

SE Domain
HD **People, not land and easements**

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IN 32 years the McGrath **Group** has grown from a one-man shop to a **company** that hit \$10.1 bn in **residential** sales at June 2014.

In 2013 the **company** launched its **China** Desk and November sales figures hit \$1.163, an all-time high.

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In 2007, McGrath joined Apple to develop a real **estate** podcast, an Australian first.

And of course its chief was also the founding judge of The Block.

But none of this gets owner John McGrath out of bed in the mornings.

What motivates him are people, typified by a tiny ad in a Central Coast paper from a grateful 80-year-old client who congratulated the team for all their help in her **property sale**.

"Real **estate** is not much about land and easements but it does have a lot to do with people," Mr McGrath told 90 business guests and clients at last week's breakfast to launch the new office at Rouse Hill Town Centre.

"Every time we open a new office - there are now 61 across the eastern seaboard - I feel the same rush of fear and excitement," he said.

The **Group** chose the Rouse Hill **site** because it was an area "whose time has come".

"This is not just a franchise, this is a partnership with the community," he said.

Mr McGrath also spoke of the future of real **estate** — a very positive one in his view — discounting the reported "bubble".

"The recent pace of growth is not sustainable but I still predict a 5-10 per cent growth in Sydney, with south-east Queensland being the real mover over the next 3-5 years."

Mr McGrath also outlined four main themes driving real **estate**'s future: the continued growth of the **China** market, the importance of first-time buyers and investors, the emergence of the prestige market and the creation of urban hubs as infrastructure unlocks pockets of Sydney, all covered in more detail in the just-released McGrath Report 2014.

IN irreal : Residential Real Estate | i85 : Real Estate Transactions | icre : Real Estate/Construction | ireest : Real Estate

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