

# HENZELLS

AGENCY

Real People | Real Service | Real Estate



# INTRODUCING HENZELLS AGENCY.



*Real People, Real Service, Real Estate  
– it's more than just a motto at Henzells,  
it's the heart and soul of our business.*

*Roy Henzell & Garry Waters*



## Real People, Real Service, Real Estate.

Choosing the right agency is the most important step in achieving real estate success.  
At Henzells, it's the Real People and Real Service that keep people coming back.

**Our business is uniquely Sunshine Coast, having been an integral part of the community for more than 80 years.**



As the longest operating and largest full-service independent agency on the Sunshine Coast, nobody understands the local property market like Henzells does.

Henzells prides itself on doing the simple things well, providing old fashioned service while growing the business with leading edge technology and innovation to make buying, selling, leasing or renting the most rewarding experience possible.





# THE HENZELLS STORY.

---

**Henzells Agency has been here from the beginning helping generations of repeat customers with its warm, knowledgeable and results-driven approach.**

We have come a long way since opening as a modest real estate agency in 1935, when the tourism potential of the Sunshine Coasts sleepy fishing towns was only just beginning to stir. In the decades since, the agency has been a major influence in shaping the landscape of Caloundra and the broader Sunshine Coast both in its physical appearance and the lifestyle on offer.

Directors Roy Henzell and Garry Waters have never been content to simply move with the times, but rather set new standards for others to follow.

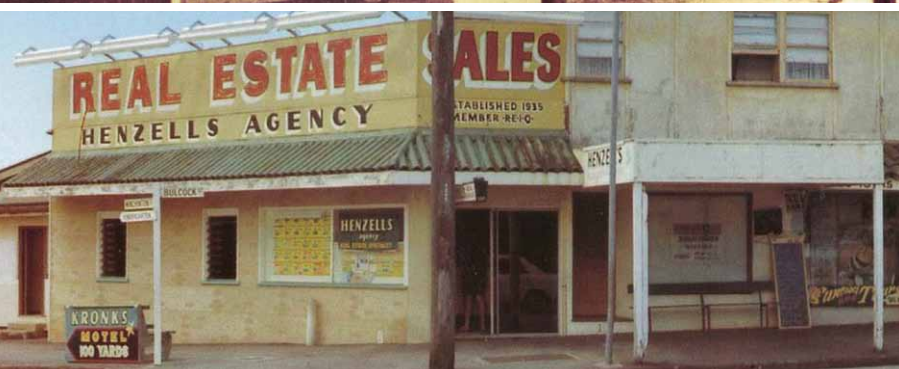
Henzells has been responsible for the development of many landmark apartment projects as

well as marketing the vast majority of residential units in the region.

Entire suburbs have also been shaped by Henzells including Aroona, Ridgehaven, Currimundi, Golden Beach and Pelican Waters.

As proud as we are of what has been achieved, the most exciting part of the Henzells story is what lies ahead as the Sunshine Coast increases its standing as one of Australia's top 10 urban areas, a fast-paced regional economy and a lifestyle destination to rival anywhere in the world.

Not content just protecting the proud Henzells legacy, but growing it is what motivates our team every day.



# COMMUNITY INVOLVEMENT.

---

**Henzells takes enormous pride in real estate and has been rewarded with a loyal and growing following.**

Since our earliest days, we have been passionate about enhancing the regions social fabric by giving back to the communities in which we operate.

Each year we support Sunshine Coast sporting groups, schools and charities to help ensure they have the equipment that they need.

---

Henzells has helped people reach their full potential through the raising of hundreds of thousands of dollars for worthy local charities and sporting groups.



More than bricks and mortar, Henzells has contributed greatly to community projects, including donating the land for the Caloundra Cricket Club, Golden Beach Bowls and Tennis Club and Caloundra City Private School.

We also continue to build a lasting legacy for future generations through the establishment of numerous parks, bridges and canals.



# AREA SPECIALISTS.

---

We hand-pick the best agents in the field, operating in the areas they live in and understand well to give our customers the inside edge.

**Local knowledge is such a vital component of property success and Henzells knows the Southern Sunshine Coast better than any other agency.**

We know the local suburbs like the back of our hand – having developed many of them from the ground up ourselves – and we know exactly what buyers in the area are looking for.

Whether it's the blue chip beach side precincts, the bustling CBD or the quiet life, our experience in your particular market is what sets Henzells apart.

We've been here from the beginning and we'll be here for you.





Offices strategically located for our clients benefit.





# A TRULY FULL SERVICE AGENCY.

**Henzells is a truly full service agency covering the entire spectrum of property needs including sales, rental, commercial, holiday accommodation and project development.**

Whatever your property goals, we offer stress-free service and high-quality, informed advice backed by many decades of local experience.

It is our strength across all areas of the real estate business that has ensured Henzells has stood the test of time, offering more opportunities for customers to share our knowledge and achieve success.



HENZELLS  
AGENCY

HENZELLS  
SALES.

HENZELLS  
RENTALS.

HENZELLS  
COMMERCIAL.



ACCOM  
CALOUNDRA.

HENZELLS  
PROJECTS.

# HENZELLS SALES.

**There's a reason why Henzells' iconic red, white and yellow For Sale signs dominate the property landscape across the Southern Sunshine Coast.**



We are the company people have trusted selling their homes since the local real estate market was in its infancy and our popularity continues to grow.

Our strong local reputation, excellent database of qualified buyers, impressive list to sell ratio, modern marketing strategies, great negotiating skills and adaptability to an ever-changing market means the sale of your home has never been in better hands.

We have the region's largest sales team which draws its inspiration from the company's unique culture and family values forged over many decades.

Highly trained and extremely knowledgeable in their respective fields, our agents share the common passion of delivering outstanding outcomes for our clients by combining old fashioned service with new technology and innovation.



Along with having the people, knowledge and experience to ensure your sale is successful, Henzells is also the most visible.

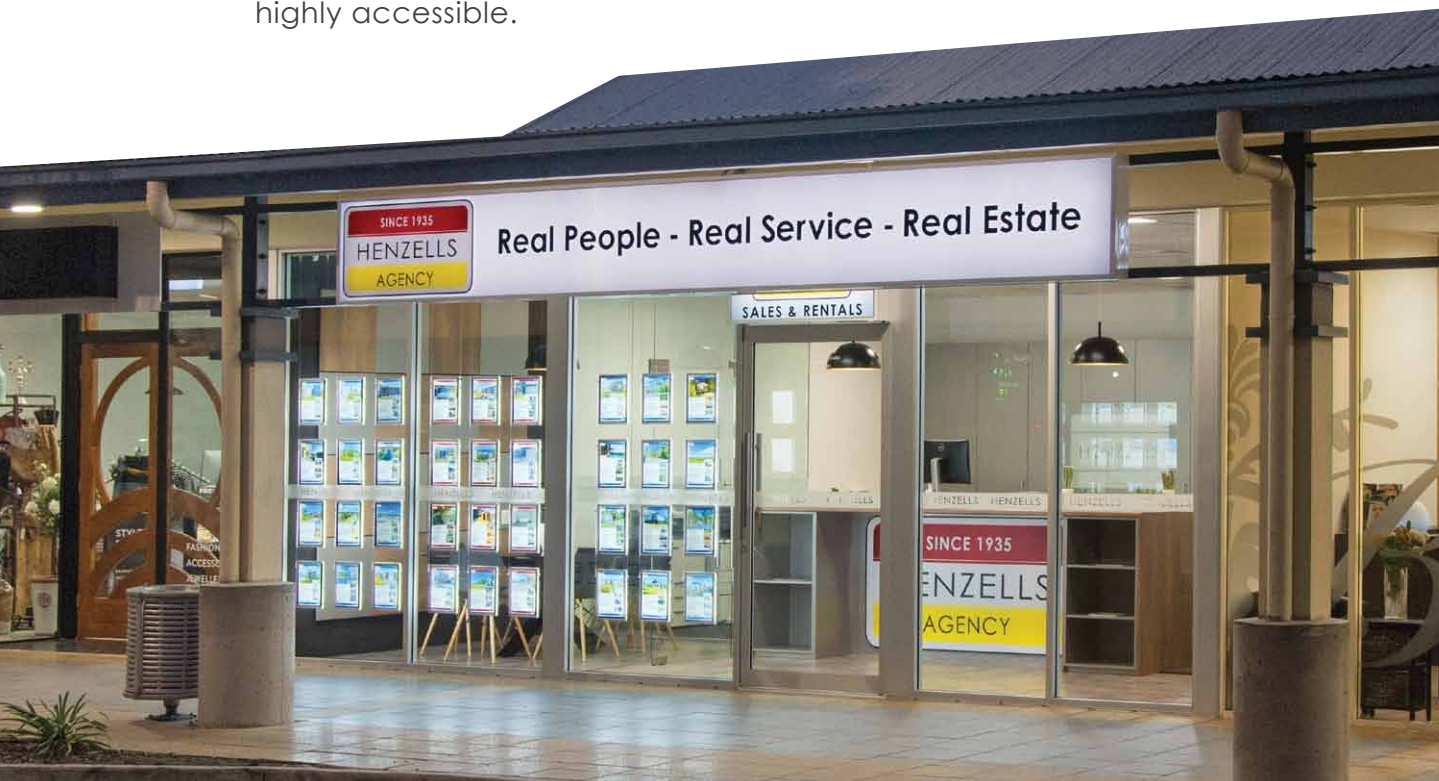
We have sales offices located throughout the region, making our friendly staff and expert knowledge highly accessible.

Our scope of successful and long-standing businesses including Pelican Waters and our holiday arm, Accom Caloundra, assist in driving high levels of enquiry from outside the region, giving advantages few other agencies can match.

Being family owned for more than 80 years and not a franchise business, our ties to the local community are strong. Henzells' presence, lasting legacy and excellent brand recognition means we have long been the first port of call for people new to the area or looking to move here.

Most importantly, we listen and take a customer-first approach to all activities we engage in.

**Henzells has a proud track record of achieving excellent prices and always putting our clients' interests first.**



# HENZELLS RENTALS.

**Henzells offers a highly-experienced, service-orientated Property Management team to ensure rental properties perform at their peak.**

Our highly skilled property management staff are resourced and trained to give every property the attention and care it deserves.

Open communication, a dedicated, personal approach and unrivalled industry and legislative knowledge are just some of the attributes that sets Henzells apart. When you trust the management of your property to us, you benefit from:

- A hard-working, friendly and specialised team with up-to-the-minute industry training
- State of the art tracking systems and technology that puts your property in the sights of qualified, pre-approved tenants as soon as it becomes available for rent
- A brand built on results and exceptional service over more than 80 years in the local region
- One of the best records in the business for low vacancy rates and rental arrears ensuring investment properties perform at their best.







**Whether buying, selling or leasing commercial property,  
Henzells are the experts you can trust.**

## HENZELLS COMMERCIAL.

Whether buying, selling or leasing commercial property, Henzells are the experts you can trust.

We understand the unique demands of commercial property and have carefully selected the best agents to provide the services you need to succeed.

Operating as a boutique investment management business, we have a clear understanding of local and national trends in the commercial sector. Henzells manages an extensive portfolio of commercial properties across the Sunshine Coast.

Our proven process, eye to the future, specialist market knowledge and a commitment to open communication and feedback gives you the winning advantage in commercial property.



ACCOM  
CALOUNDRA.

**Accom Caloundra is the largest Real Estate based holiday accommodation business in Caloundra and the surrounding area.**

Since the earliest days Australians have trusted their holiday memories with us, while the expert care and attention we give our properties under management has made Henzells the agency of choice for owners.

With more than 140 rental properties to choose from, Henzells offers the full spectrum of holiday experiences in great locations from Currimundi to Golden Beach, backed by friendly support and cutting-edge services to ensure holidays are remembered for all the right reasons.





Since the 1990s alone, Henzells has marketed almost 50 residential apartment projects in the region including Rumba Resort (73 units), Monaco (89 units), Outlook (49 units), Ramada Resort (116 units), Vardon Point (110 units) and Linear (40 units).

**Henzells is a leading force in shaping the look and feel of Caloundra and surrounding areas through the development and marketing of some of the region's best known residential apartment and land projects.**



## HENZELLS PROJECTS.

Our reputation and expertise in the apartment project sector has seen us responsible for the marketing of in excess of 60% of all built form in the region.

