



welcome

Tim Cullen profile



# Welcome

Welcome and thank you for the opportunity to work together at this important time in your life.

My team and I care passionately about real estate and we love what we do here on Sydney's Northern Beaches. Each of us has a deep connection to the area, we know the people who live here, and we understand how to achieve maximum value for properties sold on this breathtaking peninsula.

Our team approach to real estate, closely supported by world-class systems, structures and processes, allows us to match the right people to the right properties. We take immense pride in our work and each member of the team is an expert in their given role, ensuring that every detail of the sale of your home is carried out to perfection and the best of our combined abilities.

With the backing of McGrath Estate Agents, Australia's finest real estate company, we have access to the latest tools and a wealth of resources ensuring that our team is always at the forefront of this dynamic industry. We are confident in our ability to offer you a superior service and help achieve a great result for your property sale.

We are excited to work with you and keen to get started. This brochure shows you more about who I am, and how my team and I can help you on your real estate journey. I invite you to sit back and – and enjoy the experience of our premium real estate service every step of the way.

Kindly,

Tim Cullen and the Northern Beaches Real Estate Team

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Design: Dan Day, [shoeboxcreative.com](http://shoeboxcreative.com)

Beach photography: Joel Coleman, [Saltmotion Gallery](http://Saltmotion Gallery)

## My own real estate journey...

My journey began when I completed work experience at a residential sales company in Sydney. Then, as a 20-year-old university student considering my options, I heard about a real estate program offered by John McGrath. I was inspired by John and his work philosophy – the fact he was still young yet achieving so much. This attracted me to the company and I was eager to start training at the McGrath Academy in Edgecliff.

I can still remember riding my motorbike across Sydney Harbour Bridge each day to venture into the exciting and challenging world of real estate. And I immediately loved it. It was obvious that this industry was well suited to me and I excelled. Upon completion, I was one of only two people to be offered a permanent position. It was the opportunity of a lifetime!

I began working alongside an experienced McGrath agent who made sure I was up before the sun and home late at night six days per week. It was hard work but I enjoyed it immensely. It gave me invaluable knowledge and taught me supreme sales skills. As people began to recognise my passion and skill for selling, companies approached me and I decided to venture into corporate sales roles closer to home.

At 25, I met Bernadette and it was love at first sight. We began planning our life together – marriage, children and a home near the beach. Two years later we welcomed the arrival of our first son, Oliver. After becoming a father, I decided to resign from my job at that time and return to the industry I loved and belonged in – real estate.

I wanted my son to look up to me and see his father as a hardworking, honest role model in a career he was passionate about and proud of. I began work at a Freshwater agency, often staying late at work until I achieved self-set sales targets.

In 2007, the arrival of another son prompted me to again re-assess my career. I wanted to be the most trusted, respected agent on the Beaches. I knew that to achieve this, I needed the support of a superior company so I returned to McGrath, who by now had an established presence in the region. Within a year, I was recognised for selling the most homes and ranked as the number one agent in the area (a position I continue to hold).

Rankings and sales statistics aside, my focus today is as it has always been - on my clients' needs. I realised early on in my career that real estate is not only about property but about people too. Each transaction is different requiring a tailor-made, personalised approach. For most people, selling their beloved home and moving house is life changing. I have therefore always been committed to supporting my clients every step of the way to ensure their journey and the end result is nothing but exceptional and to their complete satisfaction.

On the home front, Bernadette and I now have four children. Our two boys and two girls keep us hopping – mornings involve driving them to three different schools; evenings are spent immersed in the local community - from Little Athletics, soccer and school fundraisers to charity events and dance classes. We care about this

community, its people and the environment. We work hard to be able to offer our family the best experiences we can. And we strongly believe in doing the same for our clients.



