



The late Rosemary Woolley of PRES Realty

# Inspired by property industry icon

BEFORE the population boom on the Sunshine Coast, when there were only a handful of real estate agencies, there was PRES Realty in Alexandra Headland, with the late Rosemary Woolley at the helm.

In 2008 another energetic young woman has opened an agency in the same premises - Amber Werchon, the director of Amber Werchon Property.

Ms Werchon has had dealings with the Woolley family over the years, and greatly respected Rosemary Woolley as an icon in the Sunshine Coast's real estate history.

Mrs Woolley sold her commercial property in Alexandra Headland to Amber Werchon, with the intent that she could open her own agency here.

Despite other parties expressing interest in the property, Mrs Woolley was determined that Ms Werchon secure it to open her own agency.

The sale took place more than six years ago, and since then Ms Werchon has been waiting for an opportune time to open her business.

Ms Werchon found the premises were too small to accommodate her team. But in a stroke of luck and good timing, the Woolley family had an upstairs office available which, combined with the downstairs office,



Amber Werchon, centre, with Rosemary Woolley's daughters Kerryn Edwards (nee Woolley) and Dianna Woolley

would be ideal to house the team in.

"I guess some things are just meant to be," Ms Werchon said.

"I am delighted and proud because this position has held a place in my heart for a long time, and I have enormous respect for Rosemary Woolley and what she achieved as a pioneer in the Sunshine Coast real estate industry."

Celebrating the official launch last week, Amber Werchon acknowledged the assistance of the Woolley family, with several members of the family in

attendance.

Amber Werchon is one of the youngest independent real estate principals in Australia, employing a team of 25 professionals, in all streams of the business.

Since opening in June, Amber Werchon Property has enjoyed great success, despite a less buoyant market, with an 82% auction turnaround, and more than 39 sales in less than three months.

A pretty impressive start ... Mrs Woolley would be proud.