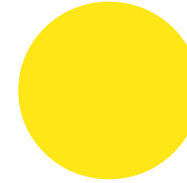


His name
His values
His story

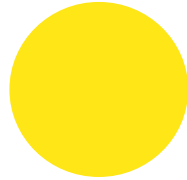
The iconic photograph
Ray White (front left)



ALL BUILT FROM THE BEGINNINGS OF ONE MAN

The name Ray White is now synonymous with real estate. All built from the beginnings of one man in 1902.

- So, what do we know about him?
- Do we know what he stood for?
- His history and achievements?
- What visions might he have had?
- Did he have any inkling that his efforts might lead to the company becoming the size it has?



RAY WAS BORN IN HOBART IN 1878

He was the eldest son of a family of three boys and a girl.

Ray was the son of Joseph White. Joseph's ancestor, Corporal Daniel Stanfield was onboard HMS "Sirius" flagship of the first fleet to arrive in Sydney Cove in 1788 to commence the colony in Australia.

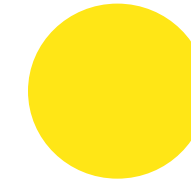
Eventually his descendant, Joseph White began his own family in Hobart. Ray was his eldest son. When this family photo was taken in 1896 there was little anticipation for the journey Ray and his family were about to take.



The White family circa 1896. Joseph and Amelia (seated) with their four children. At back, Ray (wearing watch chain) with sister Coralie and brothers Norman and Kenneth standing beside his mother.



George White's (Ray's uncle) general store in outback Thargomindah, Queensland



IT WAS AN ARDUOUS JOURNEY

When he was just 16 years old, Ray's family still living in Hobart, was urged by Joseph's ailing brother George to take over the prosperous business he had established in distant Thargomindah, in outback Queensland. Joseph agreed.

It was an arduous journey. First by ship to Sydney, then overland all the way to remote western Queensland where they finally arrived. But Joseph was not the right man to run that business.

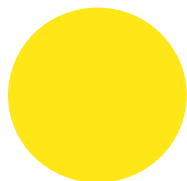
Joseph's teetotal beliefs, from his strict Methodist upbringing, prevented him from maintaining the sale of liquor – the main profit earner. The business quickly failed.

Fortunately, Joseph's descendants did not share his teetotal habit!

After the fiasco of the general store, Joseph left town with his family and moved east to Crows Nest – another small country town. There he opened a drapery store.

Right: Joseph White's (Ray's father) drapery store in Crows Nest





BRINGING VALUE AND SERVICE TO **HIS COMMUNITY**

Ray, now a young man, with plenty of energy and displaying his career characteristic of “let’s get on with it”, rented a disused shed on the town’s railway siding. It had no direct road access. It had no retail visibility.

He opened the doors, determined to engage in any business where he could bring value to the community. He was prepared to do anything. Sell farm machinery, arrange insurance, be a produce agent. Anything.

Eventually he began to sell property, new motor cars and farm equipment.

Ray White (fourth from the left) at his ‘beloved’ shed. The original Ray White office in 1912

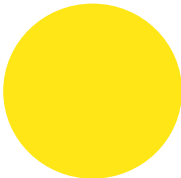




Ray White's pig yards in Crows Nest



The railway siding in Crows Nest



RAY SAW AN OPPORTUNITY
TO PROVIDE A **MUCH
NEEDED** ADDITIONAL
SERVICE

The town was the district centre for many German immigrants. The Germans were dairy farmers, the key by-product of which was skimmed milk, ideal for pig production.

Ray saw an opportunity to provide a service to those farmers and, at the same time, to create a broader spread of clients.

He opened a weekly pig auction venue. Through this, Ray gained an appreciation of marketing and auctioneering skills that he would hone to perfection.

