

# PEARD REAL ESTATE WINS 17TH AUSTRALIAN BUSINESS AWARD!

**August 2017:** Peard Real Estate has once again been recognised as an ABA 100 Winner in the 2017 Australian Business Awards for the categories of Marketing Excellence and Business Innovation.

The Australian Business Awards are a national, all-encompassing awards program honouring Australia's business, innovation and technology leaders. The awards recognise ground-breaking vision, innovative products and exemplary execution of projects, technologies, service, programs, systems and other initiatives.

Peter Peard, CEO of the Peard Group, said that he and the team were honoured to be recognised in two categories, which reflect the company's ongoing objective to stay at forefront of business and marketing practices.

"Our industry has seen some tough times over the past couple of years but as a company, we have continued to strive for excellence in everything we do and these awards are a testament to the commitment of the team.

"While many businesses have cut marketing budgets as a result of tougher market conditions, we have continued to invest in our marketing initiatives to ensure our brand's awareness remain strong throughout the Perth region.

"We've taken risks with our business decisions to ensure we adapt and change with the times and while many real estate agencies have shut their doors in the last twelve months, we are still growing from strength to strength".

These two awards are being added to a large list of Australian Business Awards won by the Peard Group covering areas such as Human Resources, Community Contribution, Marketing, Innovation and Customer Service, bringing the company's total to 17.

"These awards confirm that Peard Real Estate is setting the highest business standards across a wide range of disciplines not only in Western Australia, but also nationally.

"This year, we were recognised for a television ad campaign and new kiosk-office concept, both of which have been a huge success for our company.

"Our innovative marketing strategies combined with our business systems propelled the total value of property sales for Peard Real Estate to over \$1 billion during the last financial year," said Mr Peard.

Conducted annually, the Australian Business Awards are now in their 11th year with one hundred winners ("The ABA100") announced in a variety of established categories across all industries.

For over a decade, the Australian Business Awards have recognised organisations that prioritise innovation and technology as drivers of local and international markets.

For more information on the Australian Business Awards and the 2017 ABA100 Winners go to [www.australianbusinessawards.com.au](http://www.australianbusinessawards.com.au).



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