

SHERRIE STOROR

Ep 4 | Building a Celebrity Profile with reality TV stars and career agents Jesse Raeburn, Nikki Gogan + Eoghan Murphy.

Show Guests;

Jesse Raeburn - Real Estate Agent at The Agency and Contestant and Auctioneer on the Block.

Eoghan Murphy - Real Estate Agent at Kollosche, Gold Coast and Contestant on Love Island.

Nikki Gogan – Real Estate Agent at Caporn Young and contestant on The Bachelor.

Overview:

Have you noticed that more and more Real Estate Agents are becoming contestants on reality tv shows? And have you been curious as to whether it has been good for the growth of their businesses? If so, today's episode is going to answer this and so much more. Today we are going to be talking about how you can build your celebrity profile and your brand by thinking outside the box. We are going to be interviewing three career real estate agents who are also now big tv stars thanks to reality TV.

Joining me, I have Jesse Raeburn who appeared on the Block and works for The Agency in Melbourne, we also have Nikki Gogan who appeared on the Bachelor and was the runner up in her series, she works for Caporn Young in Perth and finally we've got Eoghan Murphy who works for Kollosche on the Gold Coast and appeared in last year's Love Island.

Hot Gossip:

My 51-Point Checklist: This is a step-by-step 51-point checklist that takes you through going from off-market to on market to exchange to settled to sold. Get my step-by-step process to follow from social media, managing your CRM, working your pipeline sellers, letterbox drop emails to text messages and videos to send. This will help you build your stock list even in this challenging time. You can download it for free from [here](#).

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Sherrie:

So, hello celebrities and hello real estate agents and welcome to the Build Your Best Life Podcast. Thank you so much for joining me today. I guess we all feel like we kind of know you from seeing you on TV and we know so much about your personal lives, but really your stint on TV was quite short because you were real estate agents before and you're all real estate agents after you appeared on your shows. It's really this profession that you all excel at. Today's podcast is a really interesting one because we are kind of seeing this trend occurring with real estate agents sort of going on a lot of reality TV shows as contestants and so I thought it was really interesting today to feature three amazing agents who have all been on reality TV shows and have come out smelling like roses.

So, it got me thinking are agents today really seeing reality TV as a steppingstone in terms of building their celebrity profile and building their real estate businesses?

The three of you have all been on very different shows, some for love, some from some for money, and you're all now at very different stages in your career. But look, let's get to the big question. What we want to know is, is being on a reality TV show, is that good for your real estate business?

Eoghan:

No.

Sherrie:

Very short and succinct. What about you Jesse? What do you think?

Jesse:

Yeah, so for me it's been very beneficial I guess because the reality TV show I was on, was about real estate. It was about renovating houses selling them for millions of dollars, so it has benefited my career absolutely.

Sherrie:

And you Nikki?

Nikki:

I'm not sure if I would swing either way. There was, there's definitely recognition, which I think is a positive. Getting lots of hugs during open homes was a positive thing, I don't know if I've necessarily, benefited professionally in that someone's going to list with me because I was on a reality TV show, but I see the benefits of having that recognition from people feeling like they know me and can connect with me.

Sherrie:

Well look, we're going to get into the nitty gritty about that a little bit later in the podcast, but Eoghan, you were kind of like the latest of the three, I guess reality TV stars to come out and to come back into the real world and sort of out of this kind of bubble. And it's, it's been about what, six months, eight months now?

Eoghan:

No, not even. Maybe when was it? I got back to Australia in November. Start of November. So, four or five months. I've been back in real estate a month.

Sherrie:

I mean you were on Love Island and I feel like you won yourself millions of fans. I said this to you, particularly of the female variety because you had this kind of Adonis stature on the show and this crazy Irish accent. You and I have known each other for a little while and I think we first met when we were both on a panel for the REIQ and then I was doing training over a six-month period for Sotheby's where you worked at the time. I tuned into the show because I love you and I was really, really keen to see how it was. I thought that you came across really

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beautifully and you were portrayed quite well, but you were telling me that this hasn't necessarily been the case and that you've had some negative commentary after the show?

Eoghan:

Yeah, I've not watched it back, I've only watched the first episode, just from hearing things and I'm just like, "Ok, where did I go wrong?" You know what I mean. I know how I was in there and how I acted in there. At the end of the day, they can edit, do whatever they want, betray me, whatever way they want. I knew that people who know me, my friends, my family, clients, they know who I am, they know the real me. I didn't go on there for, to win the hearts of the nation, put it that way. I went on there for my own personal experience. But like even though I said no to having a positive effect on my real estate career, I guess the positive was the fact that there was no negative. All my clients, every single one of them watched it and they all loved that, and they all said the same as you. So, I guess that's one good thing to come out of it.

Sherrie:

Well, I totally thought you were amazing on it. And you know, you didn't actually apply to be a part of the show, though did you? No, tell us about how this happened?

Eoghan:

No. Well, so I went through a breakup maybe like a year and a half before the show started. I was with that girl for eight years, so I got knocked around a bit by that. And, my friend **Jessie Nugent** who worked with me at Sotheby's, you know her.

Sherrie:

I do. In fact, she works with another one of my agents from Gold Coast Property Sales and Rentals, **Tina Nenadic**.

Eoghan:

Well tell **Tina** to keep her eye out because she might nominate someone else! She actually started applying on behalf of me for all these different shows like the Bachelor, Love Island back in May. I kept getting these emails and I was like Jessie I'm not doing it, like wake up to yourself!

Anyways, Love Island put out another casting call about two weeks before the show, she applied, they kept calling me and then it all went from there. Thanks **Jessie**, I guess for ruining my life, everything was going good before then. I didn't need it.

Sherrie:

So, so obviously there was a time where somebody else applied on your behalf for the show. You weren't necessarily a willing participant, but something obviously occurred where they came to you and sort of said, "hey listen, we actually really want you on this show. What, do we need to do to get you on here?" Tell us about that whole story and how you came to be actually an active participant.

Eoghan:

I get the emails and they were a bit generic and it was like, "Congratulations" you guys know what it's about, I didn't reply. Then I'm getting calls and more emails and they're becoming personalised. I'm like, all right, I'll just go along with it. So, I just went along with it. And within a matter of three days I was cast. And I was like, "oh no what have I done?" And then I was in a spin because it was like, "Oh my God, I've got to make a decision now." I put myself in a position where I've got to make a decision and I didn't want to be put in that position. But I just went with it.

Sherrie:

And you've been in real estate for a while before joining the show, you've now been in real estate for five years. So how did you get your start in into the business? You kind of fell into, it didn't you?

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Eoghan:

As most of us do. Literally fell into it. And I had no idea about real estate or anything. I was a bit lost. I was working in the bar, just got back from England, I was playing soccer over there. I dropped out of high school in year 12 to go over there, couldn't go to uni, the, whole sob story. I had no idea what I wanted to do. And then my old boss came in a couple of times, we got talking. And then he offered me the job. I had no idea about it and I just went in completely new, no connections and I'm not really from wealthy family or anything like that. And it just kind of grew from there.

Sherrie:

And you did particularly well during this time. We're going to be talking about some of the activities that you did as an agent a little bit later in the show. But I think what's really interesting is that you obviously had a great career as an agent and you'd actually moved agencies across to Kollsche on the Gold Coast. So, what happened when you decided to be on this show? You had momentum and you had traction that was going on and you had written what \$350K in a period of nine months...

Eoghan:

Nine months from starting from scratch. Cause our minimum sale price here is 1.5 million on my previous, all my previous clientele was probably that around that 1 million mark, so I had to walk away from all of that and start again prospecting fresh. I'd call it even six months. If you write off that first three months where you're just trying to cut your ground, you know what I mean? I had that good crazy momentum and then I decided to walk away from it all.

