



RayWhite.

RayWhite.

ARE YOU READY?

GROW YOUR CAREER
WITH RAY WHITE
BLENHEIM & PICTON



WELCOME TO THE START OF YOUR NEW REAL ESTATE CAREER

Joining the internationally recognized team at Ray White is a decision you won't regret making. Whether you are just starting out in the real estate industry or are thinking of making a move to join our brand, we are here to help you every step of the way. This booklet will give you insight into the Ray White brand as well as the local team and business that is Ray White Blenheim and Picton.





ABOUT RAY WHITE

Ray White was established in 1902 in the small Queensland country town of Crows Nest, and has grown into Australasia's most successful real estate business, with more than 1,000 franchised offices across Australia, New Zealand, Indonesia, the Middle East and Hong Kong.

The fourth generation owned and led group owes much of its success to being a family business. And it's not only Ray White itself that is a family business, but also many of its hundreds of franchised real estate agencies.

Ray White today spans residential, commercial, rural, and property management as well as marine and other specialist businesses, and regularly sells in excess of \$95 billion worth of property each year.

Now more than ever, the depth of experience and the breadth of Australasia's largest real estate group brings unrivalled value to our customers. A group that has thrived through many periods of volatility, and one that will provide the strongest level of support to enable its customers make the best real estate decisions.

At the heart of our heritage as a family-owned and operated business, our unwavering mission is to foster profound pride in every relationship and transaction we undertake. We are dedicated to creating an exceptional environment that empowers our talented individuals to forge outstanding careers and reach their full potential.

Ray White's vision is to provide the best environment for our people to build outstanding careers and businesses by:

- Creating a family experience where all our members feel a strong sense of belonging.
- Striving to create competition by keeping our members at the forefront of skills and service delivery.
- Harnessing the network effects of being the largest group, we aim to provide our members with unique advantages and opportunities for success.
- Empowering leadership and enabling our business leaders to build something they can truly be proud of.

OUR TEAM

We are a professional, fun and family oriented agency that has been locally owned and operated for nearly 50 years.

We chose to become part of the well recognised Ray White Group as it was clear that their incredible suite of products, family culture and innovative approach to the industry was a perfect fit for us, making the choice to affiliate our businesses easy.

Located at the top of the South Island, we are internationally connected offering a personal service in all types of Real Estate including residential, rural, lifestyle, viticulture, and commercial.

At Ray White Blenheim and Picton we put our clients first, by understanding and assisting them with all their real estate needs. We bring unparalleled technology, dedication and exceptional customer service, so our clients can be sure whether they list, sell, buy, or lease with us, they're getting real estate experts with a local feel.

We offer a comprehensive range of services from appraisals, property sales, project marketing, and advice. Our team has different backgrounds, professional skills, expertise and strengths within the industry, and are here with the common goal of providing outstanding service.

Our company is recognised for a strong commitment to supporting the Marlborough region with sponsorship of the arts, education and community groups, with reciprocal support of the company from the people of Marlborough. We get great satisfaction in helping our community and giving back to those that need our help. We are proud to support events and charities such as Relay for Life Hospice Marlborough, Marlborough Four Paws, Lights over Marlborough, the Ray White Christmas Lights Competition, Saint Clair Vineyard Half Marathon, Marlborough Foodbank Street Appeal, The Ronald McDonald House, Netball Marlborough, the NYE Picton foreshore event and many more.

Just like the Ray White brand, our company values a strong family culture. Our team bonds extend further than just the office, with us enjoying shared group activities, volunteer efforts, and social gatherings. We truly operate as a close-knit family, providing support and friendship for each other.

Braden Stanton and Angela Bowers are the proud owners of the company, continuing to be heavily involved in not only the daily running of the business but also the long term strategies that help us strive towards being Marlborough's leading agency through excellence, innovation and reputation.

Ray White Blenheim and Picton is a top-performing business in Marlborough, and for the main part our success is attributed to our team approach to the sale of properties listed with our firm.



ABOUT MARLBOROUGH

Marlborough is a place like no other. Located at the top of the South Island of New Zealand, Marlborough offers stunning scenery, delicious seafood, world famous wines and a friendly, diverse community.

Marlborough is one of the sunniest places in New Zealand and enjoys beautiful weather all year round. Every season offers a new experience; long hot summer days are spent enjoying the Marlborough Sounds, the spectacular autumn colours from the vines gives you the opportunity to explore the many wineries in all their glory, crisp, sunny winter days allow you to explore the slopes of Rainbow Ski Field, and garden tours in Spring take you to the most unique and sensational gardens within our region.

