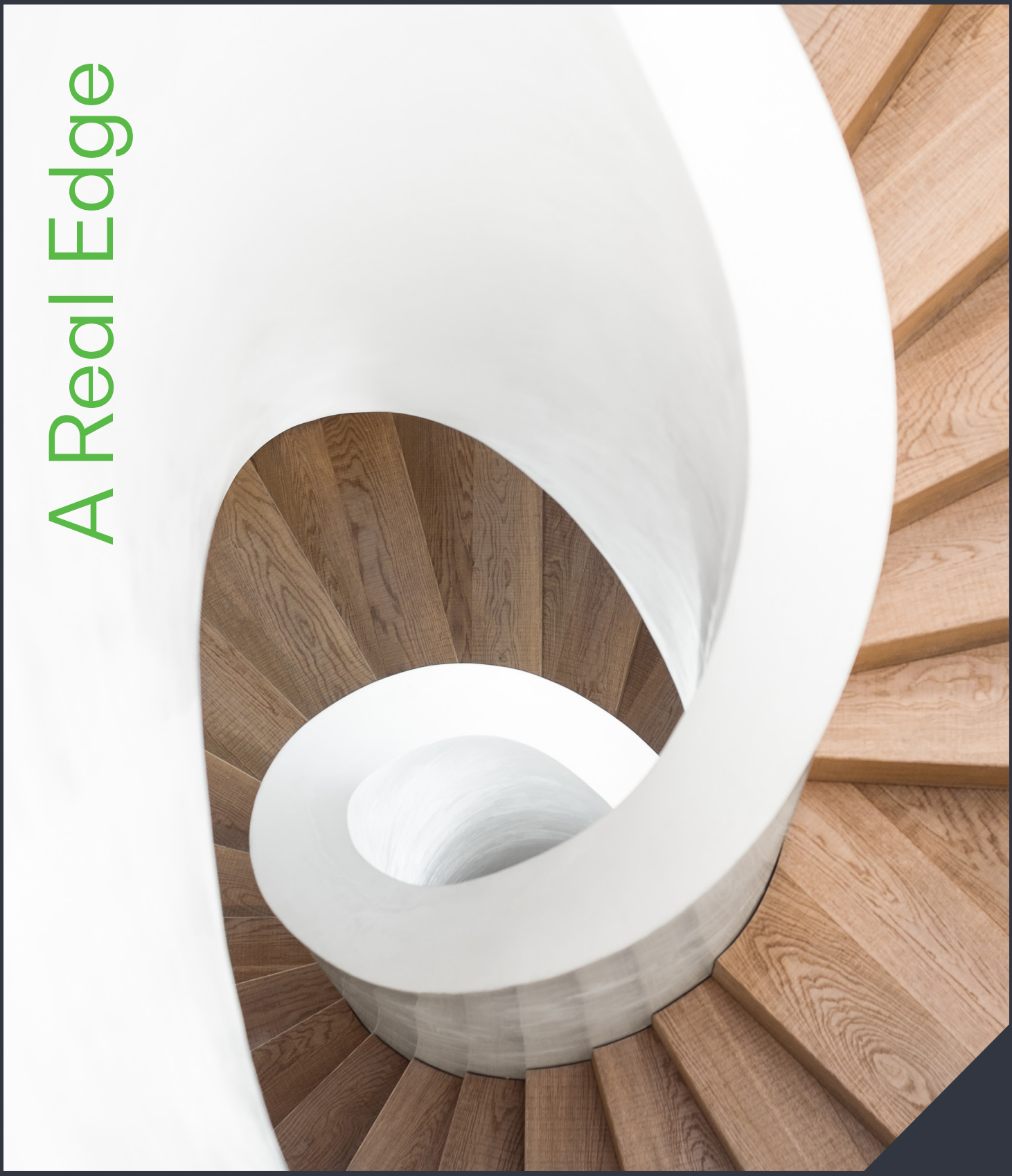
A/REAL

A Real Edge



A/REAL

At AReal, we create spaces where lives flourish and investments grow.

Your real estate journey starts here, where expertise turns into success stories.

A Real Edge

A/REAL

Contents

A Real Advantage 06.

A Real Focus – Our Vision, Mission & Values 08.

Property Management 10.

Our Property Management Services – Experience Matters 12.

Sales 14.

Our Sales Team – Your Assurance 16.

A Real Difference – Smart Strategies & Global Reach 18.

A Real Difference – Training, Coaching & Celebrating Culture 20.

Our Marketing – A Curated Experience 22.

Our Technology – Smart Solutions 24.

