

HALLMARQ

Your Home + *Lifestyle*

NORTHERN BEACHES PROPERTY BUYER
AND LOCAL BUSINESS GUIDE

Northern Beaches *Top 5*

The best reasons
to live on The
Beaches

Property buyer's best-kept secrets

Why some buyers
get those coveted
off-market listings

We
recommend...

Our favourite local
business owners

+
Setting
the
benchmark

All about The Beaches'
leading property specialists



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MORE THAN A PROPERTY MAGAZINE

While it has a focus on property, this digital magazine also showcases a range of talented and hardworking Northern Beaches and North Shore women.

These days, you don't have to head to the Sydney CBD every morning to be a high achiever. The new wave of 'Lifestylepreneurs' in the city's surrounding areas work smart, not hard, to grow incredible small businesses and provide a great service while raising families and still finding time for their passions.

Keep an eye out for our next editions to meet more creative, motivated and inspiring local professionals—and reach out to us if you'd like to find out more about being featured between the covers.

Welcome

HELLO AND WELCOME TO THE FIRST EDITION
OF YOUR HOME. YOUR LIFESTYLE.



My team and I have created this magazine especially for Northern Beaches homeowners and property buyers. It aims to share the best-kept secrets of our beautiful area and introduce you to some of the amazing professionals who live and work around these parts. Of course, we'll also be talking about property and how we can provide a premium service that allows you to secure a home you love.

Our inaugural edition will help you get to know a little more about Hallmarq Property Group and how we support local homebuyers and investors. You'll also meet a handful of the experts who we recommend become part of your network. And if you're not already in love with 'The Beaches', you will be after you read our top five reasons for making it your home.

After you've had a look through our publication, please reach out with any questions about buying your first home, upsizing, downsizing or investing. I promptly return all calls and look forward to discussing your options.

Happy reading!

Rebecca Jane Hall

Hallmarq sets the benchmark



**A GREAT OUTCOME IS A GIVEN.
A GREAT JOURNEY IS OUR HALLMARQ.**

WELCOME TO HALLMARQ PROPERTY GROUP!

If you haven't worked with us before, we are an independently owned boutique property buyers agency on Sydney's beautiful Lower North Shore and Northern Beaches.

Our success is driven by our ability to match with our clients and interpret their individual needs. We get out there, inspect more properties and ask more questions than anyone else.

If it exists, we will not only find the property that hits the mark but also help you secure it. This takes away the stress and worry, making buying property an enjoyable and exciting experience.

When you work with us, you'll get thorough, impartial advice about every aspect of purchasing any types of property, anywhere on the Northern Beaches and Lower North Shore. Focusing on this area gives us the concentrated knowledge and expertise that we enjoy sharing with our clients.

OUR FOUNDER

Hallmarq Director Rebecca Jane Hall has been in the real estate industry for 20 years.

After being a licensed real estate agent for 10 years as well as building her own property portfolio, Rebecca is now helping clients to make their own property dreams come true.

For this savvy property expert, a career in real estate has never been simply about the sale. Instead, she is focused on helping clients to find and secure their dream home at the right price, while providing customer service and detailed local knowledge that is second-to-none.

Meet with Rebecca and you'll immediately notice she takes the time to listen and find out what matters most to you. This allows her to deliver end results that not only meet but exceed expectations. With a background working with top tier brands such as Virgin UK, Rebecca's clients come from all over the world because they are after a simple and seamless transaction, with no ego involved.

Rebecca's outstanding reputation is based on her ability to get to know her clients and always keep their best interests in mind. Her energy is unrivalled and she is immensely proud of her independence and determination to give each client a bespoke and completely impartial buying service.



LAURA TREW

Senior Buyers Agent

Laura has over a decade of property experience having worked for one of Australia's leading real estate agencies and co-owned a successful building and renovation company on Sydney's North Shore.

As a Senior Buyer's Agent with Hallmarq, Laura takes a unique and holistic approach to ensure the very best outcomes for her clients.

A TEAM APPROACH

Working side by side, we give Hallmarq a combined staff knowledge of over 40 years.

This experience and expertise means the Hallmarq team is excellent at sourcing homes through our network and contacts before they reach the open market. We each only work with five clients at a time, so we can make sure you get the best service.

Your dedicated buying agent will take the time to understand your exact property requirements so we can introduce you to unparalleled properties. We then use our market knowledge, service and discretion to negotiate highly favourable terms.

Recognised as one of the strongest boutique buying agents on the North Shore and Northern Beaches, we help orchestrate purchases in a commercially sound manner and have the competitive edge to position you as the preferred buyer for your ideal property.

