

Company: Green Door Co, Sydney, NSW

Company Description: We are a PR firm entering for multiple clients as per your Awards Tips

Nomination Category: Company / Organization Categories

Nomination Sub Category: Company of the Year - Real Estate - Small

Nomination Title: Greycliffe Property

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 195 words used.

Greycliffe Property is a boutique, property management-only firm in Sydney's Northern Beaches. After 30 years in real estate, founder Stephanie Grey became increasingly frustrated with the industry's sales-first focus, where property management was treated as a secondary service. Stephanie realised landlords and tenants were getting second-rate service because the system wasn't built for them, and she knew it didn't have to be that way.

In 2019, Stephanie launched Greycliffe Property from home, managing just three properties. Flipping the traditional real estate model, Stephanie specialised solely in property management with an approach that treated landlords and the tenants with the care and respect they deserved, just like customers in any other business.

After four years of steady, word-of-mouth growth, from a few properties to 150, in 2023 we acquired a local property management business that had gone into administration, doubling our portfolio and reinforcing our position in the local market. Today, we manage over 450 properties under a distinctive pod model, with each manager handling a manageable portfolio, nothing like the 200+ often seen in larger agencies. It means better service and stronger relationships all round, earning us rave reviews and a 4.9-star Google rating.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 236 words used.

Growth

- In late 2023, we made a bold, strategic move to acquire a local property management business that had gone into administration.
- This purchase doubled our rent roll to over 450 properties and gained us two experienced staff.

People

- One of those new team members had planned to exit the industry due to burnout. She said "I'll give you three months" but chose to stay permanently after joining us.
- We've created a culture with low turnover, high trust, and a structure that puts people first and has resulted in near 100% retention except for one instance where the property manager retired.

Innovation

- We implemented a distinctive pod model that gives each property manager full ownership of a manageable portfolio, well-supported by admin and flexible systems designed to prevent overload.
- Our business runs on the latest cloud-based systems, enabling seamless remote operations and delivering smooth, responsive service to our clients.
- We offer a user-pays model, so customers could scale back to essentials, like rent collection and bill payment, during tough times while taking on tasks like inspections themselves. This has helped us retain business through rising interest rates.

Satisfaction

- 106 Google reviews with a 4.9-star rating is an outstanding achievement in the real estate industry, especially as our reviews reflect positive experiences from both tenants and landlords, which is rare. We think that reflects who we are: local, honest, and committed to doing things with integrity.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 240 words used.

Greycliffe Property is challenging the prevailing norms of the real estate industry, especially in how property management is viewed and delivered. Unlike most agencies, where property management is treated as an add-on to sales, we are a property management-only business. This kind of specialisation is rare, and it is a deliberate choice. It allows us to focus on the long-term care of the properties and the people behind them. Our investment in building genuine, lasting connections with both landlords and tenants truly set us apart.

Our approach centres on respect: respect for landlords, for tenants, and for our team. One of the biggest differences in how we work is our pod model. While many agencies expect one manager to juggle 200 or more properties, we cap each portfolio at around 150. That keeps workloads realistic, reduces burnout, and leads to better outcomes. Customers know exactly who they are dealing with, and our team has the time and support to do the job properly, leading to fewer issues and stronger retention on both sides.

In an industry where high turnover is common, and trust can be hard to come by, our word-of-mouth referrals and customer reviews speak volumes. Even local real estate agents regularly refer clients to us. They know our specialisation offers a level of care that is hard to match in a sales-first agency. That trust reflects the way we work: consistent, respectful, and people-focused from start to finish.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

[Greycliffe Property](#)



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