

The Advertiser

SE Business
HD Real estate agents launch new brand in SA market

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THEY'VE won numerous awards in their relatively short real estate careers and now Alex Ouwers and Nathan Casserly are launching their own brand in the market.

The Ouwers Casserly Real Estate directors this weekend launch their new brand and Mr Ouwers said the new year was the perfect time for their new venture.

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"It's a time when the real estate industry is changing and we thought we could create a new brand that was very connected to the SA marketplace," Mr Ouwers said.

Mr Ouwers, 35, started in real estate in 2006 and Mr Casserly, 35, in 2007 and the pair launched Harcourts Ouwers Casserly in November 2011.

Mr Ouwers said that agency had sold between \$250 million and \$300 million worth of SA residential property in their first two years.

The agency also won numerous awards including City/Eastern Agent of the Year and Best New Agency awards at the 2012 REISA Awards for Excellence and Auction Office of the Year at the Society of Auctioneers and Appraisers 2012 awards.

The agents' new company, Ouwers Casserly Real Estate, currently employs more than 50 staff across its Henley Beach, Adelaide and Collinswood offices, and the company manages more than 1000 properties.

"We're really fortunate that we've managed to grow our company in a marketplace that has been quite challenging," Mr Ouwers said.

The launch of a new brand means a whole new look for the pair and Mr Casserly said they consulted local advertising agency Showpony Advertising to create the right image for their new brand.

"We searched all over Australia and were prepared to travel internationally to work with the right people, and the good thing is that we came back to a local South Australian brand that has a lot of experience with real estate marketing," he said.

Mr Casserly said it made sense for the pair to capitalise on the brand recognition their names already attracted.

"My father's been in real estate in the Adelaide marketplace for over 40 years and the Ouwers name has been associated in the legal field and, in particular, property law, for about the same time, so there is a lot of goodwill in our name," Mr Casserly said.

Mr Ouwers said the company's strong ties with the Chinese market was a key driver behind Harcourts Ouwers Casserly's success, particularly in the top end of the market, and their new company would build on this connection.

"We have a strong presence in the international marketplace and we really think that that mix of our new brand being based locally but with those international connections brings the highest prices and the best service to our vendors," Mr Ouwens said.

Mr Casserly said the duo were appreciative of their experience at Harcourts. "We owe a lot to Harcourts and have a lot of respect for what they've achieved," Mr Casserly said. "We've grown up through Harcourts and I think they must be quite proud of what we've achieved."

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