Auction" as a method of sale is not only the tried and proven strategy for delivering outstanding results for vendors, but it is also the most effective way to build a business for savvy agents of each individual transaction.

Auctions are systematic and achieve unconditional deals within a set timeframe which gives you as an agent, a level of predictability, income and efficiency to plan and set goals.

Our hands-on approach in supporting you means you have the best tools, training and support to achieve your goals – making it a win for your clients and a win for you.





## EMAIL

Individual email account  
Connection to calendar  
Drive storage  
File sharing  
Internal chat platforms  
Backup capabilities  
Google Docs  
(word documents, spreadsheets, slides etc)



## DIGITAL

Agent websites  
Office websites  
Integration with CRM System  
Profile management  
Social Media  
(Instagram/Facebook/Twitter/LinkedIn/WeChat)

*one system*

All your real estate applications.  
Accessible anytime.  
On any device.



## OPEN HOMES

Homepass software  
Log visitors  
Bulk email/text message Integration  
with CRM System  
Reporting tools



## MARKETING

Suburb snapshots/statistics  
Pre-list kits  
Listing presentation & supporting  
documentation  
Social media content  
Email marketing platforms

# On Offer

WITH AT REALTY GROUP



## Administration Assistance



## Access to the latest Technologies



## Listing & Deal Assistance

### Administration Assistance

- Full access to our administrative team to assist your transition & beyond.
- Personalised listing kit designed for you.
- Our virtual assistant will clean and update your database as it transitions into our system.

### Technology

The latest in tech, including:

- NurtureCloud
- VaultRE
- Relab.co.nz
- Property Smarts
- ActivePipe

### Listing/Deal Assistance

- The ability to take the director to your listing presentations.
- Deal support - negotiation - Call Tom, Adam, Richie or Geoff if needed, anytime.
- Listing cover - while you are on holiday, one of the team will be able to cover your listings for you.



# NurtureCloud

NEXT GENERATION 'AI' PROSPECTIVE TECHNOLOGY

What would it mean for your GCI aspirations if you could identify a seller at least 90 days before they even planned to hit the market?

It would revolutionise your business. Right?

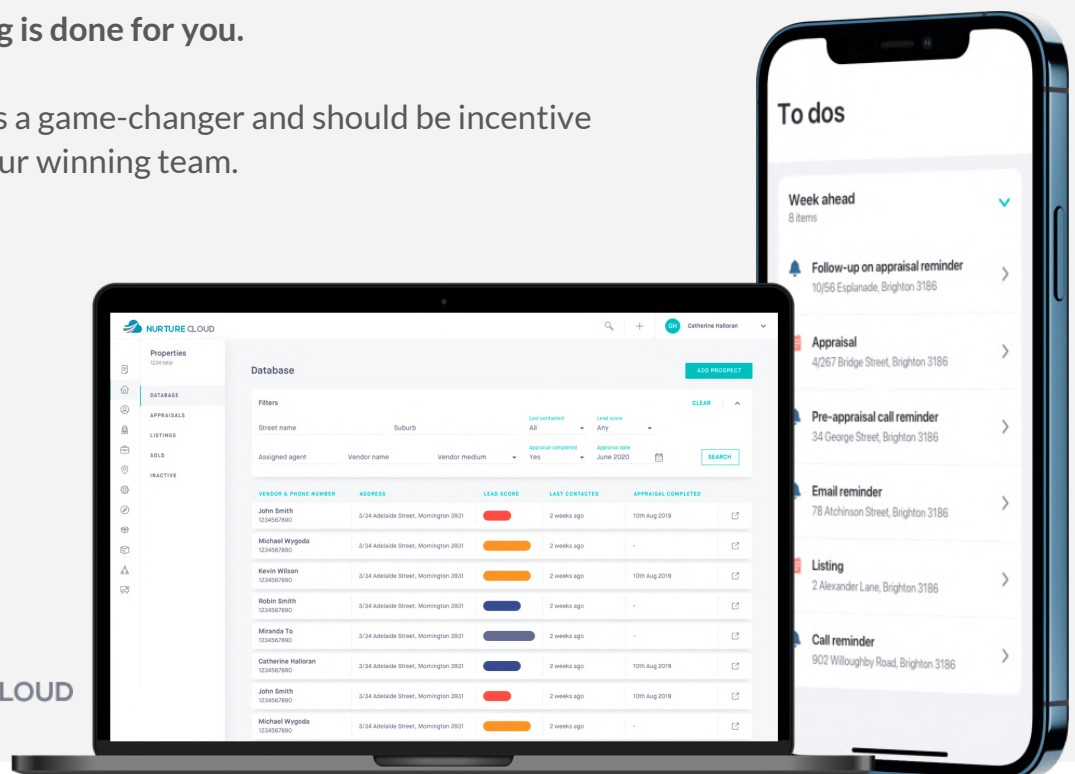
Unique to Ray White and rolled out through the A T Realty Group in August 2023, NurtureCloud has been designed to give our salespeople an extraordinary, competitive edge when identifying potential sellers in the market.

