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Grand family tradition continues

Apple doesn't fall far from the tree. By SARAH WATERS

HIS father built a construction business out of good-old-fashioned, personal service, and now Nathan Webb is continuing the family tradition in the real estate industry.

Mr Webb, the son of John Webb, co-founder of Webb and Brown-Neaves Homes, opened the doors of Webb Property in South Perth six months ago.

The agency, which markets properties for sale in the southern and western suburbs, has the key point of difference of offering its clients free marketing campaigns.

"This alleviates any initial stresses people may have in selling their investments," Mr Webb said.

"I myself invest in property and know how difficult it can be at times – it's always a bonus to be on the same level as your clients."

Mr Webb, who has lived in the western suburbs all his life, worked in real estate for 10 years before he launched Webb Property.

He said the agency was founded on the same values

and standards that Webb and Brown-Neaves was known for.

"I've grown up learning property and construction via my father," he said.

"It feels only natural to give back to the community with an ethical business service mentality. We are not pushy salesmen."

Despite WA's economic position and the dollar creating challenges in the real estate industry, Mr Webb is confident the future is bright for the State.

"I believe there is much growth to come in Perth with the implementation of new infrastructure and the increase in new home construction, which really promotes value for first home buyers and investors.

"This will reignite the economy and increase consumer confidence, which really has been lacking for the past few years."

Mr Webb plans to offer property management services within the next 12 months and incorporate a development arm in the future. ■



Webb Property director-principal Nathan Webb

Picture: David Baylis