LET HALLMARQ PROVIDE A
BESPOKE AND COMPLETELY
UNBIASED BUYING SERVICE
THAT WILL HELP SECURE
YOUR DREAM HOME.

Email rebecca@hallmarq.com.au
to get started.



Fairlight Favourites



COME HOME TO FAIRLIGHT MAISON

We'd love to introduce you to uber-cool couple, Jay Jay and Paul.

We met Jay Jay through her amazing side hustle; the Airbnb property, Fairlight Maison, a boutique accommodation option off Sydney Road's beaten track. A banker with a passion for interiors, Jay Jay has the most exquisite taste, as you will see when you visit the historic 1860's sandstone home that she and Paul have completely renovated.

Guests at this property find it easy to unwind as they escape the heat in the private plunge pool in the rear courtyard garden or enjoy an evening with friends in the rustic farmhouse dining room.

The decor at Fairlight Maison is a harmonious blend of vintage and modern with beautiful touchpoints of modern charm as well as all the conveniences of contemporary living.

Search for 'Fairlight Maison' on Airbnb



LIKE HONEY TO THE BEE

Everyone has their hidden favourite boutiques, bakeries and cafés on the Northern Beaches and we look to the little suburb of Fairlight for all three.

Situated at 178 Sydney Road, Honeybee Homewares is an iconic shop that is renowned for its original French homewares. Venture next door and you'll find Honeybee Boulangerie, Fairlight's newest bakery and coffee destination.

MEET NUT

Nut has owned Honeybee Homewares for 10 years. The mother of two (teens Alfie and Bonnie) lives on the Northern Beaches, having emigrated 15 years ago from Berkshire in the UK, where she had a corporate career with Microsoft for over a decade.

A complete Francophile, Nut is a lover of travel, vintage linen, jazz, her R.M. Williams boots & champagne!

Don't forget to say hello if you drop by Honeybee Boulangerie... you'll probably find us lingering over a croissant!

www.honeybeehomewares.com.au

Our Top 5

DO YOU REALLY NEED A REASON TO COVET A HOME ON THE BEAUTIFUL NORTHERN BEACHES? HERE'S WHY WE LOVE LIVING HERE SO MUCH!

— 01

LIFE'S SWELL

First things first... those beautiful beaches. Whether you want to join the crowds at Manly or enjoy a peaceful patch of sand at one of the beaches' best-kept-secret bays, the ocean is yours to enjoy when you're a Northern Beaches resident.

As a homeowner, you will qualify for a parking permit which allows you to park for free and immerse yourself in the delights of a swim, surf or paddle in the Pacific Ocean.

— 03

PROXIMITY TO THE CBD

The double-decker B-Line bus and Manly Ferry make commuting to the city by public transport easy. Outside of peak traffic times, Sydney can be easily accessed by car, either via the Wakehurst Parkway and Mosman's Military Road or by travelling via the Forestville/Roseville route.

— 05

THE ONLY WAY IS UP!

And yes, property prices are an excellent reason to buy a home on the Northern Beaches. This stunning area just gets better and prices here tend to hold steady while other parts of Sydney experience downturns.

It's very difficult to go wrong if you purchase a quality home on The Beaches but it makes sense to work with a professional so you know you're getting excellent value for money.

— 02

SPACIOUS HOMES

Once home to farmland, the Northern Beaches became urbanised much later than many parts of Sydney. This means land plots are often more generous, with a high ratio of freestanding, generously-sized homes and lots of lovely backyards for the kids to enjoy.

— 04

ENDLESS PARKLANDS

Did somebody say outdoor trails? Hike, amble, cycle or jog along one of the Northern Beaches' many tracks, including Manly Dam, Narrabeen Lake or the path to Barrenjoey Lighthouse.

Our stunning seaside area includes so many reserves and open spaces to have a picnic, play with the kids or take your pups for a stroll. The biggest challenge is deciding where to go!

**PROPERTY ON
SYDNEY'S NORTHERN
BEACHES IS HIGHLY
SOUGHT AFTER AND
THE TIME TO BUY
IS NOW!**

Contact Hallmarq Property Group to find out how we can help.
Visit www.hallmarq.com.au

We recommend...

There are so many reasons to request a professional to capture moments on camera, from family portraits to event photography and of course when it's time to sell your home. We're excited to introduce you to Erin Masters who is our go-to whenever we need the help of a visual genius.

ABOUT ERIN

Born and raised on Sydney's Northern Beaches, I developed an early love and appreciation of natural beauty, composition and design.

