



# Watch them grow

*Bayleys is celebrating 25 years since the launch of its specialist rural and lifestyle division in 2024. Country checks in with the next generation of Bayleys Country rural and lifestyle professionals who are a breath of fresh air for the industry.*

While rural real estate has traditionally attracted an older demographic and has tended not to be a first career choice, that is changing as the industry starts to gain new appeal for talented young guns.

James Macpherson, owner and principal of Bayleys' offices from the East Cape through to Cape Palliser, has been with Bayleys for 25-plus years and champions the next generation of property professionals.

"Rural and lifestyle real estate can be a rewarding career path for younger people and I am really impressed by the insight, maturity and tenacity they bring to the table, with their energy the most important quality."

"They're like young huntaways that just want to go all day - and are valued team members transacting property with skill, empathy and pride in the Bayleys brand."

## THRIVING AND GROWING

Cianne du Preez grew up on a farm in the UK and since moving to New Zealand in 2007, has lived rurally.

After completing a project management degree and a stint working back in the UK, Cianne joined Bayleys Whangārei aligning herself with rural salespeople Catherine Stewart and Mike Williams as a client services manager.

Now armed with her real estate licence, Cianne is transitioning into a lifestyle sales associate role and is grateful to be working in a reputable and successful team that supports her personal and professional growth.

"Real estate is a non-stop industry, and it's not always easy to have a work-life balance, but I thrive on the opportunity to meet new people within and outside the industry."

With proven organisational skills, a strong work ethic, and a commitment to excellence, Cianne believes younger people offer plenty to the fast-paced rural real estate industry.



**CIANNE DU PREEZ**  
BAYLEYS WHANGĀREI

"Our technology skills, ability to use design software to create digital and print marketing, and use social media to reach a targeted audience are all valuable strengths, and add another layer to our industry credentials."

## KEEP QUESTIONING

Pauanui-raised Seth Roe has been part of the Karl Davis Team at Bayleys Ngatea since 2021, covering the North Waikato/Thames Valley rural and lifestyle market and hosting Bayleys' Surfing for Farmers initiative locally.

Joining the industry straight out of school, Seth knew he'd have to



**SETH ROE**  
BAYLEYS NGATEA

prove himself, but older clients were particularly delighted to see a young person working so hard, often treating him like a grandson.

"When starting out, no question is a bad question - and I'm thankful to be surrounded by some of the best in the business."

"Karl Davis and Lee Carter took me under their wing and I reckon I've gained 15 years of knowledge in under four years."

Seth feels younger people bring a new perspective and a high capacity for work to the industry, benefitting clients. They're social media savvy, have fresh ideas around marketing, and have more time to work given fewer family commitments.

"I'm faced with different opportunities and challenges every day, from helping first home buyers to selling an intergenerational family farm. While making a decent income is reflective of hard work and results-based experience, there are also times where I work really hard and make nothing - but that's real estate."

## BORN READY

With a family background in farming that goes back six generations, Jack Monckton of Bayleys Feilding has a huge appreciation of rural life and the role farming plays in feeding the world.

Encouraged by his father Mark, a Bayleys stalwart since 2008, Jack got his real estate licence and began working in the industry while completing a Bachelor of Business Studies. He now sells rural and lifestyle property throughout the Manawatū, Rangitikei, and Horowhenua regions and praises Bayleys' culture, its people and his clients.

Establishing credibility as a young rural professional takes time. Jack has proactively tapped into the knowledge



**JACK MONCKTON**  
BAYLEYS FEILDING

of more experienced salespeople and now has a great track record and lots of success stories to refer to, which helps build trust.

"I've also built strong professional networks, as a referral from a trusted advisor goes a long way. My age is not limiting - you've just got to be smart enough to leverage the experience of the team around you because every day's a school day."

"I work hard, and I get rewarded for it. This is a people business and provided you're genuine and hardworking, there's no reason why a young person can't excel in this industry."

## HARD YARDS

Harrison Martin is the youngest rural real estate professional in Marlborough and has shaken up the "old boys' club" by demonstrating perseverance, deep industry knowledge and results.

He is no stranger to early starts and hard yards, with his passion for rural life sparked when he began relief milking at age 10, and consolidated after completing diplomas in agriculture and farm management.



**HARRISON MARTIN**  
BAYLEYS MARLBOROUGH

Shoulder-tapped by Bayleys Marlborough director Glenn Dick, Harrison's rural background was a natural fit for the expanding office, and he now sells pastoral, lifestyle, forestry and viticulture properties from the Rai Valley to Kaikōura.

"I'm part of an awesome team with arguably the best office culture in the industry, where everyone enjoys collaborating and celebrating success."

"It's a rewarding career that responds to hard work, and where matching happy buyers and sellers is really satisfying."

Harrison says younger people have a huge advantage in the industry as technology is second nature and they have energy to offer, but cautions that success is not a right.

"Some may think it's all lattes, shiny shoes and answering the phone, but establishing enough recognition and rapport within a community for your phone to actually ring takes time and is hard-earned."