

Honest professionalism

Calls not returned? Prices inflated to get the agent a better commission? Lacklustre advertising – not here.

Boutique real estate agency Stewart Tandy and Associates opened in November 2007 with a company ethos heavily focused on personalised service and operational transparency.

Principal Vicki Stewart, an industry veteran, and partner Mary Tandy are on a mission to raise the bar for customer expectations – an approach which has already been met with success.

In January alone Stewart Tandy and Associates wrote over \$10.5million in sales.

"This industry does not enjoy a good reputation," Vicki said.

"Our goal is to ensure that our clients – both vendors and purchasers – are well served in an honest, open and professional manner.

"We want them to get service that they boast about to their family and friends."

Vicki, a previous winner of both the Sunshine Coast Real Estate Agent of the Year and John Heaney Award for Excellence, has worked in real estate for 19 years and Mary for six.

Their award-winning associate Lyn Rogers comes with 10 years' experience and an impressive track record of setting benchmark prices for



RAISING THE BAR: Vicki Stewart and Mary Tandy.

homes in the Mountain Creek and Buderim areas.

Mary credited accountability, honesty, integrity and communication as important factors in their customer service offering.

"Communication is the key," she said.

"People don't mind what is happening, as long as they know."

For clients this means peace of mind throughout the selling or buying process.

"Once people engage us as their agents they can relax, knowing everything that can be done, will be done," she said.

"We don't stop until that sold sign is up."

The Stewart Tandy and Associates agents are supported by office manager Liza Southern and the 'director of first impressions' Tracy

Leading ladies Best advice for other working mums?

Mary: Set aside some time for your children, they grow up so quickly and you don't get a second chance.

Vicki: It is the quality of time you spend with your children, not quantity.

Choose three words you'd like people to use when they talk about you:

Mary: Ethical, reliable and persistent.

Vicki: Open, happy, positive.

Best tip for someone who wants to follow in your footsteps:

Mary: Always do what you say you will do

Vicki: If you say you are going to do it – do it.

Waddington who actively assist with client enquiries and requests.

"When people deal with us here at Stewart Tandy and Associates, they know that they have been well looked after," Vicki said.

"They know they have achieved the best possible price and they know their home has always been treated with respect."

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GROWING MARKET: Shine Beauty owner Tania Turner.

A shining star in the world of small business

Shine Beauty is a small business in big business shoes.

Already running four salons, owner Tania Turner has recently opened a franchising head office in Caloundra and is set to roll out more Shine salons in major shopping centres across the region.

The launch of the franchise is tipped for April of this year, in line with growing demand for 'experiential' beauty services.

"In Australia we're seeing a rise in consumer desire for 'experience purchasing' where people desire services and product purchasing to be integrated," Tania said.

"The beauty service industry is also becoming more mainstream as people are spending money on beauty services as part of their personal grooming routine.

"Shine plans to be well-positioned in the centre of this fast growing sector by going to market with our franchise."

Growth of Tania's business is supported by a purpose-built web support system developed to assist with setting budgets, driving sales and accountability and control key expenses in each salon.

"This system is unique and revolutionary," Tania said.

"Each night the salon managers enter the day's results into the system and are immediately given feedback, performance results and solutions for the remaining days of the week."

All stores are linked and can be managed and reviewed anywhere in the world via the web.

"We can see how our salons are performing against each other and analyse staff performance and their value to the salon," Tania said.

The web support system also offers easy access to salon business forms and manuals, stationery orders, a noticeboard and incident

In Tania's words

Best advice for other working mums? Don't be too hard on yourself. For those days you forget to pack the kids' lunch because you're rushing to a meeting (thank goodness some kids share) or the day your daughter's pink drink bottle ends up in your son's school bag ...forgive yourself.

To get to where you are in life, one needs to be: Determined, inspired, honest.

Best tips for someone who wants to follow in your footsteps: Never give up! Keep following your goals! Learn and grow from your mistakes (as we all make them along the way!)



LIFE BALANCE: Tania Turner with Jade and Max.

resolution procedures.

"I'm proud of the many Shine Beauty systems and procedures that allow me to stay constantly in touch with the four salons," Tania said.

Tania's vision has already paid off, with the Sunshine Plaza salon winning the lifestyle and wellbeing category of the Sunshine Coast Excellence in Business awards.

She credits this win to her staff members who, along with Shine's technology usage and business systems, make Tania's general manager role run much smoother.

"We have fabulous girls in our salons and at head office," Tania said.

"They are all caring, dedicated and passionate about Shine which ensures our salons run smoothly and continue to grow year on year."

Besides the four salons and franchising launch, Tania is also wife to Shine's co-director Joel, and mum to Chanel, Max and Jade.

Balancing family life with the business means a lot of juggling, including outfitting the new Shine head office with a designated kids zone.

"It was important to me that my children are comfortable if they are ever with me at head office," Tania said.

"I absolutely love being a mum and treasure my time with my children."

"Yet I also love being in business, the pride and satisfaction I feel from being busy and successful in business is so wonderful, and rewarding too."

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