

The background of the advertisement is a scenic rural landscape. It features a vibrant green field with several cows grazing. In the distance, there are scattered trees and a small blue shed. A calm body of water, possibly a pond or a slow-moving stream, is visible in the lower middle ground. On the right side of the image, a decorative fountain with multiple tiers is shown, with water cascading down. The sky is a mix of soft pink and white, suggesting a sunrise or sunset. A solid yellow rectangle is positioned in the top right corner, containing the Ray White logo.

RayWhite®

Why Choose
Ray White Rural Victoria?



The Ray White Rural & Livestock Journey

From humble beginnings in 1902, Ray White built his business upon the sale of livestock & rural properties from a small town in rural Queensland, Crows Nest.

Today, Ray White is still proudly a family owned & led company. His grandson Paul White is the chairman of Ray White Rural & Livestock today.

From a single office in country Queensland, to a network that extends across ten countries, the White Family Group is a true Australian success story that has since expanded to New Zealand & across Asia. But far from losing touch with our roots, the group has a proud rural & livestock network which continues to grow.

Annually, Ray White Rural achieves over \$6 billion in property & livestock sales through over 150 rural offices from Dalby to Dubbo, Western Australia to Wagga Wagga, Biloela to Ballarat, the Clare Valley, the Hunter Valley & everywhere in between.

We have over 500 specialist rural agents across Australasia who actively work with each other to get the best result for clients nationally & internationally.

Each year we help 3,000 families buy, sell, upgrade or downsize their farms & rural holdings.

Today, we're the single biggest marketer of rural property in the nation* & conduct the largest volume of rural property auctions, plus we're one of the biggest agencies for online livestock sales**.

*Based on advertising units in Queensland Country Life, The Land, Stock & Land, Stock Journal, Farm Weekly, Australian Financial Review.

** Based on AuctionsPlus analytics.

Meet the Team



Paul White

Group Chairman — Ray White Rural

Paul White's life in the bush began as a jackeroo at age 19. He acquired a property outside Condamine after a few years where he raised cattle & grew wheat.

In the early 80's, the big smoke & the family business beckoned where he managed to combine his love of the land & real estate into one business, Ray White Rural.



Stephen Nell

Managing Director — Ray White Rural

Stephen Nell has been a part of the White Group of companies for over 30 years, most recently as the Managing Director for Ray White Rural & Livestock.

Stephen commenced his real estate career in his hometown in the central west of NSW in 1982 & operated Ray White Orange from 1988. Stephen took over the role of CEO — NSW for Ray White in 2006.

In 2016, Stephen was offered an opportunity to partner with the White Family in the development & growth of the Ray White Rural & Livestock channel of the business, giving him an opportunity to work in the space that he is truly passionate about, rural property & livestock & with our country members that he is so fond of.

Stephen is a licensed real estate agent, stock & station agent, business agent. To this day, he calls auctions on a weekly basis & is comfortable in saying he has ticked over the 20,000 mark.



Jason Hellyer

Director — Ray White Rural Victoria

Jason is a licensed real estate agent, a REIV accredited Auctioneer & member of both the Victorian Farmer's Federation & Australian Livestock & Property Agents Association.

Originally from regional South Australia, now living in Melbourne & having spent a period of time working for a Chinese agribusiness firm, Jason has developed an excellent understanding of the nuances of regional & rural real estate & the complexities of international property investment within Australia.

M 0403 043 571

E jason.hellyer@raywhite.com



Andrew Starr

Director — Ray White Rural NSW

Andrew Starr commenced his Stock & Station Agency career in Armidale in 1999. Since then his name has been synonymous with the sale of many outstanding farms & lifestyle properties in northern NSW.

Andrew is the Principal & Licensee in charge of the Armidale & Guyra offices as well as the Co-Director of Ray White Rural NSW.