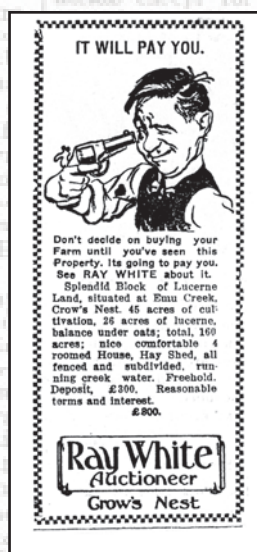
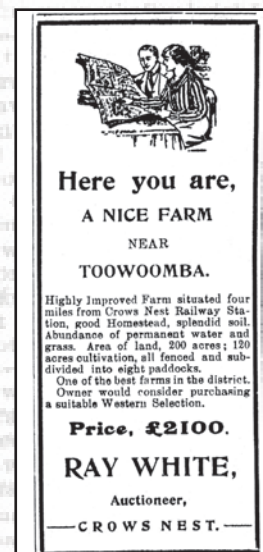
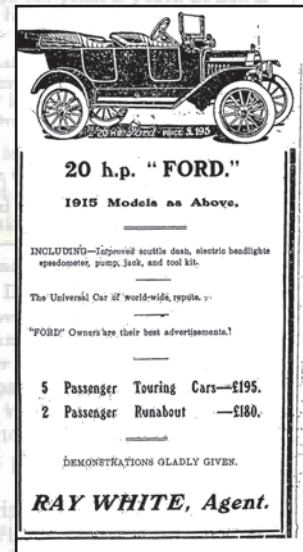
RAY'S SUCCESS GREW

Thus began an astonishing array of entrepreneurial activity. He delivered value to his clients. He cherished his reputation of integrity. His marketing skills flourished. Even today, some of his advertisements make absorbing reading.

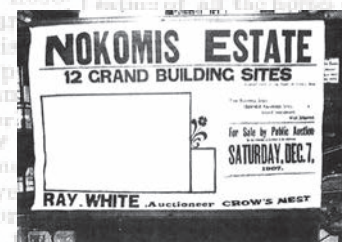
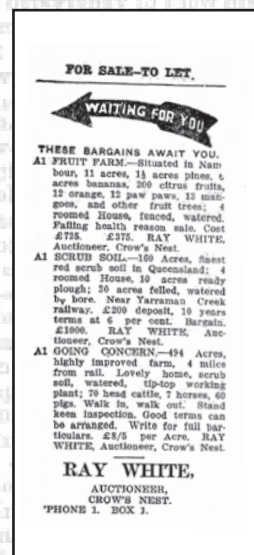
Ray White was renowned for his community spirit. There are many stories of him assisting those in need. Ray was particularly generous if they were clients of his! Pig farmers had their butcher and grocer accounts covered by him during periodic hardships.

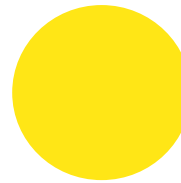
During Ray's time amongst them, more than one impoverished family was known to have taught their little ones to pray each night.

“God Bless Father and Mother and Mr Ray White.”



The first
Model T
Ford
SOLD in
the district
was by
RAY in
1921

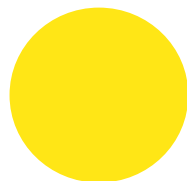




STARTING A FAMILY

The young auctioneer had begun making regular trips by horse and sulky to nearby Toowoomba. Soon, the Toowoomba Chronicle was to report a special announcement.

“On December 26, 1906, Ray White, aged (26), Auctioneer, wed dainty Florence Wilcox (25), daughter of Emily and Robert Wilcox, gentleman, of Campbell Street, Toowoomba”. The Wilcox house still stands in Toowoomba today.



THE BRIDE

“Who wore a white silk gown with a sash of chiffon and lace, received a gold muff chain from her bridegroom. After the reception, which was held at Claremont, they left for a honeymoon at Tweed Heads.”
Toowoomba Chronicle, 28th December 1906

Their family of two boys and two girls – Max, Alan, Marjorie and Joyce – were all born in Crows Nest. Florence White took no part in her husband’s business, although she frequently accompanied him on his trips to country properties.



