

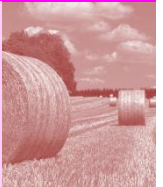
- **October is Pink Month**
- **2011 Annual Awards**
- **Our "Apple a Day 2" Winner**
- **Updated Local Property Price Guide Out Now**
- **Giving Back to our Community**
- **2011 Annual Professionals Conference**
- **Well done Warburton Football Club**
- **Why Social Media is important in Real Estate**



Your Quarterly Insight into Real Estate in the Yarra Valley

YOUR QUARTERLY REAL ESTATE UPDATE

From Andrew McMath Real Estate



October is Pink Month!

Professionals Real Estate Group is a Diamond Partner of the National Breast Cancer Foundation (NBCF). As part of our partnership, all professionals offices, including us here at Andrew McMath Real Estate, donate a portion of our earnings from the sale of every property to the NBCF.

As you can tell by the colour of our newsletter, October is the NBCF Breast Cancer Awareness Month so we are turning pink!

All our advertising will be pink for the entire month, plus our staff will be wearing pink (yes even the guys!) and we will be selling the NBCF Pink Products from our office.

We will also be holding our annual "Pink BBQ" to raise some money for the NBCF so keep an eye on our facebook page for updates of how much we have raised!



*Congratulations
Matt!*

Congratulations to Matt who won an Apple Ipad 2 just for entering the Professionals "Apple a Day 2" Competition. Keep watching for our next exciting competition "Christmas on the Professionals!"

2011 Annual Awards

Yarra Junction take out top awards for the Eastern States at Annual Awards

Andrew McMath Real Estate and our sales team has been named as being among the nation's elite sales professionals.

Our office was named the winner of Professionals Real Estate Group's **Top Office of the Year** for the East Coast of Australia at last month's annual awards night held in Sydney.

Our office won against over 100 other Professionals offices throughout the east coast of Australia for the honour and we are thrilled to receive the award.

We are very proud of what we have achieved this year and would like to thank the Yarra Valley Community for their support. Real Estate Agents throughout the Professionals Network are very competitive and it is a major achievement for us to win one of the group's major awards.

It is great to be recognised outside of the state level and these awards are in recognition of a standard of excellence in property that is among the best in the nation.

Our Sales Agents also had a fantastic night taking away many different awards. It was great to see all our agents in the top 10% of the East Coast of Australia and also for our Sales Manager, Ashleigh Hall, to be placed in the Top 3 Agents for the East Coast of Australia. For a full list, have a look at the awards page on our new website.



Left: Our team receiving our "Top Office" Award!



Right: Having fun with our own pretend magazine cover!

Giving Back to Our Community!

Here at Andrew McMath Real Estate we love to be able to support the community that supports us. This year we have been able to donate lots of money to various local sporting & community groups, as well as provide sponsorship to many different clubs. Recently we have supported the following groups either financially or by offering a service such as promotional signage;

- Yarra Junction Primary School
- Police Golf Day at Warburton
- All Saints Pre-School
- Gladysdale Primary School
- Warburton Millgrove Cricket Club
- Yarra Junction Football Club
- Warburton Millgrove Football Club
- Yarra Junction Cricket Club
- Warburton Bowls Club
- Warburton Golf & Sporting Club
- Woori Yallock Football Club
- Hoddles Creek Football Club

Also, if you list and sell your property with us, we will donate \$500 to your local sporting or community group. By doing this, we have donated money to many different groups this year;

- \$2000 to Warburton Golf & Sporting Club.
- \$1000 to Warburton Football Club.
- \$1000 to Powelltown Football Club.
- \$500 to Yarra Junction Primary School



Why is Social Media Important in Real Estate?

Answer: Because its important to everyone else!

If we think about how not only the younger generation, but also the older, want to search for the things they need, they are now using the Internet, Facebook and search engines such as Google & You Tube!

Keep in mind that babies that are now turning 18 have never known a world without the internet and babies born in the last 5 years have never been in a world without Facebook.

Along with the traditional means of searching for property, Andrew McMath Real Estate promote all our properties via many different social media sites.

This has been made even easier recently when we introduced Quick Response (QR) codes on all our brochures, For Sale Boards & Window Cards!

Take a look at our Facebook, Twitter, YouTube & Flickr pages and see how you can search for property and also promote your property via Social Media!

2011 Annual Professionals Conference

Last month, while in Sydney for the Annual Awards night, our sales team stayed back for a few days and attended the Annual Salesperson Conference.

Along with hundreds of other salespeople from the Professionals Group, they attended seminars and workshops on ways to help their vendors & purchasers. They have come back with many new ideas which they are all in the process of implementing now.

Held annually, the Professionals Conference is a great way to ensure that our team stays up with the new developments in real estate and new technologies used to market properties.

Right: Ash was asked to be one of the speakers at this year's conference

Left: Kate giving a donation to Yarra Junction Primary School Principal Chris Thomas



Well Done Chris!

Well done to Chris Lord from our office and the boys from Warburton Millgrove Football Netball Club on their recent Reserves Premiership Win!



Photos from the Upper Yarra Mail 27 September 2011

NBCF Update

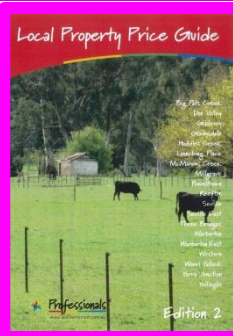
The Professionals Group Have Now Donated Over

\$1,712,874.25

to the National Breast Cancer Foundation



Along with all other Professionals Offices, we **always** donate a portion of commission from each sale to the NBCF.



Local Property Price Guide

Edition 2 Now Available

Our most recent edition of the Yarra Valley's Local Property Price Guide is now available from our office. These guides detail every reported house sale in our area for the past 6 months. If you have not received your copy, contact our office and we will mail you one today.



Andrew McMath Licensed Agent	Lyndal McMath-Hall Licensed Agent	Ashleigh Hall Sales Manager	Wendy Adams Licensed Agent	Melinda Darwall Licensed Agent	Chris Lord Sales Consultant	Kate Davis Sales Consultant	Mia McKay Administration	Charlene Love Administration	Kristen Johnston Photographer
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