Andrew Starr has regularly been acknowledged throughout the 450 member strong Ray White Rural network for sales & leadership. In 2016–2017 he was recognised as the Number 1 Principal in the organisation nationally.

M 0428 792 466

E andrew.starr@raywhite.com



Bruce Douglas

Director — Ray White Rural Queensland

Bruce has been involved in rural real estate for over 25 years, starting his agency career in Mitchell in 1994. Over that time Bruce has been based in numerous locations throughout Queensland & Northern NSW.

For over a decade, Bruce has been Principal / Director of Ray White Rural Queensland & has sold a diverse range of properties throughout Queensland, Northern NSW, Northern Territory & Western Australia.

Bruce believes when you are selling a rural property you are not just selling another piece of real estate, you are selling a client's major asset & sometimes for the first time in generations. This transaction needs to be handled with the utmost professionalism & care.

M 0417 602 603

E bdouglas@raywhite.com



Jez McNamara

Director — Ray White Rural Queensland

Jez McNamara is a sales specialist who has first-hand experience in the perspective of a seller. Jez has overseen the sale of Queensland rural / lifestyle properties & international estates & holds a unique insight into vendor priorities.

Jez places the highest emphasis on building strong & transparent relationships with clients based on mutual trust & respect with an approach to service delivery that is consistently professional yet personable.

Jez gives clients the edge & ultimately the results they want in a fiercely competitive field. His tenacity, perseverance & exceptional negotiation skills are responsible for his client's success. This has been proven in his career to date, but his success is only characterised by the ongoing prosperity & continued relationships built with his clients.

M 0427 270 280

E jmcnamara@raywhite.com



Daniel Schell

Director — Ray White Rural South Australia

Daniel is joint Principal of Ray White Rural South Australia, together with his father & business partner Geoff.

The Schell team has built one of the most respected & successful real estate businesses in South Australia. Their key aim is to provide a level of service to every client that will exceed their expectations. They have a talented & successful team of professionals striving for excellence in all areas of their real estate business.

Daniel has a background in professional AFL football prior to 5 years with the NAB in its Agribusiness Division in Adelaide. He has worked with clients in all sectors of Agribusiness.

Daniel has been recognised by the peak real estate body in South Australia (The Real Estate Institute of South Australia) as the Number 1 Rural Salesperson in 2014, 2015 & 2016 & has been inducted into the REISA Hall of Fame in 2017.

M 0415 436 379

E daniel.schell@raywhite.com



Geoff Schell

Director — Ray White Rural South Australia

Geoff Schell is joint Principal of Ray White Rural South Australia, together with Daniel Schell, his son & business partner.

The Schell team has built one of the most respected & successful real estate businesses in South Australia. Their key aim is to provide a level of service to every client that will exceed their expectations.

They have a talented & successful team of professionals striving for excellence in all areas of their real estate business. Geoff has a background in Agriculture & Farm Business Management, following a successful career in Education & Training. With his wife Karen, he has also owned & operated a commercial sheep & cropping property in the mid-north of South Australia for over 30 years.

Geoff has an extensive network of residential & agribusiness clients throughout Australia. Geoff has been recognised by the peak real estate body in South Australia (The Real Estate Institute of South Australia) as the Number 1 Rural Sales Person in SA in 2009, 2010, 2011, 2017, 2018 & 2019. He was inducted into the REISA of Hall of Fame in 2012.

M 0418 842 421

E geoff.schell@raywhite.com



Hugh Ness

Director — Ray White Rural Western Australia

Hugh has been involved in the rural real estate industry since 1988. From 1988 to 1995 he was a sales representative with Vaughan & Co, & from 1995 to 2001 a Sales Manager for IAMA Real Estate before forming VNW Independent, now Ray White Rural Western Australia. Hugh services an extensive area which incorporates the region from Perth to Bunbury, as well as the upper Great Southern & adjoining wheatbelt.

