

# RAY WHITE Insight

Monday, 9 May 2022 5:00pm

We are excited to invite you to attend the Ray White Insight Online. We will be joined by Dan White, Managing Director of Ray White group and fourth generation family member of the business, followed by Carey Smith, CEO of Ray White New Zealand. Carey will be taking us through Ray White New Zealand history, the present and market share. We are also proud to welcome Mark Mcleod, CEO of Growth Ray White Group and longstanding honorary member of New Zealand talking about performance.

Daniel Coulson, COO of Ray White New Zealand will provide an introduction to our Corporate team and the Ray White network while Treena Drinnan, CAO Ray White New Zealand will share an overview of how we keep you safe with compliance and how we recognise performance through our recognition program.

National Training Manager for Ray White New Zealand, Ben East will present on the training offering to our members and Hanna Kelly, Head of Marketing Ray White New Zealand will share the marketing assets and strength the group provide. We also have Sam Steele, Lead Auctioneer for Ray White New Zealand who will present on auctions.

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## Dan White, Managing Director Ray White Group

*Dan is a 4th Generation White Family member and joined the White family group shortly after he began his career in the banking sector and graduating with a combined Commerce and Laws degree from the University of Queensland. Dan formed White & Partners in 2002, a property investment and advisory business that creates value to the White family and co-investors by partnering with sector experts, as well as providing trusted strategic advice to government, institutions and corporate tenants. Dan became part of the executive team at Ray White in 2008 and initially focussed on the development of the commercial network and prestige sales, before taking a broader leadership role for the group as managing director in 2015.*

## Carey Smith, CEO Ray White New Zealand

*Becoming involved in the real estate industry at the age of 17, Carey's real estate career has predominantly been with the Ray White Group as a salesperson, franchise owner, development manager and since 1998 as the Chief Executive of New Zealand operations. His corporate career started in Sydney with Ray White in late 1989 as a development manager and auctioneer. In 1994, after running a business for two years, he became involved with the Western Australian operations of Ray White to amalgamate and merge Mair & Co and Peet & Co into the brand of Ray White. In 1996, Carey came to New Zealand on behalf of Ray White when the company traded through NZ with 58 offices as United Realty. In late 1998 he took leadership of the operation with the conversion through to Ray White United and subsequently Ray White Real Estate. Carey has a specialised understanding of family business and succession and has studied at Harvard Business School completing the OPM course and graduating in 2018.*

## Mark Mcleod, CEO of Growth Ray White Group

*Mark has had a huge impact on Ray White. His processes and training bring tangible financial and structural rewards to our businesses. He began with us as a salesperson, then worked in the corporate team in the early formation of our network. He has been a Director of Ray White*

*Surfers Paradise Group during its great growth period and then conducted his own consulting business before returning to the Group in 2007 to head up our entire skills development programme. Mark's specialty is understanding and delivering structure and proper process in the conduct of an agency business and of individual salespersons careers. His great moment came with the unassailable proof that his direction delivers wonderful financial rewards to our owners and their teams. In his downtime he enjoys jet-setting to new and wondrous cities.*

#### **Daniel Coulson, COO Ray White New Zealand**

*Daniel has a successful track record in the area of leadership together with change management, and has undertaken important areas that influence, strategise, and help the company collaborate to higher levels of performance. Since 2008, Daniel has worked both at a 'front-line' level where he personally auctioned in excess of 5,000 properties, as well as at a strategic level across multiple market sectors in national roles working with franchises, offices and salespeople to grow their businesses and market share. Daniel has been recognised on multiple occasions for his auctioneering achievements by both the Real Estate Institute of New Zealand as well as the Real Estate Institute of Australasia.*

#### **Treena Drinnan, CAO Ray White New Zealand**

*With over 24 years experience in management, marketing, administration, and franchising of real estate it is fair to say Treena found her calling at an early age, and people and property remain her passion today. A licensed agent in her own right, Treena has held senior management roles for various Australasian real estate franchises throughout her extensive career. Bringing a vast array of real estate knowledge and expertise Treena joins the Ray White corporate team as Head of Network Services and will assist the network with compliance, complaints, customer satisfaction, recruitment and market analytics to name a few.*

#### **Ben East, National Training Manager Ray White New Zealand**

*One of New Zealand's most dynamic young auctioneers, Ben East forged a reputation for impressive results early in his career. Bringing professionalism, energy and a genuine presence to every auction. Ben is dedicated to getting the best price possible for his clients. With a passion for real estate and authentic drive, these values cement Ben's foundation of his success to date, and what sets him apart. He has the ability to quickly connect with people and is a firm believer in building strong relationships and stays involved throughout the entire marketing campaign, offering valuable tips and insights along the way. Passionate about giving back to the community, Ben has also conducted a number of charity auctions for Ray White New Zealand offices.*

#### **Sam Steele, Lead Auctioneer Ray White New Zealand**

*Sam uses his immense experience to add to Ray White's already stellar auction clearance rate. Having called thousands of auctions nationwide and sold billions of dollars in value, Sam understands the complexities of each individual transaction. An award-winning auctioneer, Sam uses his in-depth knowledge across all asset categories to ensure not only stand out results for his clients but an enjoyable experience. He prides himself on ensuring auctions are conducted with professionalism, clarity and enthusiasm. Sam is regularly called upon by the media for commentary in the marketplace.*

#### **Hanna Kelly, Head of Marketing Ray White New Zealand**

*Hanna works closely with the Ray White marketing team in Australia and is responsible for rolling out the international marketing initiatives to Ray White New Zealand. Ensuring all marketing tools are relevant and available, Hanna focuses on keeping the company's visual identity prominent and consistent. She also manages internal communications, national marketing initiatives and relationships between media partners and suppliers. Working in various roles within the Ray White group over the last 11 years, Hanna has a depth of experience within the industry and the Ray White group. She has a passion for marketing and design which she showcases through her meticulous attention to detail and creative flair.*