



Julie O'Donohue shares her journey to change how we buy and sell homes.

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Julie Personalised Blog

Someone asked me the other day to define my journey to this point with Next Address, and I had to reflect on my his

My education was completed at Uni in Melbourne, and I soon began my business life. I was always on the look-out to

So raising money and improving the community space I live in has always been a commitment in my heart.

It was during a difficult time in which I witnessed a friend having a particularly harrowing real estate experience that t

Imagine this: an industry which is worth \$16B in Australia alone: Australians paying the highest marketing and advert

I was using Uber and Airbnb and started to think about these peer to peer models and their possible application in th

Imagine giving 6% back to social enterprises. Imagine transparency, communication, accurate valuation, no time was

Then came the next hurdle: How do you break into this business controlled by multinationals and the media?

The answer comes in a plethora of ingredients: timing, perseverance, tenacity, a dogged belief in the product and its

Fortunately, a highly-skilled PR communications company Arize, came our way thanks to Vicky Mann. Timing and th

So seeing the possibilities and jumping into those opportunities with the right team and attitudes around you makes f

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<https://nextaddress.com.au/blog/julie-odonohue-shares-her-journey-to-change-how-we-buy-and-sell-homes>