

## Champion body boarder riding the real estate wave

WHO better to market local real estate than a top body-boarder who thinks the Gold Coast is 'heaven on earth'?

One-time Victorian junior state body board championship finalist, Luke Woollard, has opened Pacific Lifestyle Property, an exclusive real estate agency, in Burleigh Heads.

Mr Woollard moved from Melbourne to the Gold Coast one year ago with his fiancée for a healthier, more exciting lifestyle and couldn't ignore the opportunity offered by

the strong property market.

"We love Victoria but it is downright freezing in winter so we decided to move to a warmer climate where we could spend more time outdoors," he said. "We've travelled all over the world and think the Gold Coast is heaven on earth."

Pacific Lifestyle Property was born out of a love for the region and a desire to bring lifestyle opportunities to the vast market of investors and first homebuyers.

"Southeast Queensland is consistently growing at an astonishing rate and we decided to base ourselves

in Burleigh, which is currently a hot-spot for new apartment developments."

Mr Woollard has developed a unique strategy in his quest to take on the 'big guys' in real estate.

"With so many agent options here it is necessary to gain a competitive edge over your peers," he said. "We've developed an incentive based buyer program called the Lifestyle Package Deal, that offers purchasing clients a free gift when buying a property from us," he said. "Gifts will range from \$500 shopping vouchers to plasma TVs."



Luke Woollard on the Burleigh beachfront