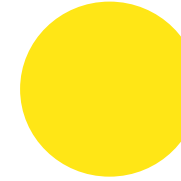
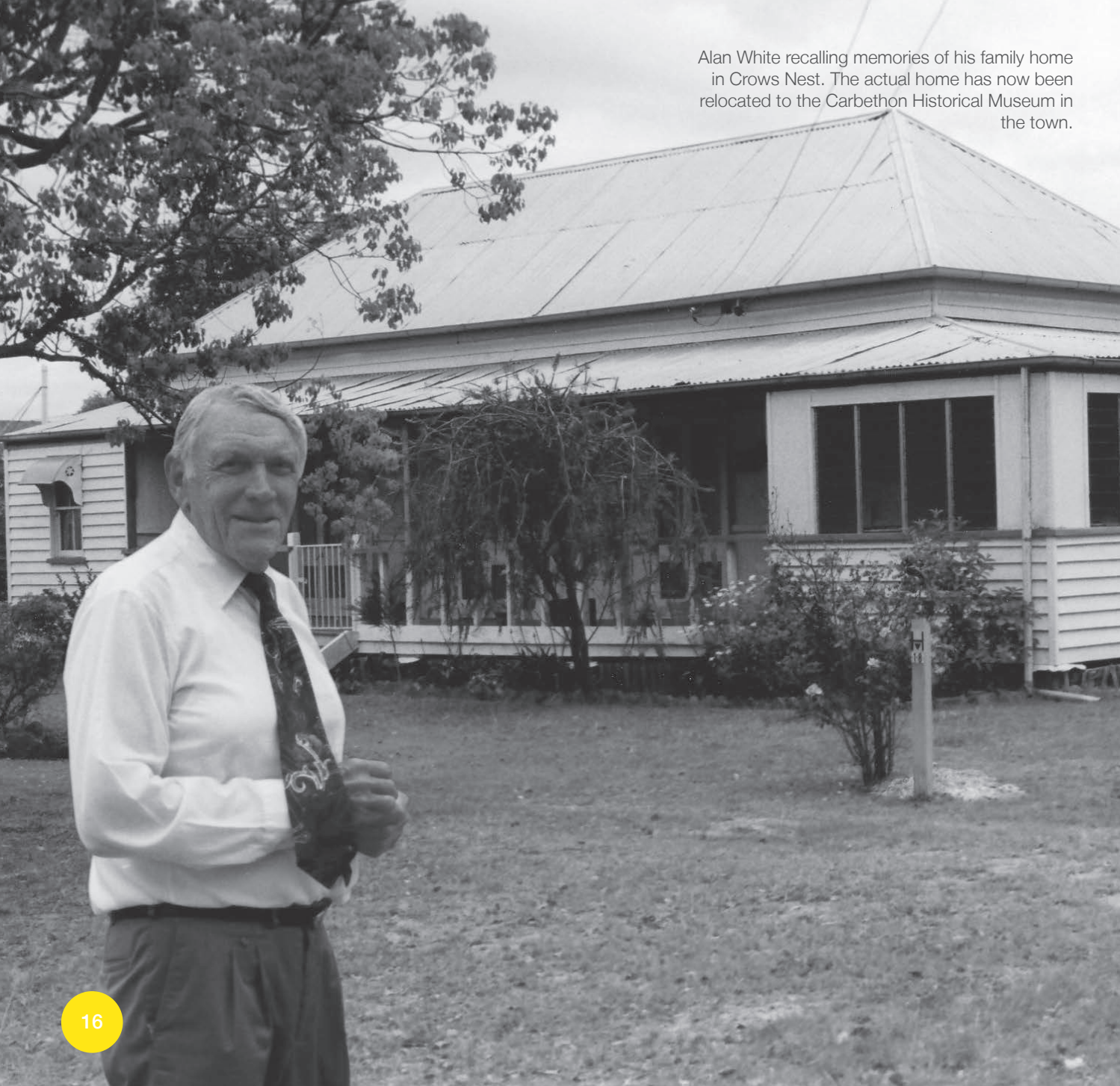
Top: Marjorie (right) with second son Alan, who was born in 1916, followed by youngest child Joyce (seated) in 1921.