Since joining McGrath Estate Agents 18 years ago, Tim has defined himself as an industry leader with an outstanding track record and loyal client base. He ranked 1st on the Northern Beaches in the Real Estate Business' Top 100 Agents List and ranked 21st nationwide. For the last five years, he has consistently sold more properties on the Northern Beaches than any other McGrath agent and he holds a significant portion of the real estate records set on the Northern Beaches.

While Tim's success as a motivated and skilled real estate agent continues to grow, much of that success is due to his personable and caring approach to the people he calls his clients and friends. For Tim, working in real estate is about



more than results and recognition. It's also about building meaningful relationships with real people. Tim sees his job as helping to guide them through a period of major life decisions and significant change to achieve the best possible outcome from the sale or purchase of their home. It is this honest and thoughtful approach to real estate and to his clients' needs that sees Tim receive the majority of his business via referrals and repeat business from satisfied customers.

From a young age, it was clear that Tim had a natural ability with people, the art of negotiating, and business. He studied Communications at Charles Sturt University Bathurst, after which he was drawn to the real estate

### Real Estate Awards and Achievements

- Number 1 Ranked Agent on the Northern Beaches (as assessed by the Top 100 Real Estate Business rankings for real estate agents across Australia, according to a range of calendar year business metrics including sales volumes, sales dollars and average sale price).
- Ranked 14th in NSW (as assessed by the Top 100 Real Estate Business Rankings for real estate agents across Australia).
- Currently ranked 21st in Australia (as assessed by the Top 100 Real Estate Business Rankings for real estate agents across Australia).

industry. Tim joined McGrath Estate Agents, applying his natural talent and tertiary studies to a career in real estate. Thanks to Tim's constant hard work, a passion for selling properties and an unwavering commitment to his clients, Tim has set a benchmark for McGrath real estate agents – and across the industry nationwide.

Tim is a devoted family man, an active member of the community, and a long-term resident of the Northern Beaches. His wealth of local knowledge and experience, combined with a unique team approach and caring client commitment, make Tim Cullen the right choice for you when selling or buying a property on the pristine Northern Beaches.

- Within McGrath Estate Agents, Northern Beaches Tim has achieved:

- Highest number of sales (awarded to Tim every year since 2009)
- Largest client database
- Strongest business development area percentage
- Highest number of property records achieved (Tim has achieved this every year since 2009).

## Bernadette Cullen



Bernadette Cullen is Tim's wife, an experienced Certified Real Estate Agent and a key member of Tim's team. She provides behind-the-scenes support to ensure that the sales process runs as smoothly as possible for the team and for you. She has been part of Tim's team for the last eight years.

Bernadette's main responsibilities are the marketing and administration elements of the sales process. In this way, she frees up Tim's time to ensure his entire focus is on achieving the best possible outcome for you and your property. Her strength and passion is her ability to give valuable insights to Tim's clients on how to best present their property for sale in order to obtain a great price in all market conditions.

Bernadette is an active member of the Northern Beaches community and a qualified designer with an Advanced Diploma in Design from the prestigious Whitehouse Institute of Design. She is also a keen blogger where

she shares her impressive real estate knowledge and teaches people in order to help them make informed decisions regarding buying and selling properties. She has also recently written and published a guidebook on selling your home for a premium price and getting great value as a buyer.

It is Bernadette's core values – to care about and help others – combined with her design creativity and marketing know-how, that make her a precious asset to the Northern Beaches team. And with a recent survey of leading real estate directors and chief executives finding that women have the greatest say among couples when purchasing property, the female touch she brings – of compassion, warmth and understanding – ensures that Tim and his team are able to provide an unparalleled service to you, the client.

### Our Philosophy

We believe that selling your property is a privilege. We will listen to you and we will take care of your real estate needs. We know that every sale is different, which is why we will take the time to get to know you, ask questions, give you advice and ensure you have our absolute attention when it comes to your property and your individual situation.

