



# Case study

2019 saw Principals Danelle Wiseman and Jonathan Pattinson open the very first Queensland based Better Homes and Gardens Real Estate office in Caloundra. Since then the pair have gone on to open a second office in the beautiful town of Beerwah, nestled in the Sunshine Coast Hinterland in March 2021.

“Having been approached by many other major franchises, we never felt aligned with what they had to offer us, our staff and clients, and more importantly, their culture. Better Homes and Gardens Real Estate appealed to us as we felt very congruent to its strong brand as being helpful and having a down to earth common-sense approach to presenting

and maintaining your home and garden” said Mr Pattinson.

Since rebranding their independent real estate agency to BHGRE, business has doubled. “We hit more than \$1 million in commission this last financial year,” Ms Wiseman says.

With a combined 39 years’ experience across all facets of the industry, Danelle and Jonathan lead and mentor their Caloundra and Beerwah teams to grow their already strong market share in this rapidly growing area. The team is committed to providing their clients with the highest level of service.

Using innovative technology, sophisticated business systems

Love that we are part of the Better Homes and Gardens Real estate network, now with two offices and a fabulous team, now numbering 12, who have helped us reach this milestone.

and the broad appeal of a lifestyle brand, they provide homeowners and home seekers across the Hinterland community with trusted advice and real estate services. Ms Wiseman said “We have always focused on client service, providing assistance and giving valuable relevant advice; living the values that underpin Better Homes and Gardens Real Estate.”