With the Marlborough Sounds right on our doorstep, we are treated to many idyllic spots to explore and relax in. A short drive from Blenheim, will take you to either Picton or Havelock – the gateway to the beautiful Marlborough Sounds. From there you can explore beautiful spots that are only a short distance away. Whether it's driving, walking, boating, kayaking or biking, there are plenty of places to explore in whatever way you desire.

If you love award winning wine and gourmet food, then look no further. Marlborough is New Zealand's largest wine growing region and is world famous for its Sauvignon Blanc. The mix of soil and climate creates the perfect blend for our vineyards to produce gorgeous wines. Add to that our delicious seafood and gourmet food producers, and you have an abundance of culinary delights right on your doorstep.

Marlborough is also steeped in history, with the country's first known settlement site at Te Pokohiwi o Kupe/Wairau Bar in the late 1200s AD, Captain James Cook's favourite anchorage at Meretoto/Ship Cove in the Marlborough Sounds, and many gold miners trying to make their fortune at Wakamarina.

With a variety of things to do in Marlborough, our beautiful region boasts something for everyone.

Our community is genuine, diverse and above all friendly. Marlborough is a great place to connect and grow your life or family, with many great career opportunities and schooling.

We love our region, and you will too.



OUR KEY BENEFITS

Why should you choose Ray White Blenheim and Picton? When we asked our team this question, they came up with some great answers that we think sum up our business.

- **GREAT CULTURE** - Fun and supportive with great family-orientated culture.
- **MANAGEMENT SUPPORT** - A supportive and inclusive management team that listens and is willing to implement change for the greater good of the entire team.
- **COMMUNITY INVOLVEMENT** - We are committed to providing support for a wide range of community events and organisations throughout Marlborough, that make a direct and positive difference.
- **THE REPUTATION OF THE RAY WHITE BRAND** - Ray White is well-recognised, ethical and respected throughout Australasia and seen as the market leader. Our business is committed to investing and growing the market share and providing excellence in all facets of real estate services.
- **MARKET LEADERS** - Ray White are market leaders in several facets including technology and innovation, being the number one agency in Australasia for sales, auctions and listings, and constantly investing in system improvements.
- **EXCELLENCE IN TRAINING** - Regular advanced training for the sales and support/administration teams.
- **HEALTH AND WELLBEING** - A priority within our business providing EAP services for all team members and their families to access and get the required support when needed.
- **TEAMWORK** - We have an ethical, professional, cohesive and high-functioning team that is working with a common goal of delivering excellence for all clients and customers.
- **ADMINISTRATION AND SUPPORT TEAM** - Our competent and dedicated administration and support team goes above and beyond, demonstrating excellence in the services provided.
- **SALES TEAM BUSINESS EXPANSION** - Focus on providing the sales team with the ability to build a team.
- **OFFICE LOCATION** - High-profile office locations in both Blenheim and Picton.
- **PROCESSES** - There are robust processes and procedures in place to help everyone succeed.
- **MARKETING** - We have a dedicated marketing team supporting all facets of marketing activity for the sales team and the overall business.
- **TECHNOLOGY** - Innovative, advanced and proprietary technology platform is in place via the One System, which includes Nurture Cloud to simplify the prospecting activity of the sales team.

OUR TECHNOLOGY

Ray White is dedicated to having market leading technology provided to all it's network. With the One System suite as it's foundation, they integrate and tie together our network's greatest technical advantage — our group data — into reporting and automation tools that help our business achieve better decision making and greater customer service.

Simple to access and easy to use, The One System integrates all of our office information, making it easier to market property as well as communicate with buyers, and sellers.

By integrating applications NurtureCloud, ActivePipe, portal enquiry and marketing in our data lake, we're able to surface leads with propensity so you can connect with your clients, quicker.

The Ray White Group is always growing and investing in technology with NurtureCloud being its latest technological venture launched in 2023. Through propensity modelling, artificial intelligence and machine learning it helps the members in the Ray White Group find the hottest sellers and buyers in the market through Smart Calls, prospecting, appraisal and pipeline management.

BENEFITS TO LICENSEES

- Access to information from any device anytime
- Improved communication options to clients
- Quick and easy document creation for listing presentations and vendor reporting
- Agent specific websites for increased lead generation
- Automatic customer surveys putting you in control of your brand
- Local online strategies to keep your profile current in your market
- Ability to stay in touch with more clients by leveraging technology
- Mobile apps to assist at open homes and listing presentations, with property estimations made easy
- Buyer matches made easy with ready to use templates
- Self-paced training material for all members



OUR MARKETING

Our dedicated marketing team in our Ray White Blenheim office, in addition to the Ray White New Zealand marketing team, are ready to assist you with any marketing needs.

