

MEDIA RELEASE

21 June 2022

THE AGENCY OPENS EXCLUSIVE GALLERY IN THE HEART OF PERTH'S AFFLUENT WESTERN SUBURBS

- **The Agency grows its presence in Perth's exclusive Western Suburbs with a new gallery located in Claremont**
- **Clients use touch screens to view and explore prestige properties and projects**
- **Doubles as an art gallery with artwork displayed to be constantly rotated**
- **Western Suburbs-focused property partner Mark Anderson and The Agency Projects team, headed by Daniel-Paul Filippi, to be based at the gallery**
- **The Agency plans to significantly build the Western Suburbs team in coming months**



National real estate company The Agency Group Australia ("The Agency" or "the Company") has established a significant presence in Perth's exclusive Western Suburbs – the "Golden Triangle".

The Company has officially opened a new, state-of-the-art gallery on Bay View Terrace opposite the Claremont Quarter, a luxury shopping complex, located in the heart of the Western Suburbs.

In line with The Agency Group's innovative approach to selling and marketing properties, the space doubles as an art gallery where prestige properties and artworks will share equal billing. Artwork displayed, which will be constantly rotated, is currently showcasing works by students from Curtin University.

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Attending the recent opening of the new gallery, The Agency Group Executive Director Paul Niardone said:

“This gallery sets a benchmark for sophistication in the Perth real estate industry and further highlights The Agency Group’s highly innovative approach to selling properties.

“It provides clients with a relaxed setting to view and explore prestige properties and projects using touch screens with artwork in a minimalist setting, replacing tired desks and cluttered filing cabinets.

“With the right team, the right location and the best-looking real estate/art gallery in the country, there is no better time to grow our presence in this important market.”

Newly recruited and highly experienced property partner Mark Anderson will be based at the Bay View Terrace gallery. Mr Anderson is recognised as one of Western Australia’s leading agents with a career spanning over thirty years specialising in selling property in Nedlands and Dalkeith.

Mr Anderson has gained a reputation as a highly experienced selling agent and marketer specialising in the western suburbs for over 30 years being directly involved in helping over 1000 customers buy and sell their properties since 1991.

Mr Anderson - a long-time resident of the area - has previously been a director of several western suburbs real estate companies and is now looking forward to doing what he loves the most - help local sellers and buyers achieve their property goals and leaving the behind-the-scenes administration to his support partner at The Agency.

The Agency Projects team, headed by Daniel-Paul Filippi will also be based at the gallery. Mr Filippi is an experienced project marketing and sales specialist providing advisory services in project marketing and sales strategy to built-form developers. A well-respected project marketer, he has worked with some of the largest property marketers and developers in the state.

Mr Filippi is excited to be able to offer small to medium developers the opportunity to show case their projects using state of the art touch screen technology, previously only available to large developments. The space will be used to host projects launches buyer information event s and investor and down-sizer seminars

The Company anticipates more property partners to join the team in the coming months as it continues to build its Western Suburbs presence.

If you require further information, please contact:

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