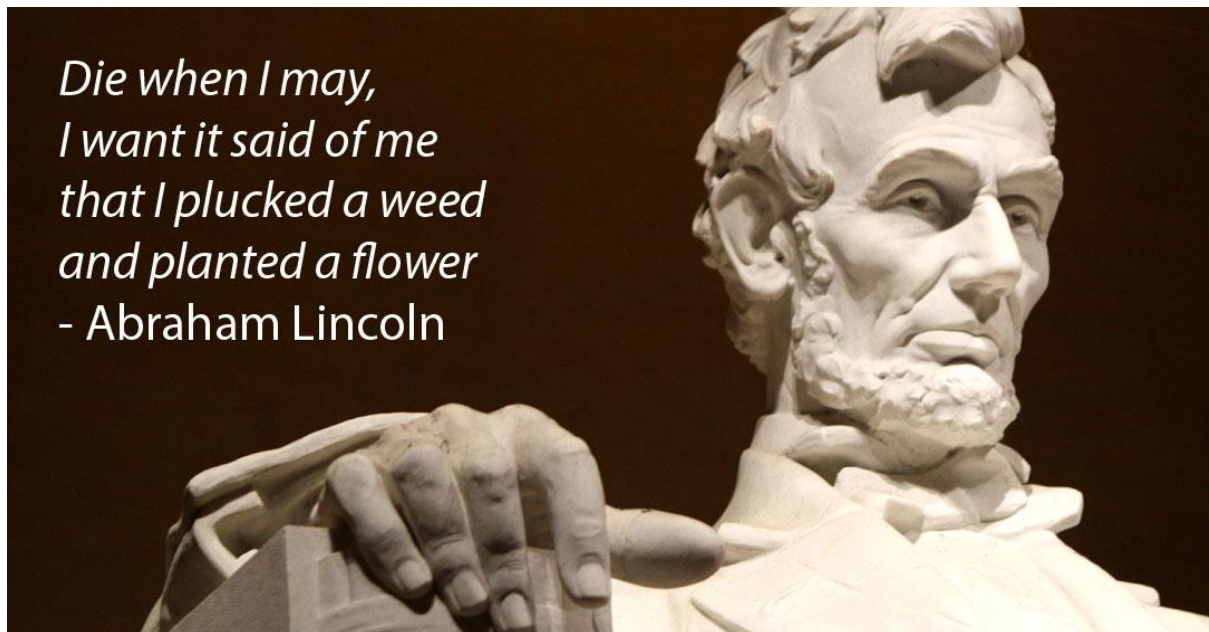


## What community means to McGrath Real Estate: 2017 Real Estate Employer of the Year



Our Glenelg-based firm has been built on the premise that it is a community-centred business, but this article will explore what community means to McGrath Real Estate?

For starters, McGrath Real Estate is run by people who live and work in the same community and who are focussed on taking care of the whole-of-life needs of all team members.

Not only does our company benefit from the well-established human-resources insight that employees with lower commuting times tend to experience greater contentment and wellbeing, but it also means that our team members are aware of their surroundings and are personally engaged in activities that bring them into contact with vendors, buyers, landlords, tenants, and local service providers.

**Even in this digital age, nothing else matches the sense of trust engendered by face-to-face engagement!**

With a record of almost 50 years of fruitful endeavour in one region, McGrath Real Estate acknowledges that our success has come through the support of our local community and that, in turn, our company must support that community.



We encourage our team members to take part in community-minded projects to enrich their own lives and those of others, and we discuss and plan for this when formulating their individual success recipes.