Sherrie:

Your boss, **Michael Kollösche** had taken a risk on you in terms of joining the business, seeing you grow for nine months and then you've sort of saying, "oh listen, I'm thinking about doing this, this reality TV show called Love Island", he, was probably thinking that you are crazy. Was he supportive of this decision?

Eoghan:

Yeah that was the main reason I went on having his support, he's one of the best, probably the top agent in Queensland, if not Australia. And like he looked after me last year. He knew it was one of those things, His exact words he said to me were "look mate, you may regret it if you go on there, but you're definitely going to regret it if you don't. So just do it. And we'll always be here for you".

Sherrie:

Which is, which is really beautiful. So, when you are actually on the show, did you have any stock or what happened to your list of properties that you were selling?

Eoghan:

So I had three properties listed at the time of casting, which was two weeks before. So, I had one listed in Burleigh and we were taking that to auction. We sold that the Sunday before for \$5.375 million, that was a nice one. So, I then had five days then to get rid of the other two. On the Friday that I flew out to Fiji, we sold one in Currumbin for 4 million, and then the other one for 2.1 million so that's a nice little week.

Sherrie:

Have you ever considered moving out of the real estate industry? I remember you talking to you me about this.

Eoghan:

December 2018 it was like when I was decided to join Kollösche, it was like, okay, this is my last year. If I don't write what I want to write, I'm out of it. But it was pretty much December time each year that I felt this way. It's like you're looking back on the year that was and it's 'no, I'm not, I'm not doing it anymore.'

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But then I realised, I don't want to talk too much about it, but my first three years I was with one agency and the reason why I wanted to walk away from it was because I was working so hard on doing all these things. I don't care what anyone says, anyone that tells me they like door knock or a cold calling, they are out of their mind and they need to be checked. No one likes doing that. You know what I mean? Like, if you could sit back on your couch and make money, you do it and you choose it any day of the week over making calls and door knocking, Here I was, doing all this stuff and doing everything I need to do and there was just, the return wasn't there.

My mind was also never in the right place. I was never taught about the long game. I was never taught about the now and the now, the now, the now and then the result of the fact I was not getting paid properly, things like that.

So, the last time, I really sat down and said, okay, if I go to a place in environment where I'm looked after and I'm rewarded the way I should be, what would my numbers look like? Okay, they'd look like this. Oh, would you be happy in real estate? Yeah. So, I stayed in it and I'm glad I did.

Sherrie:

Awesome. And so, you're now in a position where it's four, five months from the show and you're starting from scratch again. How has that been for you? You've come off this massive high from touring and doing all of these great things to coming back and saying, oh my gosh, I need to almost start back at ground zero. How does that feel?

Eoghan:

Probably it like the first week I got back the second day I cried twice. No joke. Cause it's just like, Oh I've got to do these things all over again. Everything I did last year; I've got to do it again. It's hard. Exhausting. Yeah. I'm like, what have I done? But I had probably a good month. I was in Ireland for a month with my family and I really wanted to get back into it in December. So, I had the fire in my belly and I really wanted to get back to it before I was kind of thrown in. Maybe back in November, I don't think I would have been ready. So, I had that time to kind of come to grips with, okay this is what's going to happen. I have a little bit time off in Ireland enjoy yourself and then just get back stocking. The prospecting, I did last year has paid off this year as well. So right now, I'm looking at, okay, how do I make money? I'm getting buyers and I'm connecting them with properties that I spoke to last year or sellers that I dealt with last year.

Sherrie:

And Nikki, what about you, how did you get into real estate?

Nikki:

My first 10 years were really fabulous. I really literally fell into real estate, as Eoghan just pointed out, a lot of people do but, it wasn't something that was premeditated. I was working, it started off by just working as a Saturday casual and I worked my way up from there. I was sort of pushed by my employer at the time to start selling. I was a property manager at 18 and he said, you'd be a really good sales agent. It wasn't something that I went willing into to, but I'm really glad that I did. And so, as a 19-year-old young female, I had, a few hurdles that, it wasn't something that, I guess I was worried about at the time.

My hometown of Northam them has always been really supportive. It's very community orientated and my family, have always been there. So, I had the local knowledge without even realising. I did work my way up from being a 19-year-old to early twenties, having, 50% market share but not really by having structured goals. I just wanting to work hard and wanted to go on holidays and wanted to have things that I wanted to do with my life. That was very much the reason why I worked really hard and, and built a pretty good, market share and database. Return and repeat business from an early age.

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Sherrie:

You obviously achieved a lot in that period of time, and you became a Director as well, and you're telling me that you also own an investment property with **Steve Hill** who's the Principal, which is kind of really, really, really cool. You bought your own house at 21, and you gained this huge, crazy, crazy kind of market share. For somebody who, there's a lot of agents out there who might be listening who are in their early twenties saying, how can you, how can I do this when I'm competing with older, more established agents. You went and did it in, in that marketplace.

But tell me, I mean, how did you come to be on The Bachelor?

Nikki:

Yeah, so I think, you know, it was fantastic, and I was having an amazing time. I got to my late twenties and I started to feel, and I was a Director and I guess then the next step was, was buying into the company and, I, I just got to that 27, 28 mark. I had a relationship breakdown, after 13 years and I was in a country town. All of my friends and family, well, all of my best friends were married with children. I just, I wasn't at the same stage of my life, so when The Bachelor came about, it was very much something that I fell into again.

I had reached this point in my life where I was sort of looking for something more, like it was a sliding sort of doors moment of whether or not I was staying in Northam and buying the company as I had been invited in just before I went on the show. I guess it was a realisation that I probably wasn't going to meet the love of my life in Northam, that I needed to get out and do something a little bit different.

I was on holiday in Bali with one of my girlfriends and it must've been, it obviously coincided, with the finale of The Bachelor at that time. I received a text message from one of my friends at home that said, you should apply for The Bachelor. And I was like, that's a great idea. I was sitting by the pool at that point. And so, I brought up the application and filled it out.

Sherrie:

What's so interesting is that the irony of applying when you're in Bali and then the finale, because you were on Richie's season and in the final two so to speak. It then literally it was filmed back in Bali, pretty crazy.

Nikki:

I, you know, it's funny little things that, you know, throughout my life there's, there's little, moments or you know, the swings and roundabouts that sort of come back around. It's really fascinating.

Sherrie:

I can't even begin to imagine after that moment of not coming out of being the winner where Richie chose, Alex, it would have been quite difficult coming back home. You've signed a contract. You literally can't tell anyone what's happened on the show, you're dealing with heartache and you're having to keep it a secret from everyone for essentially three months. And then, I guess you've then got to go on and relive it when it becomes public three months later. Tell us about that, that time and you still having to go out and sell real estate. How was it for you?

Nikki:

So, I guess just in the lead up, I have always had amazing support from **Steve** back at First National Real Estate in Northam. I worked with him for 10 years. We set up this long service leave, I might've been away for a week, maximum was three months and it happened to be that I was away for three months and he took over all of my listings. I think when I left, so very different, type of, set up and business model. But I think he had about 45 listings when I left and basically, he just took over He handled everything while I was gone and once I was away

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for three months, I had settlements rolling through while I was away. So, I was getting paid what I needed to be getting paid to cover my mortgages and I wouldn't have been able to go away for three months unless that was taken care of for me. I was away for three months. I got back and I was lucky enough to be able to just slip back in to where I left off and that's very much what I did. I was really lucky to have that to come back too.

it was very difficult. I, I was heartbroken. So, I, I came home, and I did have to put on a face. I did wake up in the morning and have my moments to myself and psych myself up for the day. Before heading out. As you can imagine small town, so, everyone was so excited. Everyone knew exactly where I'd been because it was on, like it's all very secretive, but I had the first date and it was in the magazines. There are stories about my friends and family being in the aisle at Coles where the magazines are on display and they're halfway through and they're like, "Oh my God, that's Nikki on the front of the magazine!" They were pap shots.