Our team provides comprehensive support in every step of the marketing process, ensuring a smooth experience when it comes to advertising properties, promoting your business or our brand. They work collaboratively with our sales team, providing the necessary support to help them excel in their roles.

Utilising platforms like Trade Me, Realestate.co.nz, One Roof, Homes.co.nz, Meta, and ActivePipe, we can market properties and our sales team effectively. Our Ray White Blenheim and national Ray White websites further boost our listings and salespeople, enhancing our online presence and reaching a wide audience within Marlborough and beyond.

While we have a strong online presence, we also promote our brand and salespeople through local radio, newspapers, signage, pamphlets, and flyers to engage with all demographics in our region.

ActivePipe is another industry-leading e-marketing platform we offer our team to ensure maximum property visibility. ActivePipe reports on more than just clicks and emails - it can measure customer engagement on each property and actively service and prospect these enquiries.

We also offer competitive marketing plans tailored to suit vendors and their budgets. Our plans are designed to provide the best value for our clients, ensuring they receive top-notch services within their means.

Customized pre list, listing and offer kits are designed to help assist our team when selling their services to potential clients or helping potential buyers. These kits include all the necessary information your client may need at varying stages of their real estate journey, as well as any personalised marketing you may wish to include.

We also provide personal advertising to promote our salespeople and help enhance their visibility in the community. This includes social media promotion, pamphlet and flyer designs, database emails, signage and more.

MARKET LEADING OFFERINGS SUCH AS:

- Property advertising through the leading property websites
- Complimentary marketing on our Ray White Blenheim and national Ray White NZ website
- Database email marketing through Activepipe
- Professional photography including drone photography, videography and virtual staging
- 3D virtual tours through Matterport
- Rex Reach online advertising through Facebook, Instagram and Google
- Social media marketing
- Property features on the national Ray White social media and Ray White Now magazine
- Personal advertising such as profile books, business cards, flyers, notepads, pens, signage etc
- Property advertising such as flyers, brochures, window cards, just listed and just solds, open home signage etc
- Pre-list, listing and offer kits
- Professional home staging advice when needed
- Technical support from Ray White head office



COMMUNITY INVOLVEMENT

Ray White Blenheim and Picton are dedicated to helping our community through donations, sponsorships and volunteering.

We are proud to help our community and know that our involvement and contributions will go towards helping those in need, and help with research and support for those in the health sector. With our strong family culture, our team loves getting stuck in and helping at events such as Saint Clair Vineyard Half Marathon and Marlborough Foodbank Street Appeal, as well as helping out charities within Marlborough, whether that be Hospice Marlborough or Marlborough Four Paws. Our charity donations and support extends over a wide range of charities and community group, making sure we can help as many groups as possible. We were recently recognised for our community contributions by being awarded the Ray White New Zealand Community Service Award in 2025.

Throughout our years as Ray White, we have been involved in many team charity events such as becoming a sponsor of Relay for Life, where our team walked, ran, and danced our way around Landsdowne Park for 18 hours straight raising \$4,023.00 all in support of the Cancer Society. Our team loved the positive energy everyone involved in the event had and are keen to continue supporting this when it comes to Marlborough every second year.

We also took part in the Ronald McDonald House to House Appeal over March 2024 where our team completed 3,191km together to raise funds so The Ronald McDonald House can continue their amazing work. We were proud to have raised over \$8,000 over the month, a massive effort made possible by generous donations from the public and our team.

The Foodbank Street Appeal is another favourite throughout the whole team, and one we have been involved with for many years. It's a great festive appeal happening in November each year and our team love walking the streets collecting food donations for those in need of help over the Christmas period.

Schools are another big group we love to get in behind and help. We were delighted to sponsor the Bohally Wheel of Positivity, celebrating those students who have had a positive impact on the school and its students. We are also proud to have given Whitney Street and Picton School some kids 'winter warmer' packs to help kids in need over the winter period in 2025. Our team generously donated 62 packs full with flannelette pj's, heat packs, gloves and kids books, to keep kids less fortunate warm at night and help them have a better nights sleep preparing them for better days at school.

A highlight of the year has to be our Christmas Lights Competition, where members of our community enter their homes into a competition, spreading lots of festive joy and cheer around Marlborough. In 2022 we added an extra element to our Christmas Lights Competition where the homeowners get to support a local charity of their choice, which got great feedback from those entering the competing and supporting it. The top three homes that win the competition then get to share their prize money with their chosen charity, which is a great way to get donations to many charities around Marlborough.

These are just a few of the commitments we have made to helping our community and we aim to continue our work helping more charities and community groups in the future, making Marlborough an even greater community to be a part of.