Hugh's focus as a Director is not only on the sale & leasing of all forms of rural real estate, but also on the management & training of new sales representatives in the company.

Hugh has held a Triennial Certificate since 1997 & is also a licensed auctioneer with nearly 25 years experience.

M 0428 551 742

E hugh.ness@raywhite.com



Rob Chittick

Director — Ray White Rural Western Australia

Rob has been a licensed real estate agent for over 34 years & has been predominantly involved in rural property for most of his career. In 1996, Rob joined Wesfarmers Rural as their Western Australia state real estate sales manager, over-seeing a large sales team of over 30 representatives & pursuing & achieving the company's sales growth strategy.

In 2004, Rob left Wesfarmers Landmark to take up the position as national land acquisition manager for ITC Timberlands, acquiring suitable land across Australia to meet the needs of a rapidly expanding forestry company. In 2008, Rob rejoined Landmark & in 2013, took on the role of Western Australia state real estate manager & licensee.

Rob left Landmark Harcourts in 2016 to join up with the team at VNW Independent now (Ray White Rural Western Australia) as a business owner & partner. Rob's wealth of experience & knowledge in over 30 years in the rural property industry is well known across Western Australia & has been involved in numerous sales across all parts of the state.

M 0429 920 267

E robert.chittick@raywhite.com



Max Brown

Licensed Sales Agent (Western Victoria) — Ray White Rural Victoria

Max Brown is the Ray White specialist for all types of rural property sales & acquisitions & related services in the Wimmera & Victoria's South West.

Operating from a base at Halls Gap where he resides with his wife & family, Max holds a full Real Estate license & regards a large area of central & south west Victoria as his "paddock".

Running up about 80,000km a year on the road, Max can be out west around Edenhope or working in the local districts around Horsham, Stawell & even Halls Gap where he lives on an acreage out of town.

Previously with Ruralco Property for 13 years & running 750 crossbred ewes & 20 head of cattle, Max has a sound understanding of Western Victoria agriculture practices & needs.

M 0429 854 772

E max.brown@raywhite.com



Nik Patek

Licensed Sales Agent (Murrindindi Shire) — Ray White Rural Victoria

Nik Patek is Ray White's resident licensed real estate representative in the Alexandra District. His specialty is all types of property in the Upper Goulburn region (including Murrindindi Shire) with its delightful landscapes, waterways, rural vistas & established townships & villages.

Nik has been based in Alexandra for 40 years, having grown up locally on the family cattle property nearby at Taggerty. In the local real estate industry for over 20 years, Nik brings a unique combination of academic achievement & extensive local real estate knowledge to assist his clients as buyers or sellers of property.

M 0409 936 210

E nik.patek@raywhite.com



Brendan Woodley

Licenced Sales Agent (Mitchell Shire) — Ray White Rural Victoria

Having lived in the Kilmore area for 25 years, Brendan knows the Mitchell Shire very well. His experience in real estate extends from residential sales to the marketing of a variety of rural & lifestyle properties throughout the Mitchell Shire & surrounding districts of Central Victoria.

Brendan's ability to engage with vendors & buyers to ensure a successful & smooth marketing & sales process is well regarded. His background in construction & renovation also means he is well-placed to give advice on pre-sale property preparation.

M 0419 544 364

E brendan.woodley@raywhite.com



Davina Pickles

Licenced Sales Agent (Bellarine & Surf Coast) — Ray White Rural Victoria

Davina Pickles, awarding wining agent & Director, is a skilled communicator & patient negotiator whose impressive real estate career is founded on her credibility, not only with the entire staff, but with the wider community including hundreds of clients attesting to her commitment & performance.

Her calm, confident & straight forward approach inspires the trust of her clients whilst her assured negotiating skills & market knowledge inspire their confidence.

With extensive local knowledge & assured understanding of the industry, backed by her lengthy & successful track record, Davina has the experience & skill set required to achieve the best possible price for any property in all market conditions.