Bottom: Eldest child Maxwell Clarke (Max) was born in 1908, followed by sister Marjorie in 1909.



Ray and Florence on their wedding day

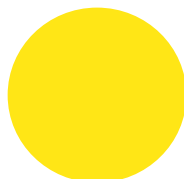
Alan White recalling memories of his family home in Crows Nest. The actual home has now been relocated to the Carbethon Historical Museum in the town.



HE WORKED **HARD**

Alan White remembered the home life of his youth in Crows Nest as a happy one.

“My father came home at the end of each day and told the stories of all his various activities. As children we roamed carelessly through the town and the district with a freedom that is unimaginable today. My memory of the now famous ‘Shed’ was that it was always busy with people either wanting to buy, exchange or sell everything imaginable, including farm machinery, cars and livestock”.



MOVING THE FAMILY TO BRISBANE

Then came the move to Brisbane. What a major and momentous decision at 46 years old. To start again in an unknown and much larger market - how big Brisbane must have seemed!

Family lore has it that the move to Brisbane was for the education of his children. Perhaps it was his restlessness and a need for a bigger challenge.

Ray set up the business in the Colonial Mutual building in Brisbane's main street, next to the General Post Office. Such was the location of the building that General MacArthur commandeered it as his headquarters during World War II.

He always claimed this location, next to the city's most important establishment, the GPO, gave the business great recognition.



The Colonial Mutal building in Brisbane

OPENING IN BRISBANE

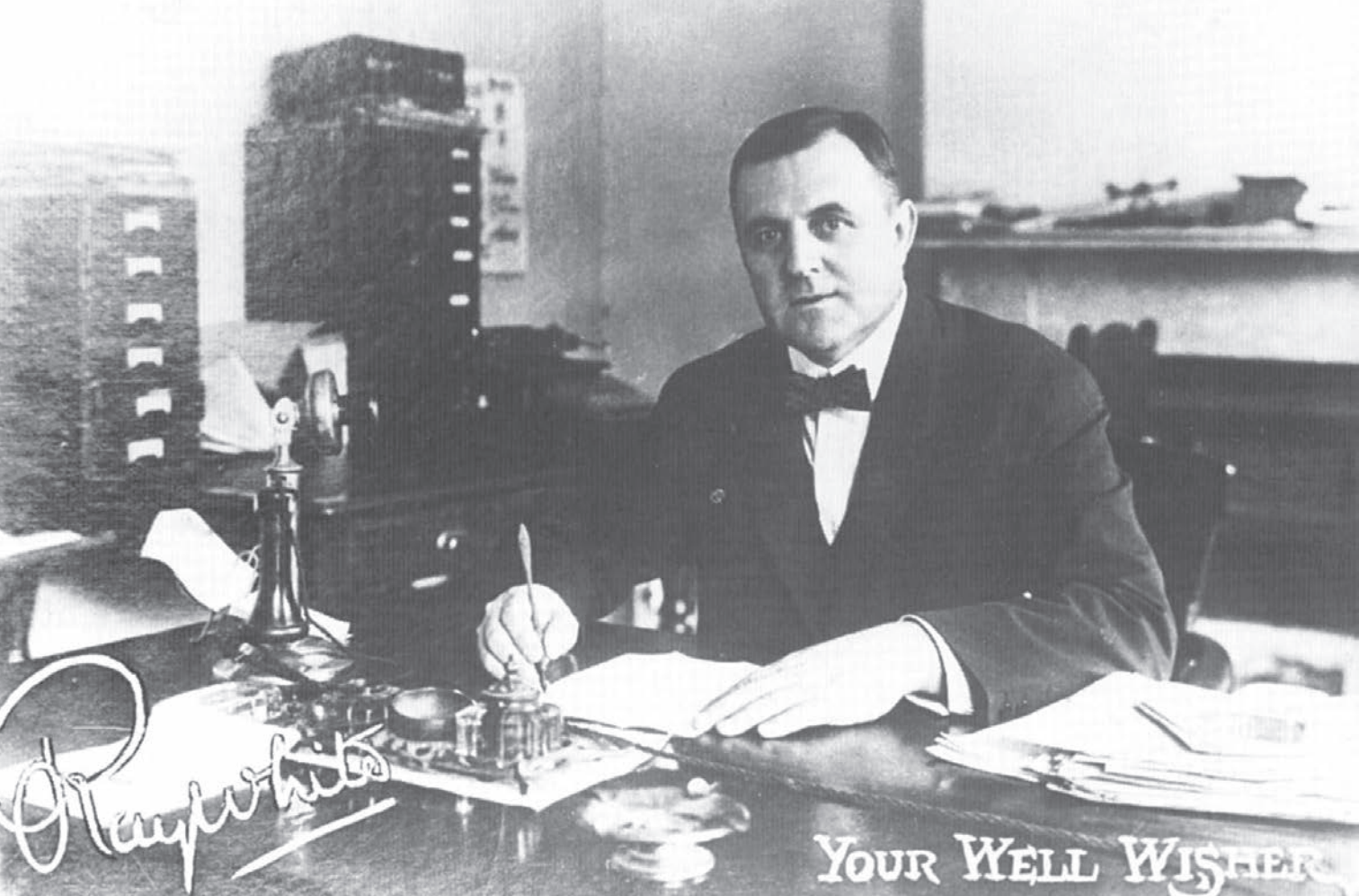
—early this month at an address that will be shortly announced—