At the time. there was only three people in the world that knew where I was going. My mum, my sister and my boss, and they all had to cover for me. My dad wasn't allowed to know because he sucks at keeping secrets. So, he knew enough, but he didn't know exactly where I was. So, they all had to cover for me. They only had to cover me for about a week as it ended up coming out and my town was really supportive. They were really lovely.

When I got home, everyone was very excited, in and in no doubt in anyone's mind, Like, I'd been away, they could roughly tell how long I'd been away for because I just hadn't been around, and they just assumed that I've won.

Sherrie:

Oh my God, that would have been crazy.

Nikki:

You know, and I was like, 'hahaha!'. So, I couldn't say anything. And obviously I probably overcompensated with my happiness because I was really conscious that people would recognise my feelings and I tricked everyone, No one knew that I didn't win, and I think it came as a massive shock to people that knew me. My town obviously the nation, didn't expect that it would go that way either, but I did very much have a face on. I had to psych myself up, for three, nearly four months. I came home at the beginning of June and finale didn't air until the end of September, so it was three and a half to four months of me being a fantastic actress and pretending everything was fine. To be fair, I had about two months before it started airing and I knew that. It wasn't me. I'd started to try and heal and tried to move on.

But then when it started, it was a completely different story. It was reliving it I did watch the show completely and just looking at me getting those feelings and progressing through. I think by the time the finale came around; I was back to square one. It was, it was an interesting time.

I had my job and my town to go back to and everything sort of did go back to as normal as possible until the finale started to come along and then its amp up a bit. The weirdest thing for me probably was Papparazzi faking being buyers. But once I worked that out, it was okay. They would book buyer appointments for me then halfway through the conversation changed and I'm like "what are you doing?" They would have someone hiding in the car with a massive camera lens. Northam is a small town. Everyone knows who I am. So, the minute that someone arrived with a massive big camera lens people were on the phone, I got text messages and I just stayed inside. So those paps were very, very bored in town.

Sherrie:

What I find interesting is that you and Eoghan both talking about that you kind of having this big moment and you just wanted this big massive change to occur that you just come off long term relationships. And it was like, let's just shake this up and no holds barred. Let's go for it. Which is, which is really kind of kind of cool cause I think in life you only get one opportunity to build your best life and to think about that. But coming home you then came back to the

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same situation and you stayed at Northam for, for another year before making the decision to move to East Fremantle. So, tell us a bit about how you came to work at Caporn Young and how that came to be.

Nikki:

So I spent a year in Northam because I was, I'm not going to say scared, but I just, I, I didn't know what was next. I knew that I'd had this big sort of this big change and I knew that I still wanted more. So, I recognised that my long-term sort of plans weren't in Northam. However, I still needed to find my feet and just be comfortable with how I was personally and after 10 years, everything was becoming very, very easy for me in my career - the sales and everything just kept ticking along because I've been there for so long and the support was still there. So, the decision to leave Northam was probably one I'd made a few years before, unfortunately, my heart just wasn't in anymore. That doesn't mean that I wasn't doing well.

So, you're sort of juggling where you're at. It wasn't all about career for me. It was what I wanted personally, and this wasn't fulfilling. I just felt like I wasn't doing my best and I didn't want to be feeling that way. My sister is based in East Fremantle, she's been here for five years and East Fremantle, I guess is that family connection, but East Fremantle is, another sort of community feels for me.

I've spent time in other places in Perth and it was always Perth. The glittering lights of Melbourne or Sydney, it was just never something that appealed to me. The fact that I ended up in a city is a laugh for some of my girlfriends. I am a country girl. East Fremantle is where I started to feel like home. There's a real community feel here, and I thought that's where I want to be.

I actively started looking around at agents that were here and who were really active. I wanted to align myself with the best because I, you know, that's ultimately what I want to be. So, **Stephanie Dobro** from Caporn Young was the one agent in the suburb, and I thought, yeah, I want to be like her.

Steph has a funny story about recognising me from the show and she was sitting down one night and had a text message from **James Tostevin** who is obviously a big name in Melbourne and she just thinks that's hilarious because he said, "who's this real estate agent on, on The Bachelor?" and she text back saying "what are you doing watching The Bachelor". They had a bit of a laugh about that.

She saw me on the show. She knew my sister, my sister owns a clothing boutique, and she, she went in and said "Hey, if your sister is ever considering a move, make sure she looks me up" So that's exactly what I did.

Sherrie:

That's, that's fantastic. It would have been so, different because in Northam the average sell price and then I think you were telling me your first deal, like substantially higher. It was about 10 times higher.

Nikki:

Yeah. So, the median house pricing Northam when I left with \$230,000. I think it's dropped back since then. So rural WA really taking a hit in the market at the moment but \$230,000 median house price when I left, and I moved to Perth.

After 10 days down here, my first sale price was \$2.3 million, and I'd never written a million-dollar contract before. I was counting the zeros and I don't know if the sellers even know that, but they're brilliant, they are lovely people and my first! I think it was done at midnight and they invited me to have a glass of champagne with them, so we were toasting Verve at midnight to their home! It was my first Sale in East Fremantle and they had no idea, so it was cool. Very cool.

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Sherrie:

And so all through this time of selling in Northam and then moving to East Fremantle and working hard and doing deals at midnight and doing great deals and celebrating having champagne, the producers, of The Bachelor we're trying to lock you in to be The Bachelorette, right?

Nikki:

Yeah. So very much, again, the sliding doors sort of moment. I made the decision I could've continued on that reality TV path or choose career. The week that I started, with Caporn Young was the week that Sophie Monk was announced as The Bachelorette, because I'd said no, I made the decision to go with career and here we are.

Sherrie:

Well Nikki, I have to say I, like all of Australia, loved you on the show and my heart broke for you. But I have to say, I really loved watching Sophie Monk. She was so bloody funny, She's a cracker.

Nikki:

Very, happy to be replaced by Sophie Monk. She's very cool.

Sherrie:

So for two years you were a co agent with **Stephanie** before going out on, on your own. So, tell us about, you've now been your own full lead agent for how long?

Nikki:

Seven months.

Sherrie:

So tell us about this period of time and what that transition and change has been like for you in terms of standing on your own two feet again after doing it previously.

Nikki:

Yeah, so I yeah, when I came down to East Fremantle, I worked with Steph for two years. I was her buyer manager and we were a fantastic team. So, I really enjoyed my time with Steph. I saw it as a traineeship for me. I didn't want to come down and assume that I knew everything. I clearly, did not. They are very different markets being you know, country town to, to the big smoke and I just thought that maybe one to two year period of, of working under someone and really learning the way that they do things, learning the ropes of how things happen down here. Before I would out on my own. Steph and I you know again, funny how things work out that you know, after two years, Steph decided to leave Caporn Young and that opened up an opportunity for me. So again, things just seem to work out and fall into place for me. And that was middle to end of last year and I've been lead agent over the last seven months and I'm having a good time.

Sherrie:

Really good. Awesome. I guess because we obviously know you and your personal life and we saw this kind of heartbreak, but whilst you are still in the middle of a very long story, we do have good news and the fact that you're loved up now, right?

Nikki:

I think that was, that's probably one of the clearest memories to me, the fact that when people used to come to open homes and there was a recognition, and some used to realise who I was straight up. People, they used to not say anything and just like latch on as a hug which is really lovely. it's really special that people felt comfortable to do that. But they'd ask, "have you found anyone yet? have you found love?" And I'd be like, "no." They'll be like, "Oh", and they feel really sorry for me and then they feel really awkward. And I'm like, "no, no, it's fine. I'm all good" and they would then, look at me like, hmm what's wrong with her? Why doesn't anyone want her?

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I have found love and we've been together for two years. So, now it's not awkward when someone asks the question! Now, I'm like, "yes I'm very happy" and they're like, "Oh, thank God". So, yeah, very, very happy. Everything's worked out.

Sherrie:

Beautiful. Beautiful!

