

Sower Estates – changing attitudes in estate agency

PROPERTY is often seen as one of the safest forms of investment available to us, but with so many estate agencies eager to add you to their books it may seem daunting to identify an agency that will provide a truly exceptional level of service.

One agency is making waves by suggesting that business practice based on openness and trusted relationships can lead to unprecedented success with their clients whilst at the same time pioneering a transformation of attitude of an entire industry.

When stepping into Sower Estates' showroom you are greeted with an experience decidedly unlike the accepted, sales-focused attitude associated with contemporary estate agency.

As you take a seat on the large leather settee and take in both the classical music and the equally distinguished ambiance, one may well ask how it is that such an eccentric, relaxed company fits in to a fast-paced and potentially ruthless industry.

Established by Brendon Naicker, the company's beginnings reflected the respect and independence abundantly present today. Brendon's approach to his clients and customers was one of trust, placing the emphasis on the relationships built in a mutual trade and an assurance that a relationship can only be profitable if it is to benefit all parties.

It was this commitment that quickly separated Sower from many of its competitors and it was therefore not long before Brendon had attracted the attention of investors abroad.

Today, following ambitious Chinese investment in the form of Haowei and Shan Chen, Sower operates worldwide and has amongst books some of the most iconic, exceptional properties to offer both within Cardiff and around the world. Dealing with Sower guarantees exceptional service as their experienced staff pursue



■ Sower's customer base, built over 25 years, ranges from businessmen to government officials

everyone of their clients' needs and expectations. Their clients range from businessmen to government officials and Sower aim to provide every aspect of service from their base of operations in Cardiff city centre by utilising 25 years of experience of their trusted solicitors, accountants, surveyors and maintenance workers.

Sower's philosophy hinges on the parable that one reaps what one sows. Although the estate agency industry often gestured towards this notion, it is the honesty and clarity with which Sower applies this ideology that is rapidly setting Sower apart. "Building trusted relationships..." Sower proposes "is always the primary concern, as the

method by which Sower secures its own future is to ensure that we make our clients richer."

Sower does not look to compete with other estate agencies but instead set themselves apart by redefining relationships between client and agent.

By ensuring honesty and clarity throughout the entire process of a sale, all parties can be sure of value for money as well as assured quality and consistency of service. Sower's individuality is not restricted, they also ensure these values are upheld in their approach to every aspect of investment.

In this changing view of estate agency, many relied upon motifs of the industry must also be discarded. Sower does not take comfortably to notions of "the way things are done" but instead looks for opportunity and innovation. Whereas most estate agencies will look to clients within their own jurisdiction, Sower decide to make their own clients. That is to say that they are able look outside the market pool, instead finding those who have investments but lack the opportunity to make profit.

Sower make it their goal to provide those opportunities by treating the investment as their own. They thus become stewards for the property by taking responsibility for continued occupation and maintenance whilst striving to take the investment into realms of continued



■ A warm welcome to our customers

profitability. The client's growth is thereby Sower's growth as the inverse becomes equally true. This knowledge remains at the heart of their policy ensuring the inexorable link between investment and service.

Sower's continued growth may well herald a change in estate agency as the extent in which innovation leads their practice continues to reap rewards.

Sower is already working with property on a global scale and its innovative approach makes the most of its unique placement as local agents with national coverage with international investors. Perhaps it may seem at first striking that an international organisation with such ambition and scope should adopt an attitude of relaxed British eccentricity. However, it is due to this very attitude that Sower is able to establish itself as a leader of change in a dynamic industry whilst keeping their



■ Traditional styling but not a traditional estate agency

unique personality.

The classic Victorian styling of their showroom may conjure images of traditionalism but if you are looking for a traditional estate agency you will not find it here.



■ Sower... building trusted relationships

**SOWER
ESTATES**