We passionately believe that our real estate service is unlike any other. We can, and we will, help you achieve an exceptional sales result if you choose to use us. We believe in taking pride in our work and we will always share any feedback from our clients. We know that once you sell

a property with us, you will refer us on to friends and family, and remain a loyal customer for life. Please relax, take a deep breath and enjoy the next steps. You will love what we can do for you and your property!

### Our Mission

We strive to offer a high level of integrity whilst being exceptional and passionate about everything that we do. We sell homes with pride and with optimism. We listen and we care for your needs. And we have an uncompromising commitment to high quality and great service.

### Quality Guarantee

My personal guarantee is that I am completely dedicated to your satisfaction and I value your feedback. If, for any reason, you are not satisfied with our service at any point in the process, please contact me directly with your concerns – I will be the first to listen to you, to respond and, above all else, to always prioritise your needs.

I have a team of four skilled individuals and each one of us is enthusiastic and committed to the work we do. We care about you. We listen to you. We act on your behalf. And we are entirely devoted to the sale of your home from the onset until settlement. This is our promise to you.

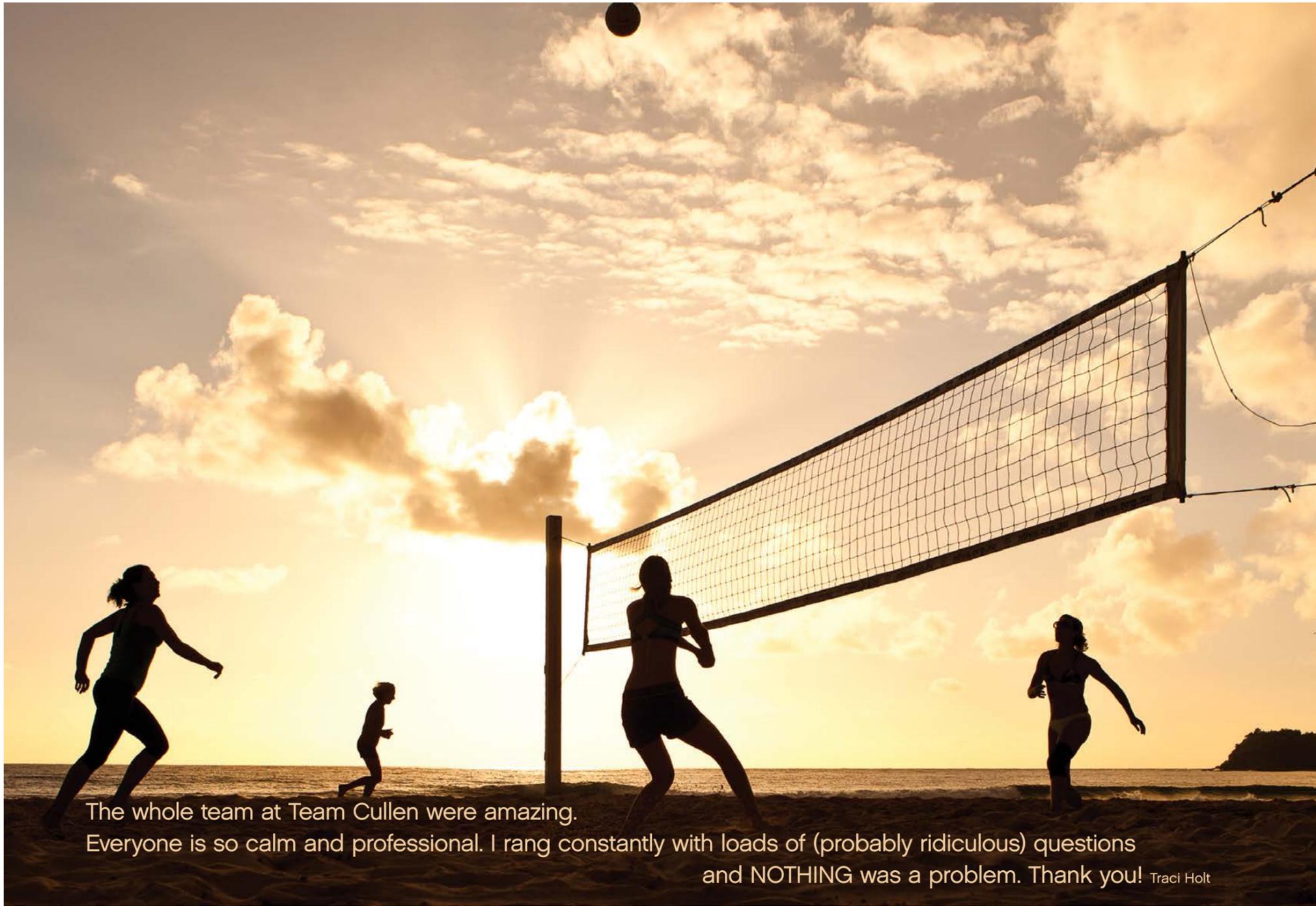
If you choose to work with Tim, you will receive the services of a team of four experienced, certified Real Estate Agents actively working on your property, rather than just one agent, as is usually the case. Tim's skilled and dedicated team will work with you to achieve the best possible outcome for your property in the most time effective manner.

