

Ray White branches out to business sales

By REBECCA MARSHALL

THE Sunshine Coast will be the testing ground for a potential business model expansion for real estate group Ray White.

A new division dedicated to business sales has recently been established, led by former sales manager at Encompass Business Sales, Brendan Ford.

"I've been doing business sales for a number of years on the Coast," he said. "I spoke with Brett (Graham, principal) because I could see a lot of synergy between the services he has in residential, commercial, property management and finance and business sales just made sense as another division.

"There isn't a business sales division anywhere in Ray White, so we will model it to see how it goes and all going well, we'll look to take it further."

Mr Ford, who is based in Ocean Street Maroochydore and works with a team of two others, said he had great confidence in the business sales market.

"The last 12 months have been the busiest and best I've had," he said. "I think a lot of that can be attributed to changing strategy.

"You need to take a differ-



NEW DIRECTION: Bob Brummell from ENACT and Brendan Ford from Ray White. The agency is trialling a business sales division.

PHOTO: BARRY LEDDICOAT/183351

rent strategy to sell businesses. Follow-ups are really important with buyers, I've run a few different marketing avenues and I do open for inspections on businesses, because I know it works well with houses.

"You can't do it all the time, because often staff

won't know the business is for sale. But for me, time management is critical because I have back-to-back appointments, so if I can take five clients through in one hour, it works better."

Mr Ford said his average sale time was three weeks, about half the market aver-

age. He said business buyers were commonly those who had recently lost jobs.

"A lot of people are buying businesses, but not in a panic frame of mind, it's more common sense," he said. "People now are realising it's much safer to be in business for yourself and pay yourself

wages as opposed to working for someone else where you can be made redundant any time. They need support from professionals. I deal heavily with Enact Business Architects, and we are starting a business seminar series on July 14 to help business owners."

Winter is just perfect for joint antiques venture

TWO friends have taken their love of antiques, collectables and bric-a-brac to new heights, thumbed their noses at the current economic outlook and opened an antiques business in Maleny.

Debby McParland and Belinda Plank, both long-time Maleny residents, have joined forces to lease a shared business space in Maple Street in Maleny's CBD.

Located behind Peace of Green, Belinda's Maleny Treasures and Debby's Maleny Country Antiques and Collectables are sharing space under



NEW STORE: Celebrating the opening.

the one roof in a new joint undertaking.

The retail space is part of the old

Obi Markets complex, which had lain unused for several years before being recently bought by Sue Lamond from long-time Maleny entrepreneur Mary Nagy.

Ms Lamond is refurbishing the retail areas which should see shop and market space in operation by August.

But Belinda and Debby's business is already up and running, having officially opened last Wednesday. It will trade between 10am and 5pm from Wednesday through to Sunday.

"We have plenty of stock and we welcome browsers," Debby said.

"We are keen to buy items as well as having pieces displayed on consignment."

Belinda said the pair collects stock from a range of sources.

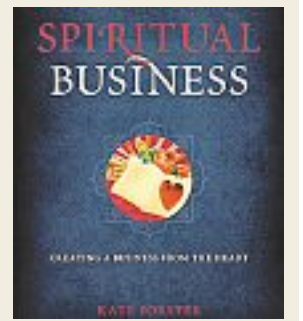
"People come to us or we go out to their homes," she said.

"We look for anything we think will be appealing."

Belinda, who also manages a B&B, said winter was the perfect time to launch a new business like this in the hinterland town.

"Winter is Maleny's highest peak for tourists," she said.

BOOK REVIEW



KATE Forster says it would be a "karmic crime against humanity" if she did not share the way she learned to run a spiritual business.

And so, her book *Spiritual Business: Creating a Business From The Heart*, was born.

Casting aside judgement Forster says you don't have to wear crushed velvet skirts to embrace the concept.

She defines spirituality as an understanding of herself and how everything around her interconnects.

The book chronicles the results of a year-long experiment to introduce everything from shamanism, aromatherapy and New Age to Zen, occultism and Eastern philosophy into her marketing and graphic design business.

After 12 months, Forster realised she felt freer to make business decisions based on instinct rather than reason, able to recognise what specific tasks were worth putting energy into and more conscious of negative self-talk.

The book is filled with practical exercises to define business values, inspiration and mission.

There are tips on hiring, marketing and creating a happy work environment contained in a quirkily-designed package.

The book is published by Dogma Publishing, RRP \$49.95. The website is www.spiritualbusiness.com.au

■ **WIN WIN WIN:** MyBusiness has one copy of the book to give away. Simply email business@scnews.com.au explaining why you want to win, before 4pm July 14.

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