

AWARD WINNING

LOCALLY OWNED AND OPERATED PEARD REAL ESTATE IS RECOGNISED AS A NATIONAL INDUSTRY LEADER
IN MARKETING, INNOVATION, COMMUNITY CONTRIBUTION AND EMPLOYEE RELATIONS



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PEARD REAL ESTATE WINS FOUR PRESTIGIOUS NATIONAL BUSINESS AWARDS

The Peard Real Estate Group, the largest independent non-franchise real estate group in Western Australia, has been recognised as an ABA 100 Winner in The Australian Business Awards for the categories of Marketing Excellence, Innovation, Employer of Choice and Community Contribution.

The Australian Business Awards are a national, all-encompassing awards program honouring Australia's business, innovation and technology leaders through the recognition of their ground-breaking vision, innovative products and exemplary execution of projects, technologies, service, programs, systems and other initiatives. The program engages with leading corporate, government and non-government organisations providing regional recognition with a global significance through an established set of business and product award categories.

Peter Peard, CEO of the Peard Real Estate Group said that the company is delighted to receive these four prestigious awards.

"These awards confirm that Peard Real Estate is setting the highest business standards not only in Western Australia but also nationally.

"In particular, we are delighted to have won the awards for Marketing Excellence and Innovation since our company takes great pride in employing cutting edge marketing strategies for our clients, evident in initiatives like our new PRIMO Life magazine.

"These new marketing initiatives embraced by our company over the last year propelled total value of property sold for the Peard Real Estate Group to a record \$1.6 billion during the last financial year," he said.

The Employer of Choice award reflects the substantial investment the company has made in effective employee recruitment, engagement and retention. Mr Peard says the "Peard Culture" has been built on creating a workplace that is rewarding, motivational and productive.

"Our staff regularly enjoy an array of awards functions, bonus programs, incentive trips, training and personal development opportunities.

"In particular, ventures like our new Peard Career Centre (PCC) which is a dedicated training school for New Sales Associates is setting a benchmark in the industry for training and development," he said.

It is now the fourth year that Peard Real Estate have received the Community Contribution award and can be accredited to the many charities, schools and sporting associations each of their staff are involved in. In particular, The Peard Real Estate Fitness Challenge for Telethon that to date has raised over \$80,000 for WA children.

Conducted annually, The Australian Business Awards are now in their ninth year with one hundred winners ("The ABA100") announced in a variety of established categories across all industries. Working continuously to develop a robust and dynamic framework of assessment, organisations are able to review their business and product performance, identify their strengths in a growing knowledge economy and ultimately provide a platform for reputation enhancement and brand exposure by publicly acknowledging organisations for their valuable contributions and innovative products.

Ms Tara Johnston, Program Director, says, "With a modernised economy we are experiencing notable change in business with new market and social needs expanding rapidly. The ABA100 Winners are reflective of a nation-wide commitment to innovation and improvement, with the award honouring their evident traction within their respective industries.

"As markets become more informed, organisations are required to be responsive and dynamic in order to create functional, sustainable processes and future-proof products. The program places value on a proactive approach to instigating long-term solutions and generating positive outcomes to ensure a bright economic future for Australians, through the recognition of demonstrated commitment to putting bold ideas into motion and creating products that matter," Ms Johnston added.

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