Following my passion for creativity, my early experiences in fashion were with Marie Claire magazine and running my successful small business, Harmony Shoes, before moving to London to work for luxury fashion house, Escada.

My craving for creativity is now being put to use as a photographer working in outdoor advertising, corporate events, fashion and portraits. I also have a passion for creating beautiful pieces of art that are available online.

www.erinmasters.com



MEET YOUR PROPERTY MANAGER

An investment property is an essential move to grow your wealth for the long term but you need your property to be kept in great condition and leased to the right tenants so you can maximise its value.

Hallmarq recommends The Property Collab for your property management needs. This specialist business has a single focus of managing a small portfolio of residential and commercial investment properties on the Northern Beaches and North Shore, Sydney.



ABOUT THE PROPERTY COLLAB

Led by national leasing strategist, Ashlea Merlo, who has personally been involved in the leasing and management of thousands of properties locally; The Property Collab is best known for delivering unbeatable results for clients.

The Property Collab is revolutionising the experience of leasing and managing investment properties. This business sets the benchmark in their industry, with capped property to staff ratios at a third of the national average, landlords receiving their rental income the same day the tenant pays the rent and 24/7 transparency on their portfolio via their landlord app.

www.thepropertycollab.com.au

or call 0412 945 645

Buy Smart on the Beaches

**WANT TO BEAT THE CROWDS AND BE THE WINNING BIDDER?
A BUYER'S AGENT IS YOUR SECRET WEAPON.**

Tired of attending open homes every Saturday morning and getting your hopes up, only to be outbid... again?

The frustration with the traditional method of buying property is why more and more buyer's are turning to buyers agents.

WHAT IS A BUYER'S AGENT?

When a home is for sale, the real estate agent is on the seller's side, working hard so they attract more buyer's and get the best possible price. These experts are committed to delivering outstanding results and are astute, experienced negotiators.

A buyer's agent represents the buyer, not the seller. Your Hallmarq Property Group buyer's agent will go

to work on your behalf, getting to know your wish-list and finding hidden gems before they come to market.

With a buyer's agent on your team, you have the support of a professional who is exceptionally well connected and has an in-depth understanding of the real value of a property.

HOW HALLMARQ HELPS PROPERTY BUYERS

As your local property experts, our team is focused exclusively on the Northern Beaches and North Shore. This gives us detailed knowledge of what's on the market and how much others are paying for homes right now.

Unlike a traditional real estate agent, we're working for you, not the home seller. And by 'working', we mean keeping our eyes open and leveraging our contacts morning, day and night to find your ideal property and help you be the preferred buyer.

Right now, the trick to securing a home or investment is to get in quickly, ahead of the competition. At Hallmarq, we're in touch with local real estate agents and property owners to help our clients view homes before they come on the market. This is a win/win as it saves the seller the expense of marketing or going to auction and it gives you a headstart as a buyer.

**WORKING WITH US WILL SAVE
YOU STRESS, TIME AND MONEY.
LEVERAGE OUR EXTENSIVE
INDUSTRY EXPERIENCE TO START
OR CONTINUE YOUR JOURNEY AS
A HOMEOWNER TODAY.**

Meet your Property Stylists

READY, SET, ORGANISE!

Whether you have decided to declutter before you move or you simply want to live a life more organised, say hello to your new best friend; Jade from The Organised Collective.

A professional organiser and founder of The Organised Collective, Jade has experience in marketing as well as a true passion for sorting, storing and decluttering.

The Organised Collective is a holistic service that declutters, organises and styles your home and wardrobe. If you need help and are unsure where to start, reach out to Jade and her team.

www.theorganisedcollective.com



STYLE FILES

How is it that some houses look like showhomes, while others just look lived in?

The secret to that showhome look is to work with a professional. We recommend Kyara Coakes and The Property Stylist team.

ABOUT THE PROPERTY STYLIST

Founder and design director Kyara Coakes marries her professional experience of over a decade in Sydney's real estate market with academic qualifications and international experience in interior design to showcase homes that appeal to more buyers.

Unlike many stylists who cut costs on critical elements like exquisite high-end furniture, Kyara's connections ensure the finest designer household assets are strategically placed to enrich your home's appearance without the added expense.

Having knowledge of how buyers flow through a space guides Kyara to spatially plan each area of the home perfectly. This has repeatedly led to sale prices outperforming expectations.

"WE DON'T JUST STYLE TO SELL, WE STYLE TO SMASH YOUR SUBURB RECORD."

- The Property Stylist

www.thepropertystylist.com.au

The happiest homebuyers

**JEREMY AND LAURA
BEAT THE CROWDS TO
SECURE A SLICE OF
PARADISE FOR THEIR
FAMILY.**

What do you do when you're a busy professional couple with kids, you BELONG on the Northern Beaches but you just keep missing out on your dream home?

