

Sydney City's leading agent returns to Agency Adrian Wilson launches Ayre Real Estate – a new way of doing business in the apartment market

Media Release - 6 June 2019 Multi-award winning Real Estate Agent and entrepreneur Adrian Wilson has today launched an innovative apartment focused agency, Ayre Real Estate. Situated on the ground floor of the exclusive Sheraton On The Park hotel, the new venture by Wilson is a strategic move to offer specialised services to the premium apartment market, an area which Wilson believes has significant opportunity for improvement in the level of service, quality of marketing and specialist advice for apartment owners in this growing segment. Adrian Wilson, Founder and Principal of Ayre Real Estate says, "Buying, selling, renting or investing in apartments requires a completely different strategy to typical houses. The common agency structure does not cater well enough for the differences in approach required in order to achieve the best results for these owners. Ayre was created to fill a significant service gap in the Sydney property market at a time when apartment living is in its prime." Adrian plans to utilise his experience as well as learnings from an Executive MBA at UTS, consulting experience to several developers and a prior executive placement for an ASX listed property company, to propel the new agency's growth. Adrian is perhaps one of the most forward-thinking and well-rounded agents the industry. The former founder of Wilson Property Agents is no stranger to the apartment market or to launching a new agency in a softer market. Back in 2008, Wilson opened his first agency on Hyde Park which went from strength to strength and was twice named one of the fastest growing companies in Australia by BRW Fast 100 awards operating from two prominent offices in Sydney City. Amongst other accolades, Wilson Property Agents was awarded two Agency of the Year REINSW Awards for Excellence as well as Boutique Independent Agency of the Year by the Real Estate Business Awards, plus they took out the REINSW Digital Marketing Award prior to acquiring another agency business and then successfully exiting the company via an off-market acquisition in 2014. "There is a significant number of brand-new apartment developments which have recently been completed, are in planning or nearing settlement. These developments, alongside existing residential buildings, tend to be located and offer an attractive lifestyle or investment, especially for downsizers wanting the convenience of inner-city living or a buzzing urban village. Sydney City apartments attract strong interest from owner occupiers, investors, renters and off-plan purchasers, which means the market is more resilient during softer periods due to continued demand across all market segments" said Wilson. "The market for high quality, well located prestige apartments continues to remain relatively strong despite general market conditions. We are very excited to be leading the charge on providing a higher level of service to this market segment and believe the future prospects for our clients in this market are extremely positive," added Wilson. 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, delivers 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 For further information, images or to request an interview with Adrian Wilson, please contact 360 PR: Rachel King | rachel@360pr.com.au | 02 9571 4448

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