So Jesse, look, it's your turn next, and I know since you were 14, you have absolutely been dying to get onto The Block and be a contestant. I really love your story because most agents would have absolutely done anything to be an agent on The Block, which of course you ended up doing, but really for you, this was essentially a steppingstone. Tell us, how did you actually become an agent in the first place, on the show?

Jesse:

Yes. I wanted to be on the show since I was 15 years old and you know, 50,000 people apply every single year, so they're terrible odds. I thought the better way to become a part of the show would be to first become a real estate agent and then apply to be a contestant, but I thought, how do you become a real estate agent on the show? That's probably the most difficult listing in Australia to actually get. Everyone would love it, there's huge exposure. So, I came up with a plan to sell them a property that they could use on one of the series.

I was watching The Today Show and I saw an interview being conducted with a guy called **Julian Cress** and he is the co-creator of the show. He said that he buys all the properties that they use for the series. That was my man. I had to obviously first get a listing and so I started calling people who I knew and listed a property for \$15 million. I then went out to try and find Julian, to sell him the listing.

After three months of sending messages on LinkedIn messages on Facebook, calling Channel 9. I finally got an introduction to him through a friend of mine and tried to sell him this property for \$15 million. I met him for about 45 minutes, and he said, "Jesse, this thing is way overpriced". I said, "I know" he said, "it's about \$7 million overpriced". I said, "look, I agree". He said, "well, I'm not going to pay that much". And I said "yeah but you're the worst developer in Australia, you lose money on every project, but it would be a very good story. And it's, you know, it's around the corner. It's in St Kilda, it would be perfect for the next series, look how well the Gatwick's going to go" and he loved it. I was a little bit cheeky. He loved my hustle. He realised how hard I worked to actually get in front of him. Then he said to me, "how would you like to be a real estate agent on the show?" and that's when he introduced me to **Courtney and Hans**. And that's how I became the real estate agent.

Sherrie:

Wonderful! So, let's talk about your time as being an agent on the show because you were the agent and the auctioneer. But let's just talk about you being an agent. I mean for somebody who, most of the people listening may not be in Melbourne, but we see, the show and we see that there's huge numbers coming through open homes. There must be, what, how many people? 150, 200 going through?

Jesse:

Yeah, there's about 150 to 200 groups of people coming through every inspection. When we were selling the Gatwick, we were doing three inspections per week and were two-hour inspections and it's so difficult to try to work out who's real and who's not. I really wanted to impress the producers because I had the end goal of becoming a contestant. And so out of like 1600 people that actually came, though, I would've called every one of them at least twice to say, "Hey, do you have interest in buying the property?" It's a longer selling process. It's almost three months. The campaign ran for eight weeks, but we had access to it a month before that and I was taking buyers through almost every single day doing private appointments. That was my main focus just to get a good result for Courtney and Hans, to impress the producers to then become a contestant on the show.

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Sherrie:

So, let's talk a little bit about that because at the moment you still need money and of course we do have a happy ending on that, but essentially during this time you are working so hard on this one listing, you've got 1600 leads that you are following up and you're having to work unbelievably hard. In the meantime, you've still got other properties and other listings. So, I mean what happened during this time, because it sounds like your focus was very much on this end game, which was to be a contestant.

Jesse:

Yeah, well I sort of took my foot off the pedal when it came to prospect for sort of a new business. I had been real estate for a while. I was getting new business regardless, but I wasn't trying to set the world on fire. The block consumes so much of your time when you're selling a property and I didn't have an assistant at that stage. I didn't have really much support where I was working. It was sort of doing everything on my own, my business sort of suffered. But I knew that the end goal was to become the contestant and I knew that if I put the work in as an agent, if I did a really good job during the auction, then the chance of getting on the show and then obviously if you win money, it's all worthwhile.

Sherrie:

Well, let's talk about you being the auctioneer because you hadn't really hosted too many auctions or conducted too many auctions in the past. Now all of a sudden, you're on this TV show, which is the number one TV show in Australia and the whole country is actually watching you conduct this auction and you've got a room full of cameras. Tell us about that experience. Surely it must've been nerve racking.

Jesse:

It was, it was nerve wracking, but I think anything worthwhile doing, you should be a bit nervous about it, it shows that you care.

I had only been in real estate for three years when I got the listing. I'd been in real estate three and a half years when I actually did the auction. So, not as much experience as some of the others. To me the, the block auction was very different to a normal auction. It's a TV show. It's supposed to be entertaining. So that's what I wanted to do.

I was practicing for probably two months beforehand, getting my auction preamble absolutely perfect. I was calling out bids left right and center before it came up. I was like on the lawn with my mum and dad and they were just throwing out \$500 bids, \$10 bid, \$1,000 bids. I was doing it for two hours in my board shorts, in the sun on the Gold Coast. I'd never been more prepared for an auction in my entire life. Whilst I was nervous, I was so excited to get out there and from the very start, I was having fun. We're supposed to get there at 12 o'clock to register I didn't get there until just before four o'clock, because I was the last auction. I didn't want to know the other results. I didn't want to know if people had a good experience, a bad experience if they were being heckled. I didn't want to hear what they had to say. I just wanted to go there and do the auction my way.

Sherrie:

And be on, be on track, be focused on this one task.

Jesse:

Yeah, that's right. I just have no distractions and trying to have fun. I think a lot of auctioneers forget that it is a TV show. It is supposed to be entertaining and I was making references to the Collingwood football club I was giving grief to the buyer's advocates. Like 'are you're trying to buy the lounge chair or you're trying to buy a piece of artwork. Like what are you doing? Like put your hand up". I got two rounds of applause during the auction and we hadn't even sold the property. It went for one hour.

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Sherrie:

It did end up selling in the end. And I know getting the last straw I suppose of being fourth in terms of the run through I'm sure would have been quite nerve racking because you wanted to make sure that you've got buyers and you want to do a great job for **Courtney and Hans** But it ended up selling for \$410,000 over the reserve. And tell us about the story. We are talking a lot about the circles here, about things that are coming back. Tell us about who were the buyers.

Jesse:

Well it was, it was pretty amazing. I had to go in last, in the auction order and the average apartment at the time in St Kilda is \$500,000, these things were selling for \$3 million. The building didn't have the best reputation, it was a very hard sell.

We we're really up against it and I actually ended up selling the apartment to the former owners of the Gatwick, **Rose & Yvette**, the two sisters. It was honestly like we came third in the auction. The winners had a quarter page in The Age and then we had this full page because it was such an amazing story to be able to sell it back to them. I was living in St Kilda, I own a property there, so I was super passionate about the suburb and to be able to be a part of the history like that, it's just something that no one really gets to experience in a lifetime.

Sherrie:

Well, it certainly did have a reputation. I know I didn't actually know about The Gatwick and I came up for a holiday and stayed in St Kilda because we had friends there and we literally stayed across the road in an Air Bnb not knowing what The Gatwick was. We were just like this Airbnb is amazing, why is it so cheap? We certainly knew at midnight when there were alarms and police sirens there the whole entire time!

It been publicised about how Channel Nine were trying to buy it and how challenging it had been with those negotiations. So, it certainly was a really positive story. But just coming back to you being a contestant and this end game, why did you want to be a contestant? Was it the prize money? What was it about being a contestant on The Block that got you so seriously excited?

Jesse:

Well, I've always been like a bit of an adrenaline junkie. I love adrenaline, sports, riding dirt bikes, surfing. I kiteboard. When I went travelling, most people go to Europe I went to Central America - every country from Mexico to Panama. I've learnt Spanish and stayed in places like behind bars in Honduras, the most dangerous country in the world.

So, to me it really was about the adventure of going on this show. Only 120 people had ever done it before us. It was about working 24 hours a day and just really proving to yourself that you can do it and challenging yourself. And if I won some prize money, that would be fantastic. It was really about just pushing myself and doing something, a lifelong dream, which was to be a contestant on the show and renovate a house and be proud of it.

