Paul Doherty – Founder and Managing Director

Paul Doherty has almost 30 years of hard won real estate experience and insight. Starting as a cadet salesperson with a highly respected Bayside real estate firm, two years later Paul was promoted to Sales Manager and become that firm's number one auctioneer.

In 1991 he started his own company, Paul Doherty & Associates, which quickly expanded to three offices. Trading as Doherty Conquest, Paul managed a sales team of over twenty, and a rental management division looking after more than 1,000 properties.

Paul's interests then turned to the area of property data development and provision, and he co-developed one of Victoria's leading property data supply companies, Localwise, which was Victoria's leading data provider to the real estate industry. This work also led to Paul being consulted by the majority of leading real estate firms in the state – giving him unique and invaluable insight into the machinations of agency policies and procedures.

Paul Doherty is recognised as a leading innovator of the Vendor Advocacy system in Australia, with all vendor advocacy services offered at present based on the original model he developed. He has more experience than anyone in Victoria dealing with professional referrer's client – an impeccable reputation for looking out for those clients' best interests – and an unmatched track record in achieving successful results.

It's been said a number of times that Paul has probably forgotten more than most of us will ever know about property and the workings of the real estate industry. As Paul himself says "On average most people sell one or two properties in a lifetime; I've sold thousands".

It's this wealth of knowledge and expert care that makes Paul Doherty and APPS the ideal source for the clients of lawyers, accountants, placement agents and financial advisors.

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