Top Agent Magazine

Joseph Fairchild
No. 1 Agent in Sydney
Expert, innovative, experienced—those are just a few qualities clients rave about when they refer to Joseph Fairchild, the #1 agent in Sydney and director of Sydney’s #1 agency, Metro Realty. “Clients return to us because of the service we provide and the results we get,” Joseph says, “but mainly because they have access to me as their advisor. Every smart property investor has a team of good professionals: a lawyer, accountant, mortgage broker, real estate agent. That’s where I come in. Having a good agent as part of your ‘mastermind team’ is very important if you’re a property investor.”

With Sydney’s largest database of investors, Joseph and his team of eight sell properties faster and for a higher price than their competitors. He is so trusted by his offshore clients that many of them buy properties sight unseen. “They trust that what I’m selling them is advantageous to their portfolio,” Joseph says. “They allow us to manage their assets and we do that very well.”
Joseph started in 2002 as a property investor himself. He wasn’t happy with the way agencies were managing his properties, which naturally led him into real estate. He started managing a few investments of his own, and then family and friends began asking him to manage and sell their properties. He’s been doing it for 15 years now, serving Sydney and its surrounds.

“I think Australia is the best country in the world,” he says, “and Sydney is the best city in Australia! I’ve got the chance to work in the best city in the best country, and I believe

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real estate is the best industry! I get to learn a lot about wealth creation. I love what I do!”

In marketing his listings, presentation is very important. He uses professional photography, even for rentals. If the space is empty, he has it virtually furnished in the photography studio; if there’s a marketing budget, he stages it. Then he posts the listing not only on RealEstate & Domain, but also on Facebook, YouTube and other social media. “It gives us a lot of exposure,” he says. Even more important, he sends priority previews to his client database, allowing them access to the property before it’s released to the public.

Once the transaction closes, Joseph tells clients it’s not the end of their relationship, it’s the start. As their property consultant, clients have direct access to him by phone, WhatsApp and WeChat. Many of his clients are successful property investors and together they share tips and strategies of property investing, much like a mastermind group.

The reason Joseph and his team are Sydney’s #1 agency goes beyond just advice. It speaks to their integrity, effective communication and transparency. Metro Realty comes through on its promises. Clients have access to a portal that shows them every inquiry in real time. New clients also receive free landlord protection
insurance. “We’re shaping the way the industry works,” Joseph says, “because typically there’s a lot of deception. Our systems allow our clients to see exactly what’s happening with the sale or management of their property in real time.”

An “attitude of gratitude” keeps Joseph’s abundance flowing. Metro Realty stays involved with the business community through the Business Chamber of New South Wales; they were finalists for the chamber awards two years in a row.

For a free property valuation, contact Joseph Fairchild of Metro Realty on phone 0425 945 888 or email joe@metrorealty.com.au