This unique team approach to real estate has seen Tim consistently attain record prices and receive frequent praise from his loyal client base in the region. As an acknowledged industry leader and the Northern Beaches number one selling agent, you can be assured that Tim and his team will take care of your real estate needs and guide you through the selling process.

Due to his team approach to selling, Tim has always been able to focus on the business of selling and negotiations – the two things he excels at - rather than lose precious time on important but distracting administrative activities. Therefore, with the close support of his local team, he is able to achieve premium results for property sellers on the Northern Beaches each and every time.



I'd like to thank you and your team again for making the sale of our home so easy for me and my family. Time was a real issue for us, having recently purchased a new home. You managed a great price on a quick sale, giving us peace of mind when we needed it most. You and your team made a seamless and simple process of what could be a very stressful experience. We appreciated your sleek and professional approach to selling our place, as well as your relaxed and understanding nature when dealing with us while under immense pressure. Glen and Marnie Maloney



The whole team at Team Cullen were amazing. Everyone is so calm and professional. I rang constantly with loads of (probably ridiculous) questions and NOTHING was a problem. Thank you! Traci Holt

John McGrath established McGrath Estate Agents in 1988 with one primary goal: to create the best real estate company in the world. McGrath is now Australia's largest privately owned residential real estate business achieving more record sales in more suburbs than any other real estate agency in the country.

Last year, McGrath sold \$7 billion in residential property and was awarded the title for having the most agents in the inaugural Top 100 Business Real Estate Rankings. Furthermore, 5 of the top 10 ranked agents and 29% of Sydney agents making the list were from McGrath. Given that McGrath Estate Agents has just 53 offices compared to the next best performing real estate company, which made up just 9% of the rankings despite having more than 700 offices, this was a phenomenal result.

McGrath is achieving these kinds of outstanding results because they do things differently to other agencies. They have better systems, better training, better marketing and a networked infrastructure unlike no other real estate agency in Australia.

McGrath is continually expanding its reach and market share, with a growing network of offices located throughout Sydney, the Central and North Coast, South Coast, Southern Highlands, the ACT and Queensland.

