

On Friday night, Ayre Real Estate took out the Innovation Award at the prestigious Real Estate Institute of New South Wales (REINSW) Awards for Excellence in 2020. Held virtually due to Covid, the 18 month old agency group, founded by Adrian Wilson and alongside business partners Craig Donohue and Kate Sommerville, were awarded for their innovative approach to the Sydney City apartment market. Ayre Real Estate launched in June 2019, with offices in Sydney's Hyde Park and Millers Point precincts with a promise to deliver an apartment focused agency for the city and inner-city apartment market. Earlier this year they were also awarded Best New Office of the Year in the national Real Estate Business Awards. Adrian Wilson says, "We're thrilled to have taken out the Innovation Award this year. Our approach to the Sydney City property market is unique and being apartment-focused really allows us to provide our clients whether they be vendors, buyers, landlords, or tenants with the highest level of service and expertise in the area. I'm really proud of what our growing team has been able to achieve to date and of course be recognised by our industry peers. Here's to a bigger and better 2021!" Adrian's top five predictions for 2021: Clearance rates to stay strong (circa 70-75%) provided stock remains around the same levels. Government stimulus and interest rates to be attractive and spur buyers to act. Improvement of Covid cases linked to more people out and about looking at property as an investment option. Less income being spent on travel and entertainment so more disposable income being spent on renovating or upgrading. Market stabilising until the end of job keeper and mortgage relief. About the REINSW Awards for Excellence: Now into its third decade, the Awards for Excellence is a prestigious and respected industry awards in NSW and recognises the best, bravest and brightest work across the industry. REINSW President, Leanne Pilkington, said this year the Awards for Excellence was bigger than ever despite the COVID-19 pandemic which brought the industry's usual working practices to a virtual standstill. There were 11 agency categories and 12 individual categories in 2020 including a new Business Development Manager category and the Residential Property Manager's Award being renamed to the Tim Anderson OAM Residential Property Manager Award. About Ayre Real Estate: Ayre Real Estate has been founded by multi-award-winning Real Estate Agent, Adrian Wilson, a pioneer in the Sydney City apartment market with nearly 20 years' experience and perhaps one of the most strategic thought leaders in the industry. The Sydney City apartment specialists deliver apartment focused services that are smarter and simpler, yet deliver beyond expectations for both owners and landlords while elevating the lives of the clients and communities they work in. [ayre.com.au](http://ayre.com.au)

**Contacts**

Lisa Solomons

mailto: