

# A little PR goes a long way in sales

**D**ISABLED sailers, Newport Surf Lifesaving Club and local youth groups are the beneficiaries in a range of community initiatives sponsored by peninsula agents and developers.

Agents are always looking for ways to lift their profile and identify with their sales area and backing community projects is a popular way of cementing ties.

Raine and Horne is currently sponsoring the young legends section of the Keep Australia Beautiful campaign, a peninsula developer presented two kayaks to Sailability this week and Michael Edwards of RE/MAX Success 1 sponsored a 2km swim in Newport last month.

The Keep Australia Beautiful campaign is a national one and Raine and Horne is sponsoring the young legends award in the Tidy Town and Sustainable Cities Award. The young legends award recognises environmental achievement through youth initiatives including education programs, environment and conservation activities, business encouragement in youth activities or successful outcomes thought up or led by young people.

The nine Raine and Horne offices on the peninsula all have entry forms and free re-



**KATHRYN WELLING**  
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usable shopping bags. Entries must be in by mid June and the prize is \$200 cash to the individual plus \$500 going to the winner's school.

Kim Adams, of Raine and Horne Narrabeen, said all the background information was available at the peninsula offices and groups such as scouts, surf lifesaving clubs, churches and schools were encouraged to get involved.

Meanwhile Stables Properties presented



two \$1000 kayaks to Sailability on Thursday during a special paddle day for disabled sailers. The developers are behind a new 170-office project about to be built in Brookvale aimed at responding to the changing way people work thanks to technology.

Called Lifestyle Working the concept aims to tap into flexible working patterns including a swimming pool, restaurant and gym in the building as well as



**COMMUNITY WORK:**  
Raine and Horne is sponsoring the young legends section of Keep Australia Beautiful while Stables Properties, the group which has Guy Leech (inset) as ambassador of its Lifestyle Working project, gave two kayaks to Sailability.

individual control of lighting and climate control.

Being close to water, agents often choose to support ocean charities. Michael Edwards, of RE/MAX Success 1 sponsored last month's 2km Pool to Peak Ocean Swim to the tune of \$500. Almost 300 people competed in the Newport Surf Life Saving classic and Michael said he chose it because he grew up in Newport and he loved the job done by surf lifesaving clubs.