- McGrath is the only agency offering a regional perspective. Our agents share Australia's largest buyer database, linking every office from Queensland to the ACT – a feature that none of our competitors possess. Although local buyers are crucial, a regional approach ensures we find people from a wider catchment.
- McGrath's database has more than 200,000 active buyers who are sent alerts each week, including an extensive list of international and expat property hunters. We actively network and communicate our listings internationally via our mobile website and the McGrath Magazine iPad app. This access to global buyers, as well as from your local suburb, gives us a unique advantage over other real estate companies.
- McGrath.com.au is the 3rd most viewed real estate website in Australia after realestate.com.au and domain.com.au, with approximately 6 million visitors every year. The website features a unique 'lifestyle search' option and can be viewed in five languages.
- McGrath is the only real estate company to distribute a weekly real estate magazine (also translated into Chinese), with more than 10,000 copies delivered weekly to almost 1,000 cafes, businesses, seminars, events and McGrath offices.
- McGrath delivers a total solution marketing service tailored to meet your expectations, property needs and budget. We are committed to constantly developing and enhancing our marketing approach to ensure we remain modern and innovative, and make your property stand head and shoulders above the competition.
- McGrath employs highly talented photographers and copywriters to produce top quality marketing. Our listings are considered superior to our competitors thanks to the marketing and presentation quality, and our premium brand will elevate your property to the top of the must-see properties in your price bracket.
- McGrath's team of highly experienced auctioneers includes Australia's top three award winning auctioneers who will maximise the sales price of your property should you choose to auction your property.
- McGrath has a dedicated Chinese team that is the conduit for all Asia-based property inquiries. The China Desk provides various services to all Chinese buyers including the translation of property information and explanation of property types and areas. Given the influx of Chinese buyers to our market, this is an essential service for bridging any language and cultural gaps during the sales process.

