

Staff are key to all our successes

by PAT BRAMLEY

IT'S that time of year again when the best in the industry are rewarded for all their hard work at the annual round of award ceremonies.

The Sequence network, incorporating more than 310 offices trading under 11 well-known brand names – including the west London offices of Barnard Marcus, picked up a record six accolades at this year's Estate Agency of the Year Awards, including the gold for Best Lettings Agency.

Monica Miller, branch manager at Barnard Marcus in Ealing, praised her hard-working staff.

She said: "We won't be resting on our laurels. At the heart of our success is a committed enthusiastic team of people who really care about their customers."

The silver award in the lettings category – runners up to Sequence – went to Ealing-based Northfields.

The property experts on the judging panel were impressed by the quality of the local company's submission. They pointed out: "Today they have a very successful business with highly-trained staff who are very enthusiastic about their jobs and achievements.

"They also support the community by donating part of their fees to the Log Cabin, an adventure centre for children with disabilities and special needs."

Northfields' owner and managing director, Richard Palfreemen, was understandably pleased. He said: "We are absolutely thrilled to win this prestigious national award and to be seen



Operations director David Plumtree receiving one of the Sequence network's six awards from Andy Knee, managing director of LMS and GMTV's Penny Smith

by the industry to be the leading independent estate agent for lettings in the UK."

Following on from the gold award the company won for training and development in 2004, Mr Palfreemen said the accolades demonstrated how right they were to emphasise the

importance of training. He added: "The calibre of our staff is excellent."

● See Letting Times to read what the staff said about the outfit chosen by Northfields' letting manager for her meeting with the award judge.

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Staff of Ealing-based Northfields celebrating their success with GMTV's Penny Smith