STEPS TO SUCCESS

Becoming a licensed real estate salesperson offers exciting and ever-changing prospects to your working life. It allows you independence, a way to constantly meet new people and help them turn their dream home into a reality.

If you are just starting out in the real estate industry, you must first apply and complete your real estate license from an approved provider before you can get into the fun stuff.

NZ CERTIFICATE IN REAL ESTATE SALESPERSON LEVEL 4

In New Zealand you must complete a National Certificate in Real Estate Level 4 via the Real Estate Authority (REA), however before you can undertake this qualification you must meet certain criteria.

- You must be 18 years of age or older
- Have a minimum of 40 credits at NCEA Level 1, including 10 literacy credits and 10 numeracy credits, or a relevant qualification at NZQF Level 2 or equivalent
- Be a 'fit and proper' person

You can become qualified through a number of educational organisations which allow you to study either on campus or via distance online. Take a look at the below organisations and see which study options and course fees suit you best.

- Ignite Colleges Limited
- TAFE College (NZ) Limited
- The Open Polytechnic of New Zealand Limited
- Unitec New Zealand Limited
- Te Pukenga TA Toi Ohomai Institute of Technology
- REINZ (Real Estate Institute of New Zealand)



What you will study:

- The Real Estate Agents Act 2008
- Professional Code of Conduct
- Agency Law, Contract Law, Land Law, Building Law, Consumer Law
- The process of prospecting, listing, marketing and selling properties

Once you have completed this qualification and are Licensed with the Real Estate Agents Authority you will be able to:

- Work as a real estate salesperson with knowledge of land ownership, land issues, building structures and council compliance
- Facilitate real estate transactions through to settlement using appropriate methods of sale
- Conduct property inspections and appraisals
- Build and manage a database of clients to establish and maintain a presence in the market place
- Comply with New Zealand law and standards relevant to the real estate industry

Once you are qualified you will be able to work as a real estate salesperson in New Zealand with any agency, but of course we would love it if you choose Ray White Blenheim and Picton.

Every year you must continue your professional development to help you fulfill your obligations as a licensed real estate professional. You must complete 20 hours of Continuing Professional Development each year through 10 hours of verifiable training delivered by approved training providers and 10 hours of non-verifiable training on sector related training. If you don't complete your training by 31st December each year, your license may be cancelled.

We will help you with this Continuing Professional Development and any other guidance you may need throughout the year to help build your successful career in real estate.

We hope we have given you enough reason to take your next steps to a Ray White career, however if you need more information or advice, please don't hesitate to contact us.

WE ARE ALWAYS HERE TO HELP



CONTACT US



ANGELA BOWERS

Director/Principal - Licensee Agent

Angela entered the Real Estate industry in 2006, following a successful career owning and managing a kitchen design and renovation business. During this time she won Marlborough businesswoman of the year in 1997.

After 11 years as a multi award winning salesperson, Angela stepped into the role of Sales and Training Manager. She then went on to qualify as a Branch manager, whilst obtaining her Agent's license. Angela and her husband Grant with business partners Braden and Rachel, took over ownership of Ray White Blenheim/Picton in May 2023 and she is now the Principal Officer.

As a Business Owner and Principal, she is able to motivate and drive her team, solve problems in unique ways and find new ideas on how to market properties.

Her heart for her team is evident and she has a strong passion to keep leading them into their strengths both as individuals and as a team. She is not afraid to change and take on new things and "what worked today, may not work tomorrow, so we should be prepared to move.

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BRADEN STANTON

Director - Licensee Salesperson

Braden grew up in Blenheim, and after spending years building his career across New Zealand and overseas, he's proud to be back in his hometown leading the team at Ray White Blenheim & Picton.

With more than 23 years' experience in the property industry, Braden has worked in a wide range of roles. After completing his Bachelor of Commerce in Valuation and Property Management, he spent seven years in the UK as a Senior Property Manager for a large international telecommunications company, overseeing their property portfolio across the UK and Europe.

When he returned to New Zealand, Braden became the National Property and Leasing Manager for a major retail chain. He then went on to co-own and run a property consultancy business, helping manage the property interests of some of the country's biggest retailers across New Zealand and Australia for 10 years. In 2019, he moved to Nelson and worked with a large development company, focusing on commercial property projects in both Nelson and Auckland.

Braden genuinely enjoys the variety and challenge that comes with running a business. What he's most passionate about is helping people grow, supporting his team to achieve their goals and be the best they can be. Outside of work, Braden loves nothing more than spending quality time with his wife, Rachel, and their daughter, Pia.

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