A Real Commitment – Testimonials 26.

A Real Result – An Award Winning Team 28.

Discover More 30.

Our Team 31.

A Real Advantage

At AReal, we redefine real estate with trusted, end-to-end services for investors, owners, and renters across both local and international markets.

Our diverse, multilingual team provides personalised solutions with integrity, expertise, and exceptional customer care.

Focused on your goals, our AReal team make buying, selling, leasing, and property management seamless and rewarding.

With professionalism and a genuine client-first approach, AReal elevates your property journey with results that speak for themselves.

A Real Focus

Our Vision

To be the agency of choice by delivering a trusted and professional experience that exceeds our clients' expectations.

Our Mission

We strive to make a difference by putting our clients first. We encourage and empower our staff to grow and improve.

Our Values

Integrity

We act with integrity and honesty in the work we do, the people we interact with, and in the decisions we make.

Professionalism

Our processes, systems and training comply with legislation, supporting effective communication and a professional image.

Efficiency

We listen, review and respond quickly in order to deliver effective and timely services to increase our productivity.

Teamwork

We encourage our team to work and support each other, enabling a collaborative environment to achieve our goals.

Innovation

We strive to transform to be the market leader through creativity, forward thinking ideas and technology.

Wellbeing

We value and respect our employees by offering career development and support personal achievement.

Property Management

At AReal, we understand that every property is unique, which is why we tailor our management services to meet your specific needs.

Our success is built on a foundation of exceptional personal service. A dedicated team and hands-on approach help deliver a seamless experience for both renters and rental providers.

From proactive communication to meticulous attention to detail, we take the stress out of property management, so you can enjoy peace of mind while maximising your investment.

Our Property Management Services

At AReal, our expertise goes beyond transactions. We provide guidance, market insights, and a seamless experience at every step. Backed by a team of seasoned professionals, we ensure your property journey is stress-free and successful.

Experience Matters

Every Detail, Expertly Managed

Our Property Management team oversees everything with precision and care, from urgent repairs to routine maintenance. Properties are managed to protect long-term value while ensuring renters enjoy a well-maintained home.

Each property is assigned a dedicated Property Manager with direct phone and email contacts to ensure seamless communication, proactive management, and legislative compliance.

Renter Selection

The right renter protects your investment and ensures a reliable income. We conduct thorough checks, including employment, income, rental history, and references, to identify financially stable and responsible applicants. Each application is carefully reviewed against tenancy databases and verification processes to secure the best fit for every property.

Virtual Routine Inspection

Routine inspections are essential to property care and compliance. At AReal, 360-degree virtual reports give rental providers a clear view of their property remotely. These detailed reports identify maintenance needs early, ensure compliance, and reduce the risk of end-of-lease disputes.

Real-Time Updates

Transparency is central to our approach. Our online portal provides immediate access to inspection reports, financial statements, lease details, and compliance records. Updated in real time, it gives rental providers one clear source of information on property performance.

Compliance

AReal ensures every property meets all compliance standards, including pools, spas, gas and electrical checks, smoke alarms, and minimum rental requirements. Our team manages each step, delivering peace of mind through proactive oversight and thorough management.

Sales

At AReal Property, we know every client's journey is unique. That's why we take the time to truly understand your goals, priorities, and expectations.

Whether you're buying, selling or investing, our experienced team delivers tailored advice and strategic solutions designed to achieve the best possible outcome.

With deep market insight, innovative marketing strategies, and a client-first mindset, we make the experience seamless, supportive and stress-free from start to finish.

Your success is our priority, and we're here to guide you with care, expertise, transparency and unwavering support.

Our Sales Team

At AReal, our Sales team is dedicated to delivering exceptional results and a seamless selling experience. Here's how we make the difference.

Your Assurance

Comprehensive Support

A large, diverse team of support staff working together to deliver exceptional result-driven outcomes.

Local Experts

Specialist knowledge of Melbourne suburbs and an extensive network of local and international buyers.

Leadership You Can Trust

Directors actively involved to ensure the highest standards of service and accountability.

Maximise Your Sale Price

Experienced agents dedicated to achieving the best possible result for your property.

Future-Focused Expertise

Highly motivated consultants who stay informed on current market trends and real estate developments.

Stress-Free Process

We take care of all administration and legal requirements, making the selling process straightforward and stress-free.

Unified Approach

A cohesive team guiding you seamlessly from start to finish. At AReal, we're here to make your property sale a success.

A Real Difference

Smart Strategies

In a rapidly changing and unpredictable market, adopting a comprehensive and adaptable strategy has never been more critical.

