

PRESS RELEASE FOR IMMEDIATE RELEASE: 15th September 2017

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Melbourne, 15th September 2017 - The 2017 annual REIV Awards for Excellence were announced last night, recognising those real estate agencies in Victoria who have delivered exceptional results to the property industry. Allard Shelton were awarded the best office site marketing campaign (under \$20,000) for 9-11 Palmerston Crescent South Melbourne; a property that went through an earlier marketing campaign with an international agency but failed to sell. The winning marketing campaign for the sale of 9-11 Palmerston Crescent South Melbourne was facilitated by three of Allard Shelton's Directors, James Gregson, Michael Ryan and Joseph Walton. "We strategically repositioned this property in the market and broadened its appeal with an outstanding marketing campaign driven by our experienced team. This ultimately saw the vendors achieve approximately \$500,000 more than the best offer submitted through our competitor's campaign." stated Mr. Gregson. Allard Shelton, who are currently undergoing rapid growth and increasing their market share within Victoria, are a consistent recipient of awards at this prestigious event and are also finalists for the Gold Award for Excellence which will be presented at the REIV Awards for Excellence on Thursday 26 October. This award recognises the best campaign of all submissions across all categories. Over the course of the past decade Allard Shelton have been a finalist on 25 occasions and have won awards in a variety of categories 6 times, along with an overall prestigious Award for Excellence in 2014. "We have exceptional people in place driving our business and are growing not only in size but also capability and insight." commented Mr. Ryan "It is our team's on-point, competitive marketing campaigns that help convert real estate opportunities into the best value for our clients and we are very proud to receive this award in honour of our success." This year, Allard Shelton were also finalists in 3 other categories for Best Sales Campaign: Best Retail Sales Campaign budget (under \$20,000): 168 Main street, Croydon (Joseph Walton, Michael Ryan & James Gregson) Best Retail Sales Campaign budget (over \$20,000): 19-21 Douglas Parade, Williamstown (Michael Ryan, James Gregson, Joseph Walton) Best Development Site/Specialised Property Sales Campaign budget (under \$20,000): 1 Victoria Avenue, Albert Park (Michael Ryan, James Gregson, Joseph Walton)

About Allard Shelton Pty. Ltd. Allard Shelton Pty. Ltd. is a Melbourne based real estate agency established in 1884 and is one of Australia's longest standing property firms. The Company offers services to both vendors and sellers in property sales, leasing, appraisals and property management. Allard Shelton is one of Melbourne's most trusted agencies, with a vast network of long term, high profile clients for whom they provide tailored agency services, consulting and property investment guidance. [www.allardshelton.com.au](http://www.allardshelton.com.au) For interview enquiries or further information please contact: Sandra Coia at SL Media e: [sandra@slmedia.com.au](mailto:sandra@slmedia.com.au) p: 0418176375

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