The Henzells name is also synonymous with the award-winning Pelican Waters masterplanned community, where more than 3,000 lots of land have sold in the past 25 years.

A further 2,250 dwelling lots are in the planning for its final releases surrounding the emerging marina and town centre precinct in the estate's southern reaches.

Henzells continues to build its legacy as the leading expert for project development and marketing on the Sunshine Coast.





# WHY HENZELLS?

**Henzells agency takes the stress and confusion out of buying and selling real estate with an honest, no-nonsense approach based on unrivalled local knowledge and exemplary service.**

Our commitment to building lasting relationships based on trust and hard work has resulted in multiple generations of repeat business and a success rate second to none.

Being born and bred locally and having stood the test of time for more than 80 years means our connections and expertise in all areas of real estate are the best in the business.

Our family values and warm approach coupled with cutting edge innovation is what sets us apart from our competitors.

Providing a one stop shop for all your property and real estate needs, Henzells is the only name you need to know for residential sales, commercial and industrial sales, leasing, land sales, permanent rentals, holiday letting, project marketing and more.

Real People,  
Real Service,  
Real Estate.

That's the Henzells difference.







# MARKETING YOUR PROPERTY.

**Our aim is to get the highest price for your home in the shortest amount of time, spending marketing dollars only where they need to be spent in order to achieve the best outcomes for you and your family.**

Henzells has extensive reach to potential buyers, having amassed databases of many thousands of individuals who we know are actively seeking property in the areas we operate.

We understand that every one of our clients is different. For that reason we take a flexible but highly dedicated approach, creating marketing packages to meet individual needs complete with many complimentary services.

Unlike other real estate agencies on the Sunshine Coast, Henzells has its own marketing department dedicated to delivering successful results by professionally marketing properties from start to finish.





# INSPECTIONS.

---

**Whether it's an open home or private property inspection, Henzells manages the process from start to finish to ensure optimal results and peace of mind for all parties.**

Our licensed, experienced and informed real estate professionals are present at all times during inspections to present your property in the best possible light to potential buyers.



Henzells always has the best interests of the owners at heart when recommending inspections, offering expert advice on timing, preparation, security and more.

# REPORTING.

**Honest, open and regular communication is one of the hallmarks of the Henzells business.**

Communication is the foundation of any healthy relationship and we always discuss the preferred methods of communication with each customer right from the beginning to ensure expectations surrounding feedback are not only met but exceeded.



We offer regular weekly feedback in both written and verbal form to keep vendors completely up to date with how the sale and the market are performing.

Our friendly, inclusive and highly consultative approach allows us to fine tune our strategies if necessary to achieve the best possible outcomes.



# CONTRACTS & SELLING.

**Real Estate can be a logistical and legal minefield and in market conditions where high volumes are being bought and sold it is imperative that people are dealing with true professionals who have all the checks and balances in place.**

Through all departments, we operate to the highest ethical standards offering peace of mind to customers through measures such as the use of REIQ/Queensland Law Society-approved contracts and a commitment to industry best practice.



We can produce contracts in a timely manner and always negotiate through written rather than oral agreements.

By doing this, all stakeholders are fully aware of terms and conditions.

WE'VE BEEN HERE  
**FROM THE BEGINNING.**





An aerial photograph of a coastal city, likely in Australia, showing a large body of water on the left, a winding river or canal system in the center, and a dense urban area on the right. The text "AND WE'LL BE HERE..." is overlaid in white on the top left.

AND WE'LL BE HERE...

FOR YOU.

HENZELLS  
AGENCY





[www.henzells.com.au](http://www.henzells.com.au)

CALOUNDRA

**t:** 07 5491 2000    **e:** [sales@henzells.com.au](mailto:sales@henzells.com.au)  
49 Bulcock Street, Caloundra QLD 4551

CURRIMUNDI

**t:** 07 5493 7023    **e:** [sales@henzells.com.au](mailto:sales@henzells.com.au)  
Shop 16, Currimundi Market Place, Currimundi QLD 4551

PELICAN WATERS

**t:** 07 5491 2000    **e:** [sales@henzells.com.au](mailto:sales@henzells.com.au)  
Cnr Pelican Waters Boulevard & The Corso, Pelican Waters QLD 4551