Sherrie:

So what's really interesting about this is that we now assume that reality TV is not really real, but on The Block is it real? Do you actually have to do the work? What sort of, what's it all about? Is it as hard as what it looks?

Jesse:

Yeah, it's so much harder than it looks because you actually are renovating and that's why, I guess it was beneficial to my career in that people got to see how hard I had to work. We were renovating this house and we did timber flooring with chevron flooring, it's the hardest flooring to lay, I couldn't find a floor layer in Melbourne who wanted to do it, cause you have to do it at night from 7:00 PM till 5:00 AM in the morning. Then the other trades come in. So, I

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just did the whole thing myself. I was laying Chevron flooring; I'd never done it before. I was literally watching YouTube videos to learn how to do it and then doing it.

I used to be a tiler, so there was two bathrooms, I pretty much tiled the entire thing by myself. After six o'clock at night, you can't use power tools. So, I was marking the tiles, putting them in the car, driving down to this lake like a kilometre away and jumping out underneath the streetlight and cutting them with a battery grinder till like five o'clock in the morning. It was insane. My girlfriend and I tiled this mosaic feature wall, that was eight metres high and it took us 24 hours. We had three hours sleep and I had to help her put her clothes on the next day because she couldn't lift her arms above her head. It was insane.

Just how hard it was like; I think we averaged four hours sleep per night and we were there for 14 weeks with no days off. 102 days in total. Out of the 14 Saturdays I only managed to get some sleep for three of them. So, the other thirteen Saturdays I had no sleep. You're up from 6am Sat morning and you go to bed at you know 11pm Sunday night.

Sherrie:

Yeah, that's pretty extreme. I would understand too, and you've just dropped the little bomb there that you obviously were a tradie beforehand. So, The Block really is the perfect show for someone who has been a tradie and is also a real estate agent. It's like the perfect kind of reality TV show. But you mentioned Mel there and, and you guys are from the Gold Coast and in fact you've known each other and you met each other on, on the Gold Coast but how did you kind of come to be in Melbourne together and how did she feel about being roped into this, television show? Even though you'd renovated before, how did she feel about actually having to do it on live TV?

Jesse:

She was a bit hesitant to begin with, she doesn't like to be the centre of attention too much, but in the end, she loved it and she was great!

Sherrie:

Aww. So obviously you did an amazing job on The Block and you guys walked away with \$388,000, which is huge. Congratulations. You know what we're really hearing today is that you weren't on the show because you actually wanted the prize money. You actually were on the show because you wanted the challenge and you wanted to give it a go and it was something that you were super passionate about. What have you actually done with the prize money?

Jesse:

Well, we haven't done anything, yet settlement literally happened today.

Sherrie:

Congratulations!

Jesse:

Super exciting. Yeah. So, it actually happened on my birthday, today's my 30th birthday. So that was so it's like a double whammy. I turn 30 then also settlement, so it should get paid in the next couple of days, which is super exciting.

Sherrie:

Oh my God. We're all coming for a party. Your birthday yesterday and settlement today, so this is kind of massive. So again, another kind of sliding doors moment, talking about it and literally settlements just happened. Is that the settlement you just told me about before we started the podcast?

Jesse:

Yeah, before the podcast, I just bumped into the buyer and that was the settlement for my house on the block. That's pretty special.

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Sherrie:

You're very cool and calm and collected about the whole thing.

Jesse:

Oh my gosh. Well, I want to clarify though when I went on the show, I didn't care about the prize money. Like if I didn't win anything, I would've been happy to just do it for the experience. But along the way, my mindset changed because of how hard it was and how much we put into it. By the end of it, I was really hoping that worst case scenario, we're going to win like \$100,000, \$50,000 each, so I was thinking that that would be fair for the amount of actual work and effort that was, that was put into it. So, it did change along the way, I'm glad that we won some money because I probably would have been a bit disappointed after the amount of effort went in.

Sherrie:

Which is really, really, really cool. So, congratulations. You've been in real estate too for about five years and you moved from Queensland into Melbourne, not really knowing a great deal about Melbourne, not knowing how to be a real estate agent. Not knowing, you know, anything really or have many connections in Melbourne. So, you ended up joining Wilson Agents and you're telling me that, **Marty Fox** hired you right?

Jesse:

Yeah, that's right I like cold called 50 Directors and Marty was one of them who I spoke too. I went and saw him, and I was this long hair tradie dude driving a big Ford Ranger, never been to Melbourne. I had no idea about the suburbs. He was like, "what are you doing?" I told him my story. I was a tradie, had my business, I want to sell houses, you know, I gave up that life to come and do this, I'm going to succeed. And he was like, "I'm not really hiring at the moment". And I said, "this is how it's going to go Marty, if you give me a job, I'll come work for you. We'll be an awesome team. I'll make you some money or if you're don't, I'll be a competitor". I got the job on the spot and started two weeks later.

Sherrie:

You are a closer. So, tell us about this time where you guys were working together.

Jesse:

I reckon he's a great bloke.

Sherrie:

Hi **Marty** by the way, we'll give him a shout out.

Jesse:

I've got heaps of respect for the guy. I had the most, the most fun time working for him cause he's pretty unorthodox when it comes to real estate and I'm a little bit unorthodox as well when it comes to real estate. Both of us don't do the typical, you have to make a hundred phone calls a day, you have to do, 10 appraisals a week. That's not the way we do business. He's really about relationship building and I was already about that, because the way I was brought up. I'm more interested in having really sound and good relationships and building that referral network. 80% of my business for me comes from 10 or 15 people that I know who refer business to me and then off that comes more. I saw the way he did it, I really liked the way he did it. And I think, had I not have not worked for him when I started, I'm not sure if I probably would still be in the industry. I don't know if many other Directors would let you take the approach, he and I were doing. Having a lot of fun and doing real estate very unorthodox.

Sherrie:

You're now working for The Agency and throughout The Block there was another team that actually wanted The Agency as their, as their agents. There was this competition to see who was going to win the appointment-based agency, which look, let's face it, can you actually get

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any better publicity for an agency? In terms of two contestants on The Block literally fighting over your business. So, tell us about what happened here?

Jesse:

On The Block we had to do a real estate challenge and the challenge was to go and value five houses in Melbourne. Whoever got the closest to that valuation won the challenge, got to choose first. Then who came second, third, and fourth. I'm pretty sure that it was sort of the challenge was designed to sort of put the other contestants against Mel and I to make a us the outcast, because it's such an unfair challenge, right?

You're going into a house in Albert Park on 150 square meters, it's worth \$3 million and you've got people coming from Perth where the average sale price is \$230,000. It's very difficult for them to compete. We ended up winning that challenge obviously, and we got to choose the agents that we wanted, which was The Agency. Poor **Matt and Elyse** they came dead last, they didn't get a choice at all of who their real estate agent was. We were very fortunate.

It looked great for the agency, but what was even better was that night all the contestants, we caught up as we do most nights, 2 or 3:00 AM in the morning when the cameras aren't rolling. I said, "how do you guys feel about it?" and they said, "well, we feel fine, it's not your fault, you didn't create the challenge we know what they're trying to do" and it just, it was amazing because you want to be friends with these people and they were on my side about it though.

Sherrie:

Well that's so interesting. Well, look let's talk shop and let's talk about real estate because you're all unbelievable real estate practitioners.

Now, Eoghan you have actually been awarded the REIQ rookie of the year previously. So, I know that you're all about doing the right activities that are going to you know gain traction in terms of listing property. So, tell us about what you did in order to gain this traction really quickly coming into the industry as somewhat an unknown on the Gold Coast.