Some examples of our company's engagement in its community follow:

- Our principal, Paul McGrath and his wife, Lisa, volunteer for and financially support a small not-for-profit business, Mary's Kitchen, the local soup kitchen run by the Glenelg Uniting Church.
- Our general manager, Joh Graney, mentors young people in leadership skills. In the past year alone, Joh supported the efforts of 12 teenagers and assisted raising funds for them to attend a national leadership summit in Sydney.
- The McGrath team initiated and formed a Business Networking International (BNI) chapter for Glenelg, which has created more than \$400,000 of business deals for local small-business owners.
- McGrath continues to sponsor the Holdfast Bowling Club as it has done for the past 40 years. Our sponsorship dollars help the club maintain its facilities, run tournaments, and keep its membership fees affordable.
- McGrath Real Estate is a proud sponsor of the South Australian Sea Rescue Squadron. As a voluntary organisation, Sea Rescue South Australia relies on donations and sponsorship from businesses such as ours to enable it to provide vital services to our community such as regular patrols and water rescues.

Each of these community activities in which we participate not only has direct beneficiaries but our support also has a flow-on effect to local families and businesses.

## The mindset of abundance helps frame what community means to McGrath Real Estate

McGrath's mission is to work with a mindset of abundance, to stimulate and nurture growth for long-term sustainability, and to improve our community along the way.

*"Die when I may, I want it said of me that I plucked a weed and planted a flower." — Abraham Lincoln*

Lincoln's quote encapsulates the core values we live and work by at McGrath Real Estate.

To live up to our core values we each ask ourselves the following questions:

- What **TRAILS** am I leaving behind me?
  - Does my behaviour set an example for others or serve as a warning to them?
- The concept of the TRAILS we make has been expressed as a powerful acronym, which we use to help us keep in mind the team values that arise from our company's vision.

This is how McGrath Real Estate puts those TRAILS into action in our workplace and our community:

## TRANSPARENCY

We value willingness to share openly with other team members and feeling comfortable to ask for updates and further insights.

We value accepting responsibility to complete tasks to the best of our abilities, to take on positions of trust and leadership, to participate generously in business life, and to demonstrate a conscientious approach to our environment.

*We value living by the mantra: See it, own it, solve it, and do it.*

This means choosing to rise above the circumstances and demonstrating the ownership necessary to achieve the desired results.

## ACCOUNTABILITY

Accountability is something you choose to exhibit—it is not assigned to you.

## INFLUENCE MANAGEMENT

We value achieving positions of influence in our work and in our community, which comes from taking the time to listen to others, responding to their needs, recognising and acknowledging the importance of each individual and upholding their dignity.

## LOYALTY

We value people who seek to be of service to each other and to our community because as we support each other, we build and affirm the McGrath spirit and can proudly promote our company and its many activities.

## SELF-AWARENESS

We value self-awareness because our clients rely on us using clear perceptions to connect with buyers and tenants in a friendly, focussed and efficient manner.

Being aware of our own thoughts and beliefs, motivations and emotions, and strengths and weaknesses helps us to better understand other people and their perceptions of us.

At McGrath Real Estate our big picture is that true self-awareness leads to self-management.

Referring to the TRAILS values during our regular meetings and training days helps us to build them into our day-to-day actions.

We also integrate our TRAILS values into our key performance indicators (KPIs), which we revisit each quarter during our team-building days.



## Stephen Covey wisely advises: Begin with the End in Mind.

We have not only heeded this advice but we have also figuratively built it into our DNA—from the first meeting of our recruitment process to our ongoing employee review sessions.

This culture that we live and breathe has evolved from our clear company vision, which we build into our systems and evoke in our interactions with each other:

*The vision of McGrath Real Estate is to build a legendary company guided by a bonded, inspirational leadership team.*

*Our company ethos is one of abundance, whereby our working environment and conditions stimulate the physical, emotional and financial wellbeing of all our employees.*

*By nurturing growth and encouraging contribution in a fun and loving way, we will achieve and maintain balance for all concerned, which will ensure the long-term sustainability of our business.*

To find out how McGrath's vision and our commitment to both our team and our local community make a difference to the way we do business, [contact us](#) for all your Adelaide western and coastal real estate needs.

Image: [Abraham Lincoln memorial](#) by Gage Skidmore via Flickr. [CC BY-SA 2.0](#)

**To learn more about McGrath Real Estate and how we can help you sell your property or manage your property as an investment,**

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