If you're Laura and Jeremy, you jump off the hamster wheel of endless home opens and auctions to find a shortcut to homeownership.

Here's how this lovely couple made their dream a reality. (see next page)



The happiest homebuyers

THE PROBLEM

If there ever was a family who screams 'Beaches', it's Jeremy, Laura and their two littlies, aka 'The Eggheads'.

This fun, happy and full of life foursome had their heart set on a home in the Curl Curl area. They had the budget to buy and pre-approval from their lender but they just couldn't get a deal over the line.

After attending auction after auction and spending thousands on building inspections and pest checks, plus having endless contracts reviewed, they hadn't gotten anywhere. Their funds were depleting, with no tangible results. And they were 100% over the emotional roller coaster of trying to find a home.

THE SEARCH

After joining our database, Laura and Jeremy got in touch. They explained what they were looking for and remained in constant contact with our team over the following weeks.

While many buyer's agents have a quick look around at what's available then give up, Hallmarq persevered. We committed to finding this couple their dream home so they could finally have a place to call their own.

No more wasted time at home opens for Jeremy and Laura! They handed their property hunt over to a highly connected team of property experts who knew exactly which doors to knock on.

THE SOLUTION

Thanks to our connections, Hallmarq soon had word of a property that was up for sale but not set to hit the market. The owners wanted a quiet exchange, without the fuss of multiple inspections.

Laura and Jeremy quickly attended a very private viewing of the property. It was theirs just 24 hours later.

SOLD!

Buying a home on behalf of this amazing family was a joy. They made us feel better than ever with some amazing feedback:

"Rebecca and Laura (from Hallmarq) are a dream team! Their energy is contagious and their passion beams through every facet of their work. Their wealth of real estate experience, knowledge, professionalism and (endless) enthusiasm resulted in securing our family home within weeks of signing on as clients."



Follow us on Instagram!
@hallmarq.buyers.agent



More local favourites

STYLE AND YOU

Dress well, look good, feel better.

No matter what your profession, an image consultant can help you align your personal style with your personal brand.

Our recommendation to help you dress to impress every time is Natalia Macri from Style & You.



ABOUT NATALIA

Natalia Macri is a qualified Personal Stylist, Fashion Stylist and Image Consultant. She founded her personal styling agency Style And You because she loves helping people look and feel great in the clothes they wear.

Now living in Australia (Manly), Natalia earned her credibility while working professionally with corporate and individual clients in Europe. As a Personal Stylist and Image Consultant, Natalia offers a range of personal styling services, from quick style makeovers to personal branding style packages.

"I believe that everyone deserves to look and feel fantastic every time and I am passionate about helping everybody to have a unique, creative, elegant and timeless look," says Natalia, who is focused on helping people to make fashion choices that align with body type, lifestyle and personality.

www.style-and-you.com

DELECTABLE DELIGHTS

For catering with a difference, we recommend Buffet By Bonnie. This locally-based catering company offers platters that look as good as they taste, divine grazing tables, picnic food delivery and creative party food for children.

Here are some words from the founder (she's called Bonnie, of course):

"I am Bonnie 29, mother to twin boys based on Sydney's Northern Beaches. Founder and creator of Buffet By Bonnie.

I started my business about four years ago out of pure passion and my love for food.

Buffet By Bonnie has really grown faster than I could ever have imagined. It started as a hobby! Now I'm a full-time mum with a full-time job.

I love where my job takes me and the people I meet. It lets me be productive and social, all whilst delivering delicious food creations."

www.buffetbybonnie.com.au



Beautiful Ideas

SAY IT WITH A BOX!

Tired of sending the same old bottle of vino as a thank you to clients or to friends for a housewarming present?

Deliver something more personalised with a beautiful and thoughtful gift hamper. The selections we love the best come from Sydney based company Say It With A Box.

Created by Shani Brightwell, these stunning gifts are prestigious and personal, offering understated luxury and immaculate presentation.

Choose celebration gifts, thank you presents, new baby or gourmet Christmas hampers and Say It With A Box. Options also include gifts for coffee lovers, 'pamper hampers' and eco-home gift hampers.

Say It With A Box is also perfect for branded gifts, with professionally printed logo and ribbon options.

www.sayitwithabox.com.au



LOVE YOUR BUMP!

Are you expecting a bundle of joy?

Capture precious moments with a beautiful maternity shoot. When you work with a photographer who helps you feel relaxed and at ease, you'll have photos to treasure for years to come.

