

# Opening a high in topsy-turvy year

## MOVERS & SHAKERS

Brian White

**T**HIS year has been the most unsettled in Brian White's memory.

But the chairman of Ray White is ever the optimist, just like many of his real estate compatriots.

"This year has been the most topsy-turvy I've ever experienced," he said.

"It gives an indication of how quickly things can change.

"But one of the things we always rely on is that it's a needs market. The buying and selling of your own home and where you live etcetera is one of the fundamentals.

"No matter what the market, there is still an enormous amount of activity that takes place.

"We expect next year will be quite a good year. The interest rate increases have been not unexpected. The market has been strong in recent months.

"But I would prefer to have the markets even out rather than have an intense boom or a shocking hangover.

"We're pretty comfortable about where everything's at right now.

"We will continue to push our potential and keep charging at it. And underneath it all, you've got to provide first-class service to the community.



**TRYING TIMES:** Ray White chairman Brian White said 2009 has been the most unpredictable in his memory. But he remains optimistic about the future.

PHOTO: CADE MOONEY/186999

"We never want to get way from focusing on making that better."

Mr White joked that his role with the company these days was simply about attending office openings, one of which drew him to Minyama last week for the Ray White Lifestyle launch (*more page 28*).

"It's always a terrific thrill

to see a new business open," he said.

"The joy never lessens.

"We are quite excited about our momentum on the Coast, it is very important to us."

Ray White has been passed through four generations since it began life in 1902.

Today, it has almost 1000 offices, approaching 8000 staff and

a group turnover of \$25 billion per year. Mr White shed some light on the secret to building a brand as big as Ray White.

"Family values is our base and something we focus on to a great degree," he said.

"The fourth generation is in place, plus we have an incredibly good executive team which is quite superb."