



The Newest Estate Agents in Town...

Interview with Paul Ineson of North Star

What prompted you to set up an Estate Agency in a supposedly turbulent property market?

It has always been my ambition to be part of a cutting edge, innovative and pioneering estate agency which can offer a one stop shop solution, where the customer is king. In my opinion most estate agencies are more interested in quantity rather than quality I think that we can be much more than this and deliver 100% customer satisfaction where other companies are failing to deliver. As for the supposedly turbulent property market, I believe that the main problem is exaggerated negative media hype produced in order to sell newspapers etc.

How long have you been in the property industry Paul? and how did you get in to it?

I have been involved in the property industry for a number of years, including land acquisition for a multi national company, but more recently for a regional estate agency chain, where I was an award winning Senior Associate. From an early age I had an interest in property as both my parents were property landlords well before the buy to let boom of recent years. Also my first ever work experience placement at the age of 16, was with a very well known estate agency chain so I have always known that this was the career for me.

What has been the highlight of the working career so far?

Apart from Launching North Star obviously, which I am immensely proud of, and helping with the sale of many, many houses, I would have to say that being approached by the BBC to appear on their 'Live Homes' program would definitely have to be the highlight so far although it is becoming a little embarrassing as the same show is constantly repeated, invariably, I'll receive a drunken phone call or two from one of my friends or family at some obscure time in the early hours-saying they've just seen me on some lesser known cable channel!!

How were the North Star team selected?

I have worked with a lot of good people over the years but Rob & Kerry, who have helped me create the company, were hand picked, to bring a variety of different skills

and abilities which are absolutely essential to the dynamics of the company.

Where does the name North Star come from?

Being a proud northerner and a Barnsley lad, I wanted a name that could be associated to our roots and the place that we all live and work. Traditionally, The North Star has been utilised as a navigational tool, providing guidance to people on their journey. We too, aim to provide guidance and support for sellers and buyers alike.

What makes North Star different to a traditional Estate agent?

There are many aspects that set us apart from 'traditional estate agents but mainly, we believe in maximising the potential of every property in our portfolio, through offering a one stop shop to make the whole process as smooth and as stress free as possible. In a supposedly difficult market, North Star prides itself on being a proactive and self motivated agent that works for you. Most estate agents will expect you to do your own viewings – we believe that the viewing should be carried out by one of our fully trained negotiators in order that the selling price is fully realised. Within most estate agencies the valuer is not held accountable for the performance of a property, in fact, it is rare for the vendor to ever see or hear from them again. At North

Star the valuer will be the dedicated account manager that manages the whole process for you from start to finish, ensuring that you receive a top service all round.

Would you buy a property in this current climate?

I just have and see no reason why people should be put off buying at this time as long as it's the house they want and at the right price.

What advice would you give to any first time buyers out there?

"DON'T BELIEVE THE HYPE!" in my opinion some of the media have grossly exaggerated the problems within the property market-resulting in panic amongst buyers and sellers alike. House prices have now levelled off and interest rates have fallen by half a percent, meaning there are some good mortgage deals out there to be had. My advice would be to come in and have a chat with us to assess how much you can comfortably afford each month, then, we can help you find the house that's right for you.

What's your vision for the company's future?

To be the agent of choice for the people of Yorkshire through delivering unrivalled levels of service and trust - as simple as that.



North Star personnel, from left, Paul Ineson, Kerry Farr and Robert Colman.