Hatched Photography is our go-to when we're arranging gifts for our beautiful friends who are set to embark on their next chapter.

WHY HATCHED?

After working for glossy magazines for many years, founding photographer Autumn had certain expectations when searching for her own maternity portrait photographer.

And while there were many talented photographers specialising in a range of photographic genres like family, newborn & maternity combined, finding an expert in just this one dedicated category of pregnancy portraiture was impossible.

So, Hatched Photography was born. This unique service is dedicated to one of life's biggest events; the arrival of your baby.

As your maternity photographer, Autumn takes the vulnerability and sensitivity of pregnancy into account while working with all the best lighting, angles and poses to capture stunning images.

Choose a photographer who is dedicated to maternity photography by visiting www.hatched.photography

Supplier Directory

At Hallmarq we value our supplier relationships. Please see our friends below and remember to mention us when you book a service with them.

Buffet by Bonnie (Catering & platters)

Bonnie Lussick
0404 119 573 | bonnie@buffetbybonnie.com.au
www.buffetbybonnie.com.au

Brinkley Design (Creative Consultant and Designer)

Ellie Hinkley
0410 505 565

Callums Corp. (Building Renovations & Maintenance)

02 9906 2788
michael@callums.com.au

DA Surveys (Surveying and Engineering)

Peter Noble
0497 930 192 | peter@dasurveys.net.au

Equilibria Finance

Anthony Landhal
0438 983 256 | support@equilibriafinance.com.au
www.equilibriafinance.com.au

Erin Masters Photography

Erin Masters
0423 797 284 | info@erinmasters.com
www.erinmasters.com

Fairlight Maison (Airbnb accommodation)

Jay Jay
www.fairlightmaison@icloud.com

Footprint Gardens

Scott Dooley
0417 214 046 | footprintgardens@gmail.com
www.footprintgardens.com.au

Freelance Copywriter

Clea Sherman
clea@freelancecopywriter.com.au
www.freelancecopywriter.com.au

Greater Sydney Appliance Services

Jennifer Welfare
02 8757 3483 | jen@gsas.com.au
www.gsas.com.au

Hallmarq Property Group

Rebecca Hall
0452 588 101 | rebecca@hallmarq.com.au
Laura Trew
0416 168 154 | laura@hallmarq.com.au
www.hallmarq.com.au

Hatched Photography

Autumn Mooney
0413 206 852 | hello@hatched.photography
www.hatched.photography

Honey Bee Boulangerie and Homewares

Nut
02 9948 9908 | sales@honeybeehomewares.com.au
www.honeybeehomewares.com.au

JBL Removals

1300 820 862
www.jbremovals.sydney

Kreative by KR (Graphic design)

Kyle Rathbone
www.kreativebykr.com.au/

Supplier Directory

Lightning Sites (Web Development)

Kody Thompson
www.lightningsites.com

Mitronics (Photocopiers/Printers)

Don Amir
0424 847 255 | damir@mitronics.com.au
www.mitronics.com.au

Northern Beaches Locksmith Co

Nick Cooper
Business hrs: 0488 003 004 | After hrs: 0408 434 796
www.northernbeacheslocksmithco.com.au

Pether Electrical

Mike Pether
0431 758 424 | mike@petherelectrical.com.au
www.petherelectrical.com.au

Say it With a Box (Gift Hampers)

Shani Brightwell
0423 711 353 | shani@sayitwithabox.com.au
www.sayitwithabox.com.au

Style-And-You (Personal Stylist)

Natalia Marci
0451 196 997 | natalia@style-and-you.com
www.style-and-you.com

Sunsoaked Photos (Property photography)

Simon Clayton
0415 196 270 | enquiries@sunsoakedphotos.com
www.sunsoakedphotos.com

The Property Collab (Property Management)

Ashlea Merlo
0412 945 645 | ashlea@thepropertycollab.com.au
www.thepropertycollab.com.au

The Organised Collective

(Decluttering & Organising)
Jade Mills
0450 119 118 | theorganisedcollective@gmail.com
www.theorganisedcollective.com

The Property Stylist

Kyara Coakes
02 8591 7783 | kyara@thepropertystylist.com.au
www.thepropertystylist.com.au

Warringah Pool Certifiers

Ben Budge
0404 878 677 | ben@warringahpoolcertifiers.com.au
www.warringahpoolcertifiers.com.au/

HALLMARQ

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A GREAT JOURNEY IS OUR HALLMARQ.

↓
Contact Rebecca and the team for a free
consultation. Call today.

www.hallmarqpropertygroup.com.au