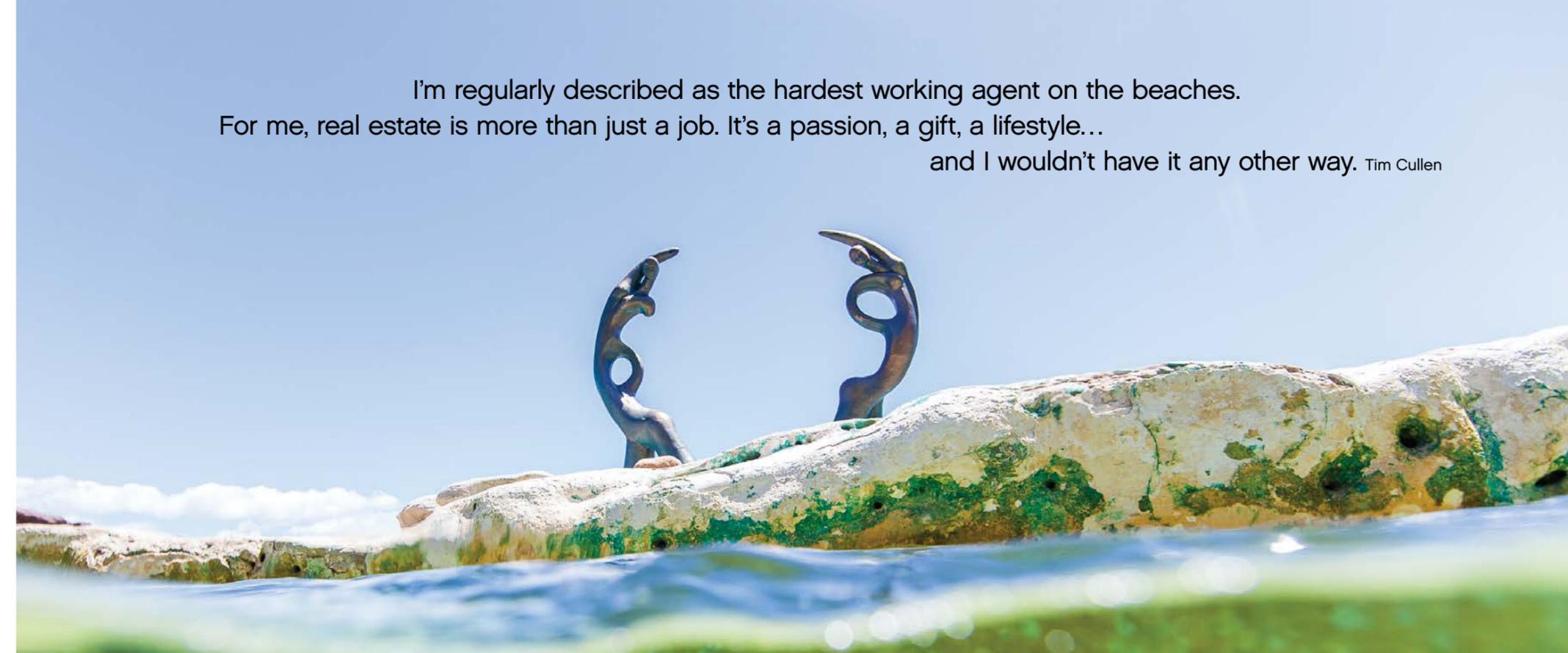


## Sale preparation checklist

The preparation you put into getting your property ready for sale can be the difference between getting a standard price and getting a great price. Here's a quick checklist of things you can do to help make your home more saleable:

1. Organise for the property to be **thoroughly detailed**.
2. Spend a few hundred dollars to **spruce up the property**, which will increase your home's desirability and should increase the sale price.
3. Hire a **property stylist** to improve the appeal of your property by enhancing its general appearance to help obtain a higher sale price.
4. Obtain a **building and pest inspection report**, allowing you to make sure any necessary repair work is carried out prior to sale and ensuring that a 100% clear report can be used as a selling feature for buyers.
5. Ensure that a **Contract for Sale is prepared** by your solicitor or conveyancer with all the essential terms and conditions. In NSW, the law requires that a contract be available for inspection prior to the property being offered for sale.
6. **Acquire a Certificate of Compliance** from your Local Council if you have recently undertaken major building work.
7. Have a **survey of the land and buildings** available if required when selling the property.
8. **Check the expiry date and termination requirements** if there is an existing lease and advise your solicitor.
9. **Make a note of all the inclusions** – a list of everything that will be included in the purchase price and that will remain at the property after completion. Standard items include light fittings, floor coverings, curtains and blinds, which can be excluded, if you prefer, but which should be noted in the Contract for Sale.

I'm regularly described as the hardest working agent on the beaches.  
For me, real estate is more than just a job. It's a passion, a gift, a lifestyle...  
and I wouldn't have it any other way. Tim Cullen



### useful information

**McGrath**

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# McGrath

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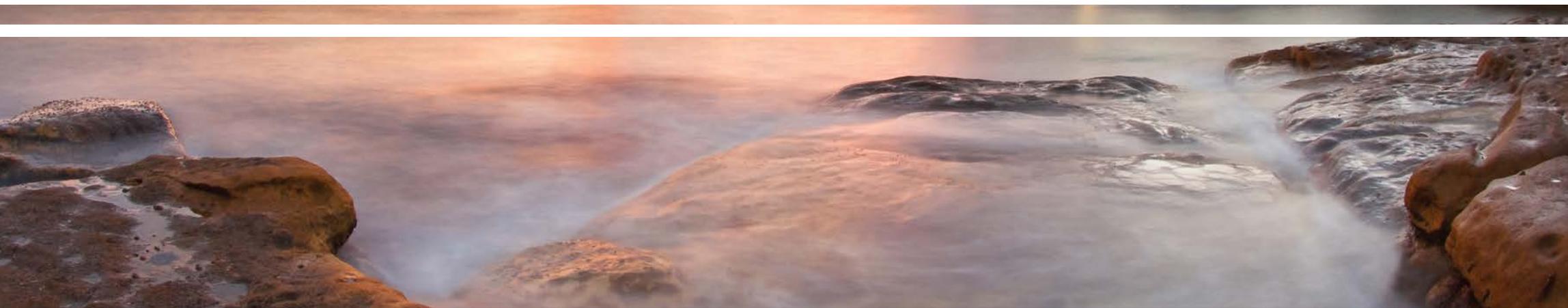
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