RAY WHITE

Formerly of Crow's Nest.

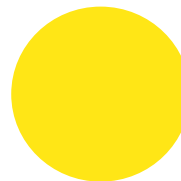
He has disposed of his Crow's Nest Auctioneering Business, and, to be more centrally situated, is opening in Brisbane, where the same extensive and satisfactory business will be conducted throughout Queensland.

Until January 7, correspondence may be addressed to Crow's Nest, and after that date at address to be advertised.



In the much bigger market, Ray could now begin to specialise in the activity he really loved and excelled at - the sale of property! Brisbane gave him the size to specialise in this activity at last.

He wanted to become the first agent in Brisbane to specialise in every facet of real estate activity. He now began his restless pursuit seeking leadership in this new market.

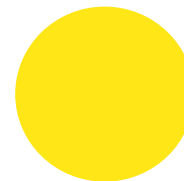


RAY HAD NOW BECOME THE FOCUSED REAL ESTATE AGENT

Ray sought to retain his broad Queensland connections and so Brisbane's show week in August became his biggest week of the year. The marketing during "show week" was spectacular.

Ray was clearly an instinctive marketer. Quick witted. Never at a loss for words to change the momentum of a discussion. Sound principles in seeking to find answers for people's needs. The company's beginnings continue to be an inspiration.

The depression years challenged all businesses. Financial records from those times attest to that. A property exchange technique became increasingly common to complete transactions. But Ray never lost respect for the auction technique he so clearly mastered.



POST WAR OPTIMISM

The Second World War had decimated and damaged all businesses. Suddenly there was post war optimism. Businesses could now be rebuilt. Ray's son Alan joined the business that had been severely restricted during the war years.

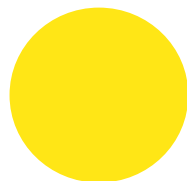
Market leadership was wide open. Alan's hands on drive and energy was what was needed. He was the right man in the right place.

Alan embraced Ray's instinctual understanding of the value of property marketing.

Ray White had become a stand out agency in the 1950s. By then, his brother Max had joined the business. Expansion began with the first 15 company owned offices by the late 1970s.

