

Home grown

The Cox family is synonymous with real estate in Napier - a link which extends back to the 1920s, when Clarence Cox established an agency business in Tennyson Street.

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Above: Malcolm Cox has added a true professionalism to the local real estate game.

Left: Cox Partners staff out in the community.



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Melissa and Shannon Reid.

The 2009 incarnation of Cox Partners is a savvy, progressive, client-focused organisation, lauded by those who have bought and sold property with the company. The team, led by Malcolm Cox, manifests a culture of discipline with an ethic of entrepreneurship.

After an absence of more than a decade, Malcolm returned to Hawke’s Bay in the early ‘90s. Then when his uncle Tony retired from the business, he was given the opportunity to apply his experience and business skills to the ‘standard’ real estate model.

After several years, Malcolm realised that people who put their trust and faith in real estate agents deserved a whole lot better. And so, inspired by an ethos of value and client care, he introduced several bold new approaches to an industry that was attracting negative comment and criticism from many quarters.

Out went the traditional commission-only based remuneration for salespeople in favour of an attractive base income boosted by performance based bonuses. This move was essential to facilitate a shift away from salespeople acting primarily out of self interest, toward a team-based approach focussed on caring for clients.

Cox Partners forged ahead with this exciting new approach, by finding ‘great people’ and building consistently great results from their efforts. To this end Malcolm implemented a thorough training regime which is, “Two thirds about generating professional skills,” he said. “And one third about leadership and personal development.”

Positive approach

The outcome is a culture of self-disciplined people working within a positive, systematic process. Malcolm’s goal is to build a business that provides the best real estate service in New Zealand based on the highest standards of ethics, values and client care. This approach reflects the pure and simple principles that Malcolm’s father and grandfather believed in.

To that end, the company has developed a sales support network, with specialists to handle various elements of the administrative, marketing and sales process. This frees the

sales team to devote their time to the ‘person to person’ needs of sellers and buyers. “This elevates the role of the salesperson to a professional level, in an industry which,” Malcolm insists, “is as much about people, as it is property.”

You just have to walk into the sunlit Emerson Street offices, complete with local artworks and an incredible suite of ‘driftwood’ furniture, to get the immediate impression that this is no ordinary real estate company. Rather it is an extraordinary business where people are welcomed and respected in a manner borne out of integrity and Malcolm’s insistence that ‘doing the right thing, well’ comes first.

Making a difference

“This commitment to being the very best meant having to break away from many traditional methods. Being the best insists that you are different.” However, for Malcolm, nothing is more rewarding than to be different and to make a difference.

The approach clearly has the support of his enthusiastic team. Among them Kelvin Winnie who has been with Cox Partners for over 12 years. “It is a great place because there is an amazing culture here,” Kelvin said adding, “Everyone participates fully in the business.”

Another is sales support co-ordinator Noeline Goldsworthy who was also with the company through the transition from being ‘one of the pack’ to ‘one of a kind’ as Malcolm rang the changes. “I love the philosophy - I’ve always enjoyed being here, we have a great team.”

The clients and customers, many of whom have returned again and again to Cox Partners to sell their homes and find them their new one, are equally glowing. “Be assured that we will be wanting Cox Partners to work their magic for any future sale,” said Melissa and Shannon Reid.

Malcolm’s vision for change nearly a decade ago has also received the accolades of the business world being judged ‘Best for Business Service’ at the 2007 Lexus Customer Service Awards. “Sales is about earning loyalty and trust, and building lifelong friendships with the people you serve.”

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