M 0409 139 341

E davina_pickles@raywhite.com



Georgia Hellyer

Administration & Marketing Manager — Ray White Rural Victoria

Georgia provides the Ray White Rural Victoria team & clients with their ongoing administration & marketing needs.

M 0433 656 546

E georgia.hellyer@raywhite.com



Wherever You Live, We've Got You Covered!

Launched in 1994, Ray White Rural is one of the most innovative rural marketing groups in Australia.

We operate in almost every state & territory & help over 4500 landholders annually to buy or sell land, with 150 offices & 1,100 members.

With 43[^] Ray White office locations across regional Victoria, & a further 79[^] located across metropolitan Melbourne, Ray White is Victoria's largest real estate group.

We work together to ensure we're 'Competition Creators' to get the very best price for our vendors.

FY 2022-2023

Regional offices = 43 

Metro offices = 79 

Total Victorian offices = 122

Over 16,800 Victorians entrusted the sale of their property.

12,998 sold over the same period.

\$9.929 billion sold Victoria.

\$53.31 billion sold nationally.

*Source — Internal 'Pulse' report January 2024.

Join the Ray White Rural Team

Are you passionate about what rural & regional Victoria can offer? Want to join Australasia's largest real estate network? Then why not inquire about joining our team?

At Ray White, people are our greatest asset. We welcome genuinely committed individuals who are interested in furthering their real estate career, starting a career or looking at business ownership.

Ray White Rural people are true locals. Our door is always open & we welcome speaking to those with a desire to join the Ray White team.

We're looking for business owners, salespeople (experienced or not), property managers & administration staff to join us.

We take responsibility to grow all aspects of our people to become better versions of themselves, as the flow-on effect also delivers a better service experience to our customers.

A diversity of content & learning methods is the real magic of how we train our people. Our training features case study learning, member-led forums & traditional class-room style education events.

The content extends from leadership & personal development to sales skills, property management, the utilisation of technology, & much more. Each training session is delivered by outstanding talent within our own corporate team & from some of our best network members, as well as in-demand external speakers.

From a franchise perspective, Ray White works in true partnership with our franchisees. We help build businesses by providing the training, support, marketing, resources & teamwork to grow a strong & rewarding business.

If you have a genuine commitment to succeeding for your clients, your community & yourself, then we'd love to talk with you!

Simply contact Ray White Rural Victoria Director Jason Hellyer on 0403 043 571 or email jason.hellyer@raywhite.com to discuss it further.





Selling the ‘Ray White’ Way

As the biggest marketers in Australia's property space, Ray White's leading marketing strategies, together with our high-performance print & digital campaigns, generate outstanding buyer enquiry.

By creating more competition between buyers for every property, we maximise your sale price. Marketing has been one of the cornerstones of the Ray White Group's success & has been built to deliver the best results for all vendors. With a strategic, tailored campaign developed for every property we sell, we create optimal competition for your property.

Ray White Rural also leads the way in digital marketing. Through the use of our social media channels & platforms including FirstByte, Digital Dais, we have the ability & technology to showcase Victorian & Australian regional & rural properties on the global stage.

All clients of Ray White Rural Victoria benefit from the support of our national & international network & marketing department. Together with Brand Territory; our advertising agency who delivers strategic, creative & tailored marketing campaigns, you'll have access to:

- Regular Vendor Meetings
- Professional Photography & Videography
- Press Advertising & Social Media Channels
- FirstByte International e-Marketing
- Digital Dais Strategy
- Campaign Maps
- Property Websites
- Brochures
- Information Memorandums



Recent Sales Case Studies

Here is a sample of some recent Ray White Rural property sales from across Australia, with an emphasis on Victoria.

It's Ray White Rural's ambition to always deliver our vendors the best outcomes possible in a seamless and timely manner. We provide national and international reach, with local know-how.

