

# TOP AGENT MAGAZINE

## ANDREW KYRIACOU



After completing his studies in Real Estate Sales and Marketing back in 2004, Andrew Kyriacou began building his professional foundation in Adelaide. Then, when the opportunity arose to cut his teeth in the industry abroad, Andrew took off to London, first working at Harrods followed by a successful tenure at one of North London's premier real estate companies. After happily returning to

Australia back in 2010, Andrew has since cultivated an impressive career path and currently serves as the Director of Xsell Property. All in all, his surefire working style is driven by a commitment to superlative service, modern marketing, and customised care for every client. In fact, Andrew's top tier service has netted his office multiple recognitions, including five 2017 Rate My Agent Awards and a Top 5 Agent ranking in-state for Andrew himself—all of which are derived by the people that matter most - clients.

Serving the whole of Adelaide, Andrew leads a team of seven at Xsell Property. His boutique firm has established an impressive 85% rate of repeat and referral clientele to date—a testament to their consistent ability to deliver results. In that vein, Andrew and his team's philosophy is governed by communication and transparency, getting to the heart of each clients' overarching motivations and goals. "It's all about the journey," Andrew explains. "Everyone has a reason why they're selling a property and every client and property is different. It's so important to understand what each person's journey is and then craft a specific strategy to meet their goals efficiently, achieving a positive outcome." As a leader, Andrew abides by the same personalised approach when governing his team. He inspires a professional office environment wherein agents can tailor their working style to suit their strengths, allowing each individual to shine. "We encourage every person in our Xsell Property family to stand out in their own way," Andrew says. "While it's my job to help my team become the best agents they can be."

To market listings, Andrew is a big believer in the power of new media. Accordingly, he makes effective use of video marketing to reach specific buyers, creating informative, immersive, and fun presentations

that stand apart from the traditional fare. "In a market with lots of competition," he says, "it's important that we attract attention in a positive way." Likewise, Andrew and his team distribute listings across the leading digital listing platforms and leverage their sizeable, systematic database to ensure each property receives maximum exposure online and through word of mouth. Andrew's fresh and timely approach to marketing has even yielded attention







from local media, and he's become an author on the topic of the real estate tools necessary to sell big. His book, *Real Advice: How to Sell Your Home for Top Dollar* is further evidence of the keen insight he's gleaned from several hard-won years in the industry trenches. To keep in touch with clients, Andrew's methodical approach ensures regular contact throughout the year with those he's served in the past. From phone calls and text messages to e-mails and holiday and birthday cards, checking in is made easy with an in-depth management system in place.

As part of Adelaide's small business community, Andrew makes an effort to stay engaged both professionally and charitably. Not only are he and his team strong believers in giving back to support certain charities ongoing throughout the year, they also make it a point to give

back during the Christmas season through outreach to the homeless. In his free hours, Andrew enjoys staying fit and active, participating in futsal, and cheering on his favourite sporting teams.

As for the future of his enterprise, Andrew has plans to curate steady growth year over year, exercising selectivity in compiling new agents to his tightknit team. Today, equipped with more than a decade of experience and an incisive eye toward the future, the years still to come are sure to be busy and brilliant for Andrew Kyriacou and his team at Xsell Property.



To learn more about Andrew Kyriacou  
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