Top Right: Alan in uniform next to Ray (seated) with Alan's older son Brian
Bottom Right: Max White during WWII





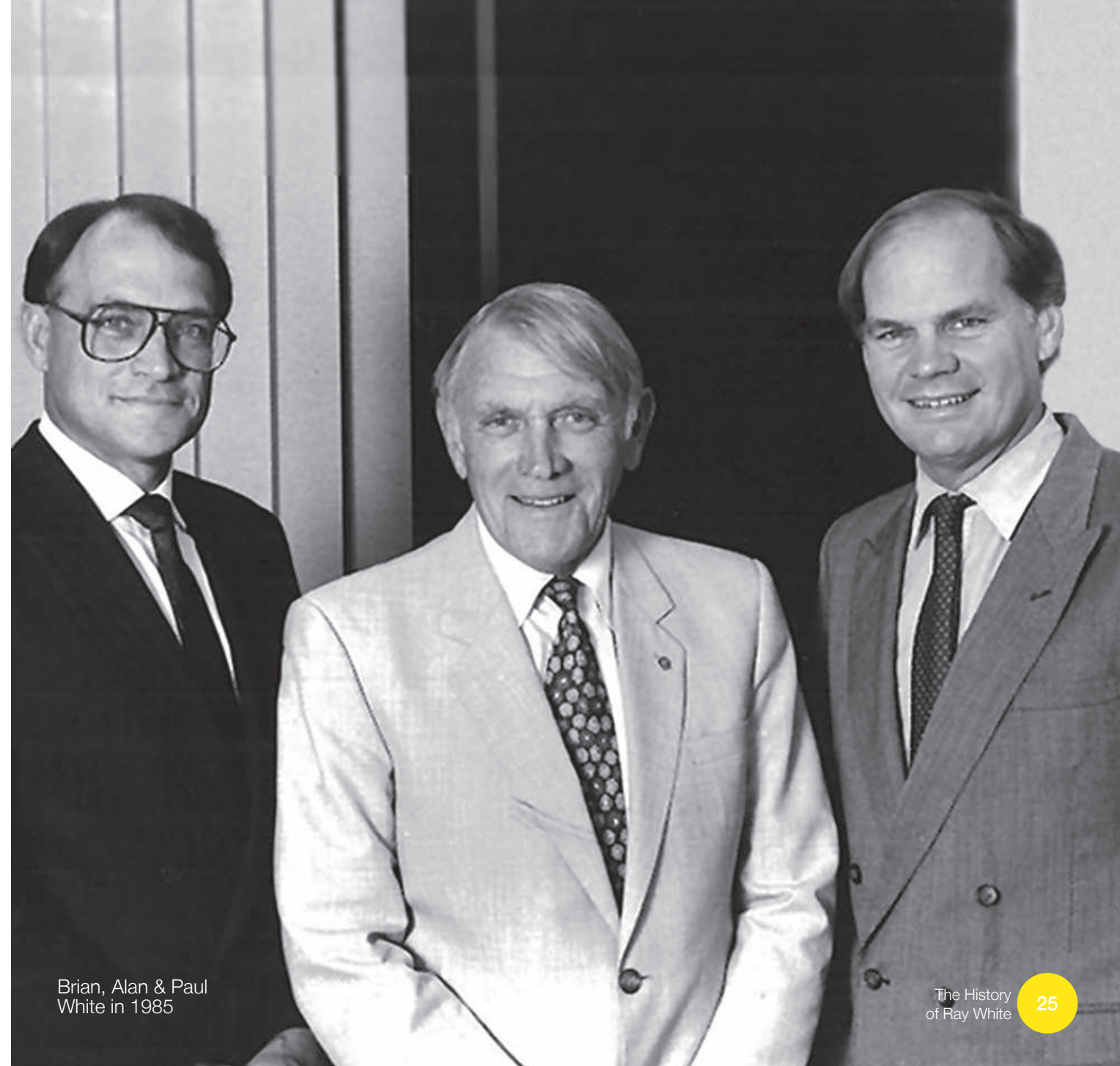
WHITE FAMILY TRADITIONS

As was now family tradition, Alan's sons, Brian and Paul joined their father in the business. The third generation was now in place! Together, they made the controversial decision to expand beyond Queensland and introduce the franchising model.