Eoghan:

I think what helped me in the first instance, let's say the first year or two when I won that award was the boss, I was working for at that time was all about the now, now, now, now, now. I was never told anything about database building or management. So, I was just constantly chasing, listings. I pushed him when he offered me the job, he was like, Oh, you can get started in three, four months. I was like, no, you've offered me, I want to start now. I pushed him, pushed and pushed him and he's like, "all right, you can start but I don't have anything for you to do, so, make some calls". And I was like, "Oh shit." I remember he gave me a script and I made my first one and I'm trembling. I was so scared. I never made a cold call in my life and I just hung up and I looked at the map in front of me and I just looked at it and I was like, "no". I was 19. I was like, "this is your chance. Like hop onto yourself, man. Stop being a pussy".

I made the next call and I booked an appraisal. I know it sounds like a bit cliché or a bit, it didn't happen, but I swear to you, I booked an appraisal in went around and listed it that night. I thought "this is an easy game". I got the buzz straight away, I got hooked.

In that first two weeks I was just on the phone eight to six every day and I booked 18 appraisals my first two weeks of real estate. So, then I just chased the, now. I know if they weren't, looking at selling in three to six months, I'd just hang up and I wouldn't even write them down.

That's why I kind of did decent numbers in those first 12 months, I was just always constantly chasing. The downside of that is then you go into your next year and the year after and you don't have anything. You know what I mean? I wasn't in the mindset of managing business. Anyone that came through the door, I wasn't looking at buyers as future sellers or anything

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like that. So, every single year for the last five years has been me starting again. Apart from this year because I did a lot last year and I really knuckled down and I've got this mindset and it works.

You've probably heard it a hundred times before, but the harder you work in real estate, the luckier you get. I've had periods, where I'll sit there for two weeks or three weeks and not do anything and won't make calls and not do what I need to do. And nothing happens. You pick up the phone for a week and all of a sudden, you're connecting this one with this one and this, your phone's ringing and this has happened here, and this has happened there. You know what I mean? So, I just, I don't set goals. I don't, because I very rarely follow them. I just know, okay, I've got to do this today. And if I do this every day, that'll be it.

I get up at four, I go to the gym for five, I'm out for six, I letterbox drop every day, Monday through to Saturday. Get in, make calls, knock on doors. And that's about it.

Sherrie:

Well, we'll certainly have a conversation about setting goals after this podcast. But you know what's quite interesting is you're talking about destruction. I think this is quite common in the real estate industry where it's all about this kind of burn and churn approach. And I think that's extremely common. And now hearing you talk about CRM and about working a pipeline and having systems and structures and exactly as you say the harder that you work, the luckier that you get. But the other element of that is really kind of the harder that you work, it's about working smarter, not necessarily harder.

So then putting those systems and structures in place and thinking about the future because in 10 years' time, essentially what we want to be doing is we want to make sure, that you've got people who are coming in and calling you so that you're not having to pick up that phone and prospect and do all that hard work. And that's again coming down to you talking about no one likes doing that, doing the prospecting.

The other thing that I know that you do is that coming from this, this background of being a professional soccer player, obviously you had a mentality about discipline and was prepared to do what it took, whether you liked it or not -to get to that end goal. You are obviously used to practicing, which is one of the things that we don't really do a lot of in this industry. You know if you're playing professional sport, you're practicing before the championships. Right? One of the things that I talk so much about is the fact that your listing presentation is kind of like the championship you kind of need to practice getting along there.

Do you think that having this discipline really helped you overcome the monotony of making those cold calls at that time? Because obviously now you're doing more warm calls, but do you think that that really helped you?

Eoghan:

Yeah, 100%. I'm not trying to talk myself up here, but I've got a different mindset like that when it comes to other people. I don't know what it's from. Maybe it's from sport, maybe it's not. It's easy for me in the sense that I can just hone in on something and just do it. Like we've got guys in the office that are like "okay, I'll try and go 30 days without drinking" and it's hard for them, where I last year went nine months without it. You know what I mean? I can go three months without a cheat meal. I can go gym, whenever. You know what I mean? If I say I'm going to do something, I can do it quite easily, which has been good. I've transferred that into real estate, and I don't need to set like a 30-day plan or a 60-day plan where I'll just focus my energy on. It's just like if I want to do, I can do it and I can do it for long periods of time.

I don't want to be wheeling and dealing my whole life, you know what I mean? That's taking the energy from me. If you can create structure around your business, you know, everything else in the life, in your life, you'll be able to look after, you know, your relationships, your health, all of that stuff.

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Sherrie:

Sounds to me like what you're talking about here is that you really created habits. It's not about this hustle anymore and I think that that's really imperative.

So, Nikki, I mean, you've also been recognised as a REIWA, finalist of the year, for agent of the year. So, tell us, what do you think makes you a good agent?

Nikki:

I think I'm here for the long haul, Sherrie. So, you know, I, I've asked myself those questions particularly over the last seven months. I do believe I work really, really hard and I think I am a great choice for my clients because I know I'll do anything it takes to get them sold, but not only sold, I want to achieve the best possible price in the marketplace. I'm not convinced that all agents have that thought process. I think sometimes we can focus on what is good for us. Maybe getting the quick sale, the seller might still be delighted with a quick sale and a good price, but did you get the best possible price? That's something that I'm really focused on.

Again, just the long term game, so it's not necessarily about a hundred calls a day and look, if someone wants to chat with me for 20 minutes, if someone wants to do so much to have a really meaningful conversation and I'm on the phone for 10 or 15 or 20 minutes, then I'm there for that chat. I'm not wrapping up after two and a half minutes because you need to make the next call. I think that we all have the ability to impact to people. So, whether or not they're looking to buy or sell right at this moment, if you your kind and helpful, I believe that they will remember that and that's I think that's my overall lane that I'm here to help people on. I want to be front of mind when the time comes for them to deal in real estate.

Sherrie:

Well, I think that's quite interesting because I think a lot of real estate agents if you ask them what their point of difference is, they will actually say that they will make the phone calls that they will work harder than any anyone else. That's one of the reasons why a lot of vendors see us is exactly the same. We're in the, in the sea of sameness. What really transpires with you and it's even in your bio, is the fact that your very relationship orientated. Like Eoghan was just talking about having this long-term kind of approach in terms of wanting to be a people's agent for life. This is a career for you, you are here for the long term. I think that's the part that I see translate and set you apart from your marketplace and from your competition.

Coming out of the show's you guys have all come out with thousands upon thousands of followers. Eoghan I know that you were saying to me that you went in with a thousand followers and you've now got like 52,000 which is mind blowingly kind of crazy. Nikki, you've got 85,000 and Jesse, you and Mel on your combine Instagram, you've got 23,000.

So, to go in one day and your kind of an average Joe and then to come back and all of a sudden, you've got this huge massive following and an influencer status. What has really happened in terms of this profile that's been built for you in and out of the real estate real estate industry?

Jesse:

Well with The Block you don't have your own personal pages, they create a page for you. So, it's Jesse and Mel Block and everything on our Instagram is all related to the block and so on. I'm in two mindsets, Mel is not a fan of Instagram, she doesn't really use it, she's not really on socials, she prefers to watch reality TV and not really engage online.

I'm in between two minds, do I convert, that that's my personal brand and make it about me doing real estate and capture those 22,000 followers or is it going to upset people or do I keep it Block related and here's my personal one for real estate. I'm in between two minds because it's this massive database and massive profile. I can get more eyes to properties I'm selling, but I'm not really using it. To be honest, I'm just not sure how the public or people who

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are following that page would react to seeing me dropping 4 listings a week and putting up sold photos and auction videos. I'm not really sure how to go about it to be honest.

Sherrie:

My advice on that in a moment, but I think you're quite unique to Eoghan and Nikki because obviously we followed you on a real estate journey. Whereas, Eoghan and Nikki we've followed you on finding love and it wasn't property related at all. So, how do you guys handle it? Eoghan how do you take care of this?

