



New agency set to shake up the market

Mooney Real Estate was opened in June 2016 by local real estate agent Peggy Willcox, who had the desire to create a boutique real estate agency centred on the client's needs and the overall customer experience.

"I really wanted to create an agency that I could be proud to be a part of rather than where fast turnover of properties was placed as priority over the wellbeing of the client," Peggy said.

"I am not seeking to be the biggest agency in town, this would actually detract from my vision for the business; rather I want a business with solid clients and properties where the whole experience is 'as it should be'.

"I am actually more than happy to walk away from business that detracts from my vision; not everyone will be my ideal client whether it is on a moral level or a hundred other reasons, and likewise I will not be everyone's ideal agent but I will be the best I can possibly be to those that I am lucky enough to work with

and for. Definitely the old saying 'quality over quantity' comes to mind which I believe is the basis for most boutique businesses.

"I believe that to be successful you need to stand out from the crowd and push boundaries, whether they are setting new customer service standards (such as by being available to my clients 24 hours a day, seven days week) or by embracing new technology I plan to be at the front of it and fighting for change to make the industry better for everyone.

"We have had so much fun over the past two months creating a brand that is feminine but strong, and embodies everything that I needed my brand to be.

"We are currently running a series of promotions to help build brand awareness including tagging a picture of our 'Mooney Mobiles' on Facebook, and we also have two completely vinyl wrapped cars driving around town which are turning some heads!"

Mooney Real Estate is located at 3/354 High Street. For more information, call 0466 667 377.

Mooney Real Estate

3/354 High Street, Penrith

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🌐 www.mooneyre.com.au



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REAL ESTATE

REAL ESTATE AS IT SHOULD BE