At AReal, we recognise the profound influence of economic shifts, market dynamics, and social trends on the property landscape. Our extensive industry connections grant us access to exclusive market insights, enabling us to equip our clients with the research and knowledge needed to make informed decisions about their sales and marketing strategies.

As the property market continues to evolve, so do we. Our strong, unified team culture allows us to remain exceptionally agile and responsive, backed by state-of-the-art technology that sets us apart from conventional platforms.
At AReal, we don't just adapt to change, we anticipate it, ensuring our clients are always one step ahead.

Global Reach

At AReal, we combine cultural fluency with international exposure to connect your property with the world's most relevant buyers.

Our multilingual team allows us to engage meaningfully with clients from diverse backgrounds, removing language barriers that can often complicate international transactions. We also leverage trusted overseas platforms and networks to showcase your property to a broad global audience.
This powerful combination of language expertise and strategic outreach ensures your property receives maximum visibility across borders, giving you confidence that your listing reaches the right buyers, wherever they are.

A Real Difference

Training and Coaching

At Areal, we prioritise continuous learning to ensure our team and clients succeed in a fast-paced environment.

Our team participates in weekly training sessions on market analysis, communication, and legislation changes to deliver the best possible experience in an ever-evolving market. We also provide personalised one-on-one coaching and mentorship to further elevate skills and foster excellence in client service. We believe that when our team feels mentored and heard, they are better equipped to deliver exceptional outcomes for our clients.

Celebrating Culture

Our culture is the foundation of our success, driven by a commitment to support, celebrate, and develop our people.

We believe that a thriving company culture is key to success. We celebrate team birthdays with an extra day of annual leave, emphasising the importance of work-life balance. Our team-building events foster strong connections and invest in our people, creating a supportive and dynamic work environment. We also provide clear career paths with growth opportunities, ensuring our team can develop and achieve their professional goals. At AReal, we are committed to nurturing talent and celebrating each individual's contributions.

Our Marketing

At AReal, we craft strategic property marketing campaigns designed to showcase your property to the right audience, ensuring maximum exposure to buyers and reducing vacancy periods.

A Curated Experience

Extensive Database

Our extensive database ensures we match your property with high-quality renters or buyers quickly. With detailed profiles of applicants, we proactively pair properties with the most suitable matches, minimising vacancy periods and maximising your returns.

Whether renting or selling, our database-driven approach ensures your property remains consistently leased or sold, offering peace of mind and long-term value.

Professional Imagery

We arrange for a professional photographer and videographer to showcase your property at its best. High-quality imagery highlight its key features, helps it stand out online, and increase the likelihood of converting online views into in-person inspections.

Digital Strategy

Our digital strategy is designed to maximise exposure and ensure your property reaches the right audience.

By combining online, email, and social media campaigns, we create a multi-channel approach that targets both local and international markets.

Our expert Social Media Team uses advanced advertising techniques to capture attention and attract the ideal renters and buyers, driving engagement and positive responses.

Your property will be featured on leading Australian and International platforms including areal.com.au, ensuring maximum visibility.

We also provide detailed reports and monitor progress to guarantee your campaign achieves the highest levels of exposure and success.

Our Technology

AReal redefines real estate through cutting-edge technology and innovation. We leverage advanced tools and methods to deliver unparalleled value to all our clients.

Smart Solutions

AI Search

AReal's new website redefines the property search experience with AI-powered technology that lets users search the way they think. By typing or speaking naturally, visitors receive instant, intelligent results.

AReal The Story

Our ground breaking storybooks are, an Australian Agency-first cinematic property showcase, that brings listings to life through film and narrative. Blending technology with emotion, capturing the essence of each home.

AReal Amplify

AReal Amplify is an innovative digital marketing solution designed to supercharge property exposure and attract the right audience faster. Using advanced adtech and precision targeting, Amplify promotes properties to high-intent buyers, sellers, renters, and investors on Facebook and Instagram, based on location, interests, and online behaviour.

ARealHub

ARealHub is our purpose-built marketing platform that streamlines campaign management, real-time proofing, and detailed performance reporting – delivering faster, smarter, and more efficient marketing outcomes for our clients.

360 degree cameras

Routine inspections are vital to maintaining your property and ensuring compliance. At AReal, we've invested in advanced 360° camera technology to deliver virtual condition reports that provide a complete and high-definition view of your property.

Keywhere Technology

AReal's custom-designed Keywhere technology digitises key storage, reducing risk and giving our clients confidence.

Workflows

Our AI workflows streamline processes, minimise human error, and use smart automation to ensure efficiency and accuracy across tasks, approvals, and reporting.

