

TOP AGENT MAGAZINE



SUE JACKSON

When speaking with Sue Jackson about her role as Sales Performance Manager for the highly-reputable Max Brown Real Estate Group, one can't help but notice the enthusiasm she projects for not only the company, but for all its sales agents and clients.

Max Brown, which was established in the Melbourne Real Estate industry in 1958, has built a strong reputation based on trust and consistently high standards that has allowed them to perform at a superior level in the industry. Independently owned, the company provides a comprehensive real estate experience through its Residential Sales and Property Management Division, Project Sales/Development Division, New Homes Division and Commercial/Industrial Division.

Sue, who has been with Max Brown Real Estate Group since 2001, began working for the company in the role of Sales Consultant, which she did until she obtained her sales license in 2006 and transitioned into the role of Branch Manager. Just recently, she was promoted to her current position of Sales Performance Manager in which capacity she oversees the company's entire sales team, which is spread out over four offices located in Croydon, Montrose, Lilydale and Boronia. "I'm still involved in the day-to-day listing and selling of real estate," says Sue, "however, primarily my role is to mentor and assist the sales team."

"It's a fantastic role," says Sue. "I've been with the group for 16 years, and we do have a number of staff who have been with the company for numerous years. This aspect makes my role a lot easier as I've worked with some of these people for ten or fifteen years. Basically, I'm in constant contact with each of our Branch Managers, and I'm also conducting one-on-one

meetings or reviews with the sales staff to monitor their progress and obviously providing any assistance or extra training as required."

Sue is passionate about the work she does, and her ability to assist her team better service their many grateful clients. "I've loved my job and its' challenges since the day I started," she explains. "I've always said that the day I stop enjoying it is the day I'll finish up. The Max Brown network is a dynamic group, we're all local, family-orientated people. I really do thoroughly look forward to coming to the office."

Providing top-notch client service is of paramount importance to Sue. "I'm very much about trying to understand what our client's want to achieve, rather than trying to pressure them into making a decision that might not be the best for them. I believe I have a very good reputation in the industry, and I treat all clients with respect and integrity. I appreciate that I get to spend each and every day speaking with and meeting people."

When she's not working, Sue enjoys nothing more than spending time relaxing with her family. She is also an avid golfer, though she hasn't had much time to work on her game as of late. She is also very much involved in her community of Montrose and surrounding areas, where her family has lived for over thirty years.

"My main focus throughout my career," says Sue, "is building relationships with my clients, whilst being transparent, honest and approachable. The Max Brown Group is a professional, innovative group to be associated with. Our brand and culture is well recognized and we have an exceptionally good reputation. Max Brown Real Estate is celebrating 60 years of service, quite an achievement in this industry. I am most fortunate as I love my profession and everything the company stands for."



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