We'd love to share with you how we achieved any of the results in the following pages and demonstrate how we could do the same for you.

Please contact Ray White Rural Victoria Director Jason Hellyer on 0403 043 571 or via jason.hellyer@raywhite.com to start the conversation and have a free appraisal done now!



‘Garryowen’, Mangalore

Sale By Deadline

- 70ha* ‘Country Lifestyle’
- 9 inspections
- 4 written offers
- 21 days on market

Sold for \$4,150,000



‘Helvetia’, Tabilk

Online Auction

- 29ha* ‘Prestige Country Lifestyle’
- 6 inspections
- 2 written offers prior to Auction
- 28 days on market

Sold for \$3,700,000



‘Munbilla’, Walkerville

Online Auction

- 3ha* ‘Prestige Coastal Lifestyle’
- 7 inspections
- 3 registered bidders
- 35 days on market

Sold for \$5,500,000



‘Seascape’, Walkerville

Online Auction

- 4ha* ‘Coastal Lifestyle’
- 8 inspections
- 6 registered bidders
- 29 days on market

Sold for \$2,550,000



‘Dunbabbín’, The Gurdies

Sale By Deadline

- 19ha* ‘Country Lifestyle’
- 7 inspections
- 3 written offers
- 29 days on market

Sold for \$2,500,000



‘Invermay’, Athlone

Sale By Deadline

- 28ha* ‘Prestige Country Lifestyle’
- 8 inspections
- 2 written offers
- 30 days on market

Sold for \$3,100,000



‘Woodbrook’, Elphinstone

Sale By Deadline

- 13ha* 'Prestige Country Lifestyle'
- 11 inspections
- 2 written offers
- Sold post close of campaign

Sold for \$1,775,000



‘Oakmore’, Redesdale

Private Sale

- 41ha* 'Prestige Country Lifestyle'
- 6 inspections
- 2 written offers
- Sold post close of campaign

Sold for \$3,925,000



‘The Farm’, Freshwater Creek

Private Sale

- 16ha* 'Prestige Country Lifestyle'
- Multiple inspections
- 1 written offer
- Sold post close of campaign

Sold for \$2,920,000



‘Havering’, Freshwater Creek

Private Sale

- 8ha* 'Prestige Country Lifestyle'
- Multiple inspections
- 1 written offer
- Sold post close of campaign

Sold for \$2,800,000



‘Hazelgrove Station’, Thornton

Sale By Deadline

- 25ha* 'Prestige Country Lifestyle'
- 14 inspections
- 3 written offers
- 31 days on market

Sold for \$1,860,000



‘Springfields’, Fawcett

Sale By Deadline

- 135ha* 'Country Lifestyle Farming'
- 7 inspections
- 2 written offers
- 33 days on market

Sold for \$2,850,000

Four Drivers That Influence Activity & Price

1. Outstanding Property Presentation

2. Call to Action Deadlines

3. Marketing Reach

4. Agent Negotiation Skills

1. Outstanding Property Presentation

In the 'digital age', an outstanding picture is worth a thousand words. Engage a professional photographer to shoot your property at its best & prepare well for inspections.

2. Call to Action Deadlines

Auctions, Sale by Deadline & Expression of Interest campaigns all have 'Call to Action' deadlines designed to create activity & reduce days on market.

Work with your agent to choose the best strategy for your requirements.

3. Marketing Reach

Look beyond the fence & think big!

Maximise buyer enquiry & influence price by ensuring you spread your marketing reach across the entire media spectrum. Work with your agent to include a mix of print, online & social media in your property campaign.

4. Agent Negotiation Skills

A skilled agent will have the experience, legal knowledge, relevant facts & data required to negotiate a transaction in your best interests.

Before you select an agent, confirm their negotiation skills by reviewing past performance.



Campaign Worksheet

Activity / Tasks

WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12

Key:

- Preparation
- Marketing Campaign
- Call to Action Deadline
- Result

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