



## Ahead of the Curve

Property is an ever-changing industry, but Owen Reilly is known for its commitment to innovation when it comes to selling homes.

words Megan Burns

In recent years, property has consistently been a hot topic, with talk of price increases, lack of supply and an influx of international buyers all regularly making headlines. In such a rapidly changing market, if you're choosing to sell your home, you want to be confident that your estate agent is at the forefront of market developments. With 25 years of experience, and his own agency opening in 2008, Owen Reilly has vast experience in the Dublin market. Now with branches in Ballsbridge, Grand Canal Dock and Portobello, the agency sells, rents and manages properties in Dublin's best locations.

What makes the agency stand out, founder Owen Reilly explains, is an innovative approach to marketing the properties they are entrusted with. "Every campaign is tailored for each client's property," he says. "We produce our own VR tours, drone videos and property tour videos, which gives us full control over the quality of the content, ensuring the marketing on every property is optimised.

"Our social media videos generate thousands of views and organic leads on our clients' properties outside of the property portals and traditional media. I am also the most followed estate agent on social media in Ireland, which gives us an advantage in the ultra-competitive Dublin market."

Owen takes pride in his team, working with people who are passionate about property, many of whom have their own substantial social media followings to ensure maximum visibility for each property. "I am proud to say we won agent of the year at the National Property Awards and the Irish Independent KPMG Property Excellence Awards."

It's an approach that means they stay ahead of the constant flux. "The main trends are the lack of supply, and strong increases in property values," he explains. "This has created a seller's market for the moment, but that can shift quickly." There is also an increasing professionalisation and innovation in the industry. For example, Owen Reilly now has its own in-house bidding platform that brings transparency to the bidding process, which is important to build trust with buyers.

Despite the move towards technology, Owen says, "property is a people business", and he relishes working with people to find their perfect home. "This industry is fast-paced and working with clients is an intense partnership for six months, sometimes longer. For most people their home or investment property is their most important asset. I take the responsibility my clients give me very seriously and always act in their best interest."

To find out more, view properties, or get information on selling your home, go to [owenreilly.ie](http://owenreilly.ie).