Eoghan:

I'm still in that period where it's all like still a bit hot at the moment. The UK version was on and that got me sort of back in the limelight again with all of that stuff. 52,000 followers out of that, how many of them are vendors or potential sellers to me? Probably none. You can get caught up in that world. You can get consumed. I think the difference with, let's say I can't really speak for let's say The Bachelor, but let's say Love Island, the contestants that are on there all young. With me it was a little bit different, I had a career I was set, you know what I mean?

We are fortunate enough to make a lot of money doing what we do. So, when you weigh up, what you make making, taking photos or selling real estate, it's chalk and cheese. So, for me it's just like, Oh cool it's a number there that's it, it's nothing. I'm just getting back into real estate. I know you have your words on this. I've never really been a big person with all social and that kind of platform. I'm a bit more, more old school. So, we'll see. I'll take your advice when the camera's off and then we'll go from there.

Sherrie:

Nikki, I know that you don't really promote too many of your properties on your Instagram page, but as an influencer I just saw you had an amazing trip right across the Outback. I'm assuming that that was something that was kind of like a paid trip. Am I correct?

Nikki:

Yeah. So yeah, it's definitely that one came about because of my following.

Sherrie:

It's a good life by the way. That's on my bucket list, can I say so I'm incredibly jealous.

Nikki:

I highly recommend it.

Eoghan:

What becoming an influencer?

Nikki:

Look I definitely don't put myself in that influencer category. I have been very, very lucky in some of the things that have come my way. My following peaked a long time ago and my followings dropped back a bit. So, I definitely think that I've made the right decision. Four years ago, I decided whether or not was I was pursuing reality TV and that lifestyle or was I focusing on my career. I made the career decision. I do share I do share some of my listings and sales on Instagram. Instagram is the only profile that I use, I'm not big on Facebook.

I guess, you know, my thoughts are similar to the guys in that how many sellers or buyers on that platform how many follow me? I guess I very much keep that in mind when I do post as well though.

So it's fair for me to say I'm probably not going to get my next listing or sale by posting online, but if any potential clients are following me, I don't want to put out that I am going on holiday all the time, that's something that plays on my mind a lot. Some of my buyers and sellers maybe not so much sellers, but buyers and incoming buyers, they might not necessarily like being plastered on you on Instagram stories and have 85,000 people knowing that they've

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just bought a property or whatever the case might be. I think you could see it as 85,000 potential buyers or sellers, but I think in reality it's just not.

Sherrie:

And exactly right. You guys have built your following in a different way. Where they are following your personality, not necessarily your career and what it is that you do. So, it is a hard thing because in this industry you need to be operating two databases. You need to have your CRM and then your social media is another one. So, one of the things and particularly moving forward now is you should be doing social media campaigns for your properties that you have listed. But if you're targeting your followers, you're going to be spending a lot of money for people that aren't necessarily the target market to buy or to sell a home, so it is certainly a challenge.

Jesse, my advice would certainly be, we want to capitalise on that, on that status, but I would suggest building another page where you could actually advertise this into your influencer accounts that you've created. Saying you know follow me here for all my property and then that way people get to see that property kind of journey. I think that that is huge because realistically you've gone on this show, you've shared publicly what's happening, but it's now about your career and this is how you make money and we want to work smarter, not necessarily harder. People who want that, they're certainly going to be following you on that additional page.

I guess one of the things I'm really curious to know is, have you ever won a listing because you are on reality TV or have you ever lost a listing or a sale because you're on TV? Let's go with Jesse.

Jesse:

Yeah, sure. I was literally walking down the street the other day, and this woman shouted at me and then she got very embarrassed because she doesn't usually shout at strangers on the street and literally the next day I went and booked in an appraisal at her house that's a \$4million dollar house. I got to take her to a property we are selling at the moment, which is around six and a half to \$7 million. So yeah, for me it has, it has worked.

I sold, a property last week and, and vendors didn't tell me that they watched the show, or they were fans of it. It wasn't until we actually put the sold sticker up and they were like "we are so excited and we loved you on the show, but we didn't want to say anything because we didn't want you to think that you just got the business cause you were on the show". Even with the buyer it was a really pretty tense negotiation, they ended up being huge fans of the show as well. I think that probably worked in my favour. It's just got me in a lot of doors as well that I couldn't get into.

When it came time to sell the property, every potential seller that I knew, got a phone call for me and I invited them to come have a little bit of a Block 'come and see'. I went back to work in August, and I didn't really chase any new business for the rest of the year. I was just inviting people to come and see the house to see what we did and building better relationships with the clients. I had to let them know that I was back in real estate because when the show is on, as you guys know, you're doing radio, you're doing TV flying interstate, going to events every night of the week. It's so distracting and I didn't want to take on listings knowing that the next day I could be on a plane and not be here or I'm going to be out late at night or early in the morning doing podcasts during the day, you know, and so I just thought, you know what, 2019, I'm going to write it off as a gap year but still keep those relationships going by keeping in touch and inviting them to the property to see what I did. It worked.

I invited one client down and have a look, he's probably my best client. I think we've done about 13 deals, like 30 million worth of transactions and he was my first list and sell back. I invited him when I was actually renovating the house. He came down and had a look at it, loved what I was doing. In my second week back in real estate, I sold a property for him for 3 million, in seven days to another client who I invited through to have a look at the property as

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well. Just by keeping in contact with those good clients, I managed to pull a deal together and set me up for the rest of 2019 to be honest.

Sherrie:

So what's so cool about this is the fact that you work so incredibly hard to be a contestant on the show, which was your dream moment, but then you really leveraged it to make sure that when you came back out of this kind of adventure that you were going to be making huge money and great moves forward in terms of your career.

Nikki, you have a similar story to this, don't you? With some buyers who purchased a property had never once talked about the fact that you're on the show until the end.

Nikki:

Really similar to Jesse. I think that through the whole transaction they were very serious, very professional. And then the negotiation happens, and it was right at the end where everyone sort of relaxes and at handover and they say, "by the way, I love you on the show". So, nothing about it until right at the very end and then sort of, it's a bit of a laugh. It's an interesting one, Sherrie, because I think we're all very conscious of how, well definitely I shouldn't speak on behalf of everyone, but, you know, I was really conscious wanted to be seen as being professional and this is a career for me that I forget that I people just want to have conversations, and everyone has gone through heartbreak and there's different life events that people experience. At the end of the day, we are just all human and you know, you can get tied up with being the professional person all the time and, and easily forget that people are just really at the end of the day want to be helped. We can help them by buying or selling and it's an amazing thing that we get to be a part of.

Sherrie:

Yeah, they want connection and I think that's what's really the opportunity. I think that if you're going to be on a reality TV show you can actually showcase your personality so that you're not always putting up this façade. Let's face it, people don't like real estate agents. So, the more that we kind of put up this facade, knock it down and actually just show "hey listen I'm actually really cool and normal". I think that's fantastic.

You mentioned earlier that people would come up to you at open homes and they would kind of hug you and I'm sure that this was very confronting, because you don't know who they are. But they just want to take comfort in you and you're like, "don't come into my personal space". You're very sweet about it, that would be quite strange. I mean, have you had anything else in terms of listing presentations where it's been a bit awkward?

Nikki:

As a result of being on the show?

Sherrie:

Yeah.

Nikki:

I don't think so. And I have to say, I, I think it's probably something that I created in my head and I'm probably not even invited in if they didn't like that about me or some people just don't even know. You know it's not on the first page of the listing presentation. I think it was very much something that I created in my own head and even now. I probably need to get away from that a little bit and not worry so much. I was focused so, so focused and so worried about wanting people to see me as being professional. I didn't want the show to hinder anything. I think in reality it just hasn't. If anything, people feel like they know me and they feel like I'm approachable and that, I am who I am, and they come to me because they saw the show and liked me on the show.

I know we also spoke earlier Sherrie just about in everyday life, not everyone's going to like you, that's regardless of if you've been on a reality TV show or not you can walk into

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someone's home and for whatever reason you might just not click and that's just the way it is. And that's okay you walk into another 10 and you get along like a house on fire. So yeah, I've tried not to think about it too much.