- The digital behaviours and interactions of your contacts are tracked and surfaced in NurtureCloud to provide you with *Smart Calls*.
- Promotes team efficiency - allowing agents to delegate calls to their Associates or our 3rd party call centre (Ray White Concierge).
- Automated “Magic 50” style call list via top matches in your database or by suburb.

...and much more.

The heavy lifting is done for you.

Nurture Cloud is a game-changer and should be incentive enough to join our winning team.



# Key strengths

From our team survey  
conducted in February 2024



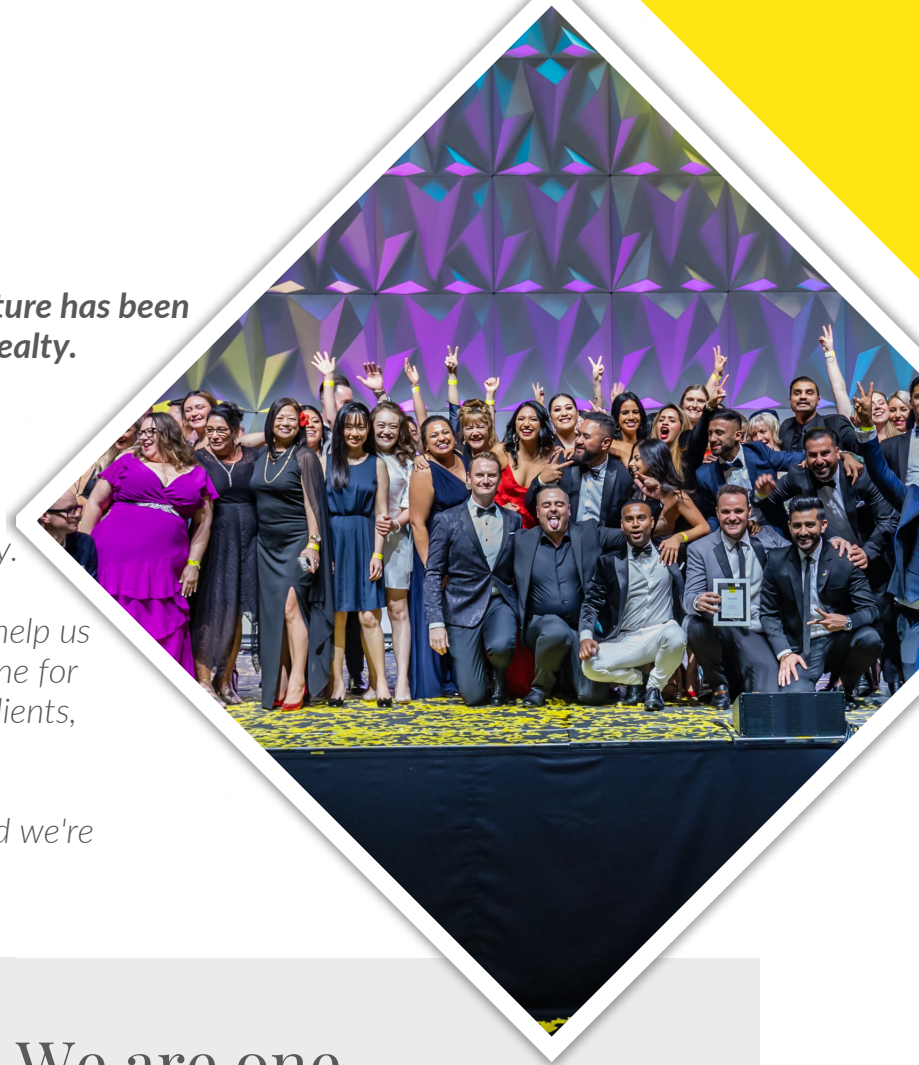
# Our Values

**Fostering a positive and energetic culture has been key to the success of Ray White A T Realty.**

*We want our people to feel inspired, supported and valued throughout their time at A T Realty and know it's important to have fun along the way.*

*Our values guide our work ethic. They help us make the right decisions and set the tone for how we interact with each other, our clients, and everyone in between.*

*We celebrate these values regularly and we're proud to share them here with you.*



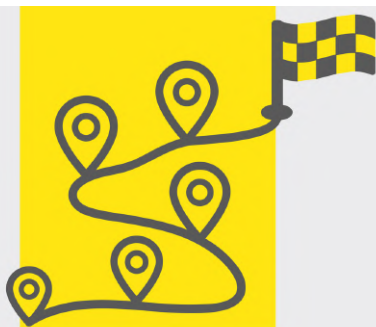
## We are one.

*We are one family, we share knowledge, learnings and experiences. We grow together,*



## Go next level.

*We've got the people, systems, and training to help you take it to the next level.*



## With you all the way.

*People are at the centre of everything we do, we're dedicated to delivering exceptional experiences and building lasting relationships.*

**Ray White**



A T Realty Limited  
Licensed (REAA 2008)

**TOM RAWSON**

027 948 9960

**RICHIE LEWIS**

021 340 401

If we sound like a fit for you, let us know.  
***We'd love to see if you are a fit for us***