A Real Commitment

What Our Clients Are Saying

About Our Sales Team

I had a fantastic experience working with Andy to sell my property. From our first conversation to the final closing, Andy and his team were professional, responsive, and incredibly knowledgeable about the local market. They provided clear guidance throughout the entire process, kept me informed every step of the way, and went above and beyond to ensure everything ran smoothly.

★★★★★

We had a fantastic experience working with Jason. He was professional, knowledgeable, and incredibly supportive throughout the entire property-buying process. His communication was clear and prompt and made what could have been a stressful experience smooth and enjoyable. Highly recommend to anyone looking to buy a property!

★★★★★

To have such a genuine and personable touch when buying a property – it's hard to get better than Aaron and the AReal team for that kind of Real Estate professionalism. It's hard to put the REAL in Real Estate in a market aiming for the highest dollar – but to have someone like Aaron, who is fair, communicative and helpful... it adds to the magic of buying that special property.

★★★★★

Our Property Management Team

It was a right decision to choose AReal as our property manager. They respond quickly on our emails and keep us informed with tenants requests. We are happy with the service and would recommend them to people we know.

★★★★★

I am very happy to have AReal property manage our property during the past 7 years. Excellent services! The Property Manager Steven Wang is very professional and committed. He always proactively keeps us updated about the market and does his best to maximise benefits for landlords. All the expenses and payments are well managed without any issue from day one. We appreciate Steven and the AReal team's great services.

★★★★★

Both Hilary Ho and Vivian Yee have been incredibly professional and supportive throughout my renting process. During the application stage, Hilary and Vivian were very proactive in keeping me updated at every step, which gave me great confidence and peace of mind. After I submitted my application and moved in, Hilary maintained clear and timely communication, always assisting me with patience and efficiency whenever I had questions. I truly appreciate their proactive attitude and genuine care for tenants.

★★★★★

A Real Result

At AReal, we are proud to be recognised as an award-winning agency, a testament to our unwavering commitment to excellence, innovation, and client satisfaction.

An Award Winning Team

Our accolades reflect the dedication of our team, who consistently deliver outstanding service across sales, projects, and property management.

More than just milestones, these awards represent the trust our clients place in us and the results we achieve together.

Through innovation, streamlined processes, and a strong team culture, we continue to redefine what it means to lead in real estate.

At AReal, we build lasting relationships, drive results, and set new benchmarks for excellence, with a commitment to delivering exceptional service at every stage.

Real Estate Insider AWARDS – AReal Property – Real Estate Agency of the Year – MELBOURNE 2026

FFIN FINANCIAL REVIEW FAST STARTERS TOP 100

2025 WINNER reb INNOVATION AWARDS 25 – INNOVATOR OF THE YEAR – ASSISTANT/SALES SUPPORT

reb STELLAR AGENCY 2025

2025 FINALIST reb INNOVATION AWARDS 25 – INNOVATOR OF THE YEAR – BOUTIQUE NETWORK/LARGE INDEPENDENT

reb AWARDS 2025 FINALIST – MAJOR INDEPENDENT OF THE YEAR – 4 OR MORE OFFICES

2025 FINALIST reb INNOVATION AWARDS 25 – INNOVATOR OF THE YEAR – INDEPENDENT OFFICE

reb AWARDS 2025 FINALIST – NEW OFFICE OF THE YEAR

2025 FINALIST reb INNOVATION AWARDS 25 – INNOVATOR OF THE YEAR – PROPERTY MANAGER

reb AWARDS 2025 FINALIST – SALES AGENT OF THE YEAR – METROPOLITAN

PMX PROPERTY MANAGEMENT EXCELLENCE AWARDS 25 WINNER – Training and Development Program of the Year 2025

reb AWARDS 2024 FINALIST – BOUTIQUE INDEPENDENT OF THE YEAR – 3 OR LESS OFFICES

PMX PROPERTY MANAGEMENT EXCELLENCE AWARDS 25 WINNER – Leadership Excellence in Property Management – Large Office 2025

reb AWARDS 2024 FINALIST – SALES OFFICE OF THE YEAR – METROPOLITAN

PMX PROPERTY MANAGEMENT EXCELLENCE AWARDS 25 FINALIST – Property Management Innovator of the Year 2025

reb AWARDS 2024 FINALIST – NEW OFFICE OF THE YEAR

With a strong presence across Melbourne, our team provides the knowledge, care, and results-driven approach to help you achieve your property goals.

Scan the QR
to Discover More

areal.com.au

For All General Enquiries info@areal.com.au | 9818 8991