Sherrie:

So what about you Eoghan, you're literally coming back and you're sort of four or five months out of it and you are very fresh in people's minds. You are quite polarizing in terms of people either really loving you, particularly the females, which could also be a bit of a negative let's face it particularly with people having perceptions about you looking a certain way but you, weren't always this fit is what you are now were you?

Eoghan:

No, I was fat, skinny, fat, ugly. What was I, I'd probably give myself about a four out of 10? I've notched myself up to about a seven.

Sherrie:

Now looking at dealing with buyers and you've been looking at taking care of hot buyers and taking them through other listings until you actually build up a portfolio of your own stock list. So, tell us, how has that journey been in terms of working with those buyers and their awareness of you on the show?

Eoghan:

Look, it's been hard. I'm in the early stages. I'm still going through the ups and downs of it all. You know what I mean? I just want to put my head in the sand and just get back to work. I think for me the biggest positive is the fact that I put a lot of emphasis on my service to my sellers over the last two years just to do whatever I could, whenever I could for them. So, I've built really strong relationships with all my past sellers and I speak to them all the time. They've kind of been on that journey with me through the breakup. They know how hard I worked and how I was essentially a social recluse and was just working and that I wouldn't go out and drink, wouldn't do anything. So, they were all super happy, super proud for me that I went on this show and that I've come out and I've enjoyed myself and now I'm back in work.

I've got that kind of circle of influence now where the referrals will come from when they are coming from and that's fine. That's pipeline self-that's going to be there. But its probably more new business coming on. I'm a little bit as what Nikki said, "Oh my God, what are they going to think of me?" You know, "is it going to be good, bad?"

I am still in the process of just owning it and the fact I went on it and it is what it is. I guess the hardest thing is though is that when you go on Love Island, it seemed maybe more as a kind of sleazy or party show when it's in fact the complete opposite to who I am.

One of the main reasons I went on there was because my life was going down a certain path and I needed to get out of my comfort zone and put myself in an uncomfortable situation and see how I could grow, and I did. But the negative is people seeing me as that person. Let's say a party person or someone that goes out all of that stuff when I'm not like 99% of time, even now, I don't go out in the weekend. I stay at home by myself pretty much most of the time. It's good and bad at the same time, but it's just I'm the same person I was before the show and it is what it is. It'll just take time. I just need to treat everyone the same and if at the end of the day, if they've got those thoughts of negative thoughts of me or even positive thoughts on me based on what they saw on the TV, they're an idiot anyway. You know, who's going to judge? We were filmed 24 hours of a day and nursing 45-minute episode. You know what I mean? I think I'll be right. Just got to get through it.

Sherrie:

I think you will too. I think what's really interesting is talking about going on a party show. If you think, if you ask most people what they think of real estate agents, a lot of them will tell you that that's it. That's the perception of them anyway.

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Eoghan:

Well that's what my point of difference was, kind of probably surprise a lot of my clients because I was only 24, 23, 22 when I met them, so that would have this perception that that's who I am. That's probably why a lot of younger agents do find it hard to get business because okay, we like your enthusiasm, your youthfulness, whatever. But it's like, have we got to put up with that side? So, I don't have any of that.

Sherrie:

So would you do it all over again?

Eoghan:

I'll start it off. Right now, I'd say no because I have my head in the game. I just want to get back to normal life. But at the time it's something I needed to do for myself, for where my life was going. I needed to do it. I had a lot of fun. So, yeah. But if I could rewind the time and have the choice to do it again? I would, but if I was asked to do it tomorrow, I wouldn't do it cause I'm getting, I'm back at work now.

Sherrie:

So back into head down, bum up and making a life and a career for your, for yourself and moving forward. What about you, Nikki? Would you, would you do it all over again? You've obviously been given the chance to actually be, become The Bachelorette. You turned that one down? But would you would you recommend the experience of being on The Bachelor, you know, as a real estate agent?

Nikki:

Good question, I wouldn't change a thing, Sherrie. I'm glad that I did it. I made the decision not to do, to do it again. Would I recommend it? I think if you're in it for the right reasons. if you genuinely believe that you can and are open to falling in love with someone or finding your life partner on the show, then absolutely if you're going on it simply to get a following or to be famous... I think the Australian public will see straight through you.

Sherrie:

What about you Jesse, you obviously talked a lot about the fact that you know, you had to work incredibly hard whilst you were on this show working 14 weeks with very little sleep, would you recommend the experience? Would you do it all over again? If you had the opportunity to, there was an All stars show coming out tomorrow, would you do it?

Jesse:

Oh look I, I would do it because I guess in the show, The Block is obviously the opportunity to win money. So yes, it makes sense, right? We won \$400,000 tax free. I'm not going to save that much money in a whole year in Real Estate, right? So, for me like it'd be a no brainer to do it.

Similar to Eoghan but, I'm so glad it's over now because I just want to focus on work. I just want to focus on listing and selling. It's such a great industry, it's so rewarding. But if you're not focused, giving it 100% every single day, things slip through the cracks. Like everything you do in real estate, you don't see the results for 120 days. That's the way I look at it and so, if I'm not doing the phone calls now, then come June, I'm not going to have any business. To give up a whole year of your life, you just take a huge backwards step in your career. So, I don't really want to do that again.

Sherrie:

Well, what I've really heard from all of you today is that you're all in very different stages after being on the shows over the last three plus years. But you're all very committed to your careers as real estate agents and all very much committed to being exceptional agents moving forward. I've heard that time and time again from all of you.

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Thank you so much for being a part of the podcast today. Really interesting, cool fun topics. It's been so nice to connect with you all and hear your stories. But most importantly I have to ask you, you know, how if we want to follow you and we want to watch your journey both in terms of the personal life but also in the career, how do we find you, Jesse?

Jesse:

Follow me on Facebook or Instagram. It's just Jesse Raeburn or Jesse and Mel at the block for yeah, more block stuff, but please follow Jesse Raeburn. That's all my Real Estate, all my listings, sales, that's where it's at.

Facebook: <https://www.facebook.com/JesseRaeburnRealEstate/>

Instagram: <http://www.instagram.com/jesse.raeburn>

Instagram: <https://www.instagram.com/jesseandmelblock>

Sherrie:

And Nikki, what about you?

Nikki:

So personal and it's mainly personal, a little bit of real estate thrown in, so @Nikki_Gogan or my company is @CaphornYoung on Instagram and Facebook

Facebook: https://www.instagram.com/nikki_gogan/

Instagram: https://www.instagram.com/nikki_gogan/

Sherrie:

And Eoghan where will we find you?

Eoghan:

On, Instagram as always just click that little blue button @eoghanmurphy spelt the right way and I'll try and keep a shirt on.

Instagram: <https://www.instagram.com/eoghannmurphy>

Sherrie:

I look forward to catching up with you all very, very soon.

Jesse, Nikki & Eoghan:

Thanks Sherrie.

Sherrie:

So, a really cool episode today and a big thank you to Eoghan, Jesse & Nikki for being open about their careers and also their personal lives which they have shared, you know quite publicly but talking about their careers is another thing.

Now, I want to talk about next Tuesdays podcast episode, because I am going to be talking around how you can create massive growth and become the legitimate option in your marketplace and how you can do it quite quickly. I'm going to be deep diving into how you can level up in your business and more importantly how you can use platforms such as vendor paid advertising to truly do this in addition to making more wealth.

Now this is a great platform because in a fortnights time I'm going to be joined by **Tony O'Doherty from Belle Property in Bulimba**, now Tony is the number 1 agent for Belle in all of Australasia, he is one of my coaching clients and we are going to be talking around his journey and how he got to be no 1 in such a short period of time, I have to tell you, it's 18 months, it's a great story!

Thanks for tuning in.

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