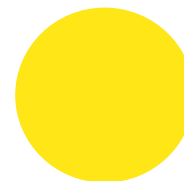
It was a nail biting time - a business seeking to become the new national market leader against all the major entrenched southern competitors!

"Alan created the springboard. The job of the third generation was to jump on it and take the company to an international operation. But the strongest fulfilment of our company's ambitions will come through the fourth generation." *Brian White, Joint Chairman (third generation)*

Ray White was inducted into the Queensland Business Leaders' Hall of Fame in 2010



Brian, Alan & Paul
White in 1985



THE 100TH ANNIVERSARY

As we had much anticipated, our 100 year milestone arrived!

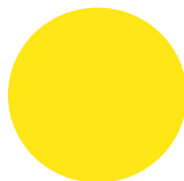
Its prospect had been an inspiration for a long time. Fearful of other centenary celebrations where it appeared the best days of those organisations were behind them, we were determined to hit the 'tape' in the best shape we had ever been.

A magnificent conference was organised and held, but plenty went on beforehand. The old shed had to be rediscovered and restored (fortunately in a brilliant historical village in Crows Nest itself).

And at the opening of the conference, we could announce our long desired achievement of market leadership across Australia and New Zealand.

Top Right: Ray's shed being moved prior to the centenary
Bottom Right: Centenary Conference celebrations





RAY WHITE TODAY

The company has continued to test its potential. New services, new locations, and the momentum continues with a constant restless determination.

A superb group of key executives is now moulded into the new and broad Ray White family. The company is the clear leader in residential sales across Australasia and Indonesia and is increasingly significant in Commercial, Rural and other non-residential agency activities. Of particular importance was the decision by the family to open its own office in Beijing in 2013.

Now, Loan Market, a major mortgage brokerage, enables buyers to be presented with their best finance options. The company is determined to be at the cutting edge of property management skills and services.

White & Partners offers specialist property advice. With the success of the Ray White Indonesian network, progress is being made in many other international markets. Underlying all of this is the family's continued ownership of the group and the day-to-day commitment by the third and fourth generation descendants.

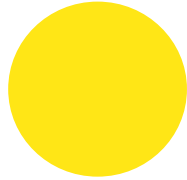


Our special leadership gathering celebrating 110 years in 2012

Front row (left to right): Nick George (CEO South Australia/Northern Territory), Brian White (Joint Chairman), Stephen Nell (CEO New South Wales/Australian Capital Territory), Sam White (Chairman Loan Market), Carey Smith (CEO New Zealand), Paul White (Chairman Ray White Rural).

Middle row (left to right): Andrew Jamson (CFO White Family Office), Mark Williams (CEO Commercial), Peter Camphin (Joint CEO Queensland), Tony Warland (Joint CEO Queensland), Andrea McNaughton (CEO Victoria/Tasmania), Mark Whiteman (CEO Western Australia), Ben White (Director and CEO Property Management), Luke Richardson (Commercial Manager)

Back row (left to right): Mark McLeod (CEO Growth), Dan White (Director and CEO White Private), Matt White (Principal Ray White St Kilda)



THE 4TH GENERATION

The fourth generation immediately created impact. Brian's sons Sam, Dan and Ben embraced responsibilities of major initiatives for the group. Paul's son Matthew quickly took leadership of one of the company's offices.

Sam has created a major independent mortgage broker firm, Loan Market, offering specialised service to Ray White clients.

Dan focuses his skills into our non-residential and commercial activities which are dependent on the company's relationships with its clients.

Ben has seized an opportunity to challenge the property management performance standards within our industry.

The story continues.....



The fourth generation leaders: Dan, Ben, Matt and Sam White

