

TOP AGENT

MAGAZINE



CRAIG KERR

CRAIG KERR

With an easy-going attitude and patient nature, Craig Kerr felt that real estate would be the perfect career path. He was right: since 1999, he's grown his business to astounding heights. Serving the Mildura area of Victoria, he is CEO and Auctioneer at Ray White and continues to deliver superior service to his clients. Being a child of 13, Craig developed the ability to communicate and problem solve at an early age. Family is important to him and he can say with pride that he is close to all of his siblings. These experiences and skills combined to make him an expert Realtor. Mildura lies on the Murray River, on the border of Victoria and New South Wales. Craig is licensed in both states and very familiar with properties on both sides of the river. He was an Alan White Premier Member in 2010, 2012, 2013 and 2014, and 2015 looks like it will be the company's most successful year yet!



It is Craig's focus on technology that sets him apart. He understands the importance of quick communication and customer service, and utilizes tools to help him keep up with clients. "Buyers have become very



well-informed in the marketplace and search far and wide for their desired property. Vendors require an agency that can ‘market to the world’ to give their property an edge on the competition when selling,”

Craig says. “Every property we list at Ray White Mildura has the advantage of our extensive worldwide database of buyers, and that’s something that no other agency can match.” This creates the opportunity



for the best results for all of his clients.

Craig continues to receive reviews praising him for his work ethic and skill. One client recently said, “Craig has been fabulous. He was in the know regarding prospective buyers and my property sold with just 1 open! Craig follows up everything in a timely manner and is always polite and willing to answer questions throughout the process.” He

continually aims to go above and beyond his clients’ expectations, and it is clear through his testimonials that he is doing so.

His motto is simple: “you only get one life, so live it well.” It allows him to remember what is important in life and to keep his priorities in order. One of his priorities is running an office that has a positive environment. “We are extremely proud of the culture in our office,”



he says. Each year, he takes the team out of the office to discuss what they want the future of the company to look like, and what they should work on improving. “We run our business on the platforms of ‘respect for others’ and ‘continuous improvement.’” Craig values a collaborative team, so he is always asking for input from the team. Everyone in the office feels involved and important.

In addition to his focus on real

estate, he is also determined to give back to the community. Ray White Mildura has a school partnership program with local primary schools, donating book vouchers to children nominated by their school. Last year, they also built a plaster wall on wheels during Christmas and set it up in the mall for people to write messages to their loved ones and make gold coin donations to a local charity. It was a huge success and well received by the public.

“WE RUN OUR BUSINESS ON THE PLATFORMS OF ‘RESPECT FOR OTHERS’ AND ‘CONTINUOUS IMPROVEMENT.’”



For Craig, real estate is a passion. He can't think of anything he would rather be doing, and is looking forward to years of continuous growth. His goal is to give his clients an experience to remember, one that

they will look back on and feel happy about. “We believe it should be a rewarding experience so they will recommend us to family and friends. We pride ourselves in keeping clients up to date and informed.”

FOR MORE INFORMATION ABOUT
CRAIG KERR OF RAY WHITE MILDURA,
PLEASE CALL 427-700-450 OR EMAIL
CRAIG.KERR@RAYWHITE.COM