

# Businesses in Southbank

SOUTHBANK-BASED BUSINESSES WISHING TO BE PROFILED IN THIS SECTION SHOULD EMAIL: [ADVERTISING@SOUTHBANKLOCALNEWS.COM.AU](mailto:ADVERTISING@SOUTHBANKLOCALNEWS.COM.AU)

## A SOUTHBANKER FROM THE START



### **St John Estate Agents managing director Simon Saint-John has been a Southbank man from the very beginning.**

Having been a tenant, owner-occupier and landlord in the area over more than two decades, he said he had enjoyed watching the suburb grow.

"We first moved into Southbank into 106 Southbank Boulevard in 1993 when it had just opened," he said. "It was one of the first developments in Southbank and at the time

we couldn't believe the luxury."

"Southbank has really matured and the new buildings that have come in have got a much more community-orientated feel because the suburb has matured since it first started."

Having built a strong reputation as both a salesman and sales manager in the area over

many years, Simon launched St John Estate Agents in 2002 with the intention of doing something "above the norm".

Beyond simply buying, renting and selling, St John Estate Agents takes pride in providing a full-service property management.

Simon said the business's property management model was based on the unwavering principle of treating every property like a second home.

"The idea was that as an investor myself, I hated that mentality that property management was the second priority," he said.

"Most agents are sales agents and do property management with a couple of young staff that don't really care or certainly have no understanding."

"I'd decided that I would do some property management but treat every property as if it was my own, things that I'd want done."

Claiming to be the highest ranking real estate agent in the area on Google and boasting several customer service and residential marketing awards, Simon's passion for his trade speaks for itself.

That same passion, as well as a good sense of fun, continues to rub off on both clients and staff, with some of his team members having worked for the business for more than a decade.

"We have a very stable staff that has a sense of fun as well as a sense of just trying to do

something and be proud of it," he said.

"I also have a healthy sense of humour and I want to talk to my landlords and enjoy their company and enjoy seeing them succeed as well," he said.

"There are properties that we have sold and managed and sold and managed. I can think of several where we've sold them on three occasions only for them to always come back to our management."

Having only recently moved into its new home at the corner of Montague St and City Rd in South Melbourne, Simon said he and his team loved the new location.

Being based right in the thick of the future growth of Fishermans Bend on the busy City Rd thoroughfare, he said the opportunities that lay ahead were endless and that he and his team were looking forward to many happy years in the area.

"We're loving the location. There's two and half thousand apartments being built along City Rd between us and the casino so it sort of makes for a very central spot for us because we're also the only agent that's located in Montague," he said.

"Feeling very fortunate, incredibly fortunate quite frankly! We've spent a lot on this historic building and we intend to be here for a long time."

To find out more about St John Estate Agents visit [www.sjea.com.au](http://www.sjea.com.au)

## PROVIDING THE BEST FOR SOUTHBANK

### **Just In Time PT owner Justin Moran is fast becoming the face of fitness and wellbeing in Southbank.**

Having developed a strong presence within a number of Southbank apartment gyms, including Freshwater Place and Eureka Tower, his passion for health, fitness and wellbeing has seen his reputation grow.

By providing effective programs, which incorporate education, science and technology, he said his model continued to enhance the environment of residential gyms in Southbank.

"Gym inductions in Southbank and essentially any apartment complex are done poorly," he said.

"They're generally done by a company that will send someone in and it just basically falls short in what they provide and how to use the gym equipment properly."

"Instead of people doing it with one person and just quickly skimming over things that a more effective and obviously future-proof way was to video induct people into how to use a gym on both safety and rules."

While his mobile and personalised approach to fitness is the key strength of his business model, his ability to innovate is what sets Just In Time PT apart from any other personal training service.

In an Australian first, Justin recently rolled out a groundbreaking initiative at the Freshwater Place gym by attaching QR-codes to every machine, which show users how to operate and perform every exercise through instructional videos.

Already through word of mouth, Justin said he was now in talks with owner's committees at a number of other Southbank apartment towers in hope of spreading the concept to other residential gyms.

"We've rolled it out in stages in regards to showing people how to use the pool, the gym and the facilities on level 10," he said.

"That's now progressed into second stage, which was how to use the weights equipment and the fitness equipment and they were two separate videos and as of literally this afternoon the QR stickers will go on each and every machine."

In addition to improving fitness of people at their homes, Justin and his trainers were also committed to implementing ground-level initiatives through group fitness programs.

He said there was a shortfall in the provision of group exercise and that he was determined to help positively change people's mindsets.



"You've got this myriad of people doing things wrong, poor technique, max reps, max speed, fastest time rather than understanding how to do things properly," he said.

"It's about science, education, teaching people how to do things properly and basically you do it until you do it to a level that you start fatiguing and about to perform poorly."

For a limited time only, Justin has launched his free weekly "Personal Best" fitness sessions at the Boyd Community Hub.

He said the aim of the initiative was to help educate the community on how to achieve

their "personal best" and encourage people to get active.

"By being free and giving people the opportunity who either don't have the ability to be able to afford a personal trainer or they're looking for some sense of community to get out and get active," he said.

"They're doing it under the watchful eye of someone who's tertiary trained and taking that vested interest in doing it properly."

Justin will be hosting his free "Personal Best" sessions at the Boyd Community Hub every Wednesday from 12pm until May 20.

For more information visit [www.justintimept.com](http://www.justintimept.com)