

‘JUST BOUGHT’: THE NEW REAL ESTATE TREND

It's a stamp of real estate marketing: 'Sold By' signs that signify a real estate agent's victory. But an innovative concept by young entrepreneurs Simon Cohen and Ben Handler is set to change the face of Sydney's property market by putting the focus back on the buyers.

Their distinctive 'Just Bought' signs are beginning to dot Sydney's streets, signifying a new trend in the real estate market. 'Just Bought' is more than just a sign – it's a symbol of their overall innovative approach to helping time poor buyers save money and find their ideal home.

The principals of buyer's agency **CohenHandler**, Ben and Simon launched the business earlier this year to cater to a gap they saw emerging in Sydney's real estate market.

"The property landscape is always changing but the way people buy has stayed the same, so we wanted to create an agency that looks out for the buyer not just the seller," Simon explains.

"With our combined market knowledge, our close relationships with real estate agents and the market data at our fingertips, our aim is to ensure our clients enjoy the real estate process, access the properties that sell off-market and always pay the best price. If there's money to be saved, we will save it."

Their unique approach is established on a foundation of trust, designed for people who are time poor, uninformed of the market or new to Sydney.

"We save people time and hassle by short-listing properties. Plus we take the emotion out of it; we come with a completely objective point of view when we look at a property," Ben adds.

Based in Paddington, **CohenHandler** serves a wide area of clients from Palm Beach to Sydney's Eastern Suburbs.



CohenHandler
 Level 1, 106 Oxford Street
 Paddington NSW 2021
 P: (02) 8206 8886 |
www.cohenhandler.com.au



About CohenHandler

It was while taking time off across the world in Los Angeles that Ben and Simon realised they had an idea close to home. The 26-year-olds had both left their busy jobs to explore entrepreneurial ventures when they met up in LA and discovered they shared the same aspiration to start a buyer's agency.

"We were both living in LA and looking to do something in property. The concept of starting a buyer's agency really clicked for both of us and we had the same vision for the company," Simon explains.

The friends quickly formed a business partnership and launched CohenHandler in January this year.

"We really saw a niche in the Sydney property market for a specialised service that can add significant value, giving back control to the buyer," Ben adds

With diverse real estate backgrounds, the pair combined their skills to form the innovative agency after noticing that people were either over paying for property or struggling to find properties.

Simon worked for Ray White Double Bay for five years, working his way to being in the top three percent of agents across Australasia.

With a Bachelor of Construction Management and Property, Ben worked for Charter Hall in the Property Development division in both Sydney and Brisbane.

"We're both very energetic," Simon says. "We're both similar in the sense that we're driven, we're motivated and we're hungry to achieve the best results. We're very passionate about what we do."

The partners of CohenHandler are available for interview. Ben Handler 0405 633 910 | Simon Cohen 0403 177 953

