

TOP AGENT

MAGAZINE



HELEN
FOTIADIS



Helen Fotiadis leads her own company called Estate Agent of Victoria. She proudly represents her home State fluently with sound knowledge of market value throughout Victoria, Australia, manages all client services on her own and is known for being a perfectionist in listing design with a strong passion for significant Victorian historical properties.

When Helen Fotiadis was a child, she dreamed of becoming a real estate agent one day. After her parents divorced, Helen, her mum and little brother lived at their grandfather's home, which still stands today as an original Victorian St Kilda East house. Looking out the kitchen window, Helen would draw pictures of all the old Victorian Heritage homes in the neighbourhood and imagined the lives of the people who

inhabited them. "I knew and hoped that most of his neighbours would still be there when I grew older, and today I still see them smiling outside and waving hello when I visit him," Helen explains. From the moment Helen was born at Queen Victoria Women's Hospital, which was one of three hospitals in the world for women only, she had an innate love for her home state. "The hospital I was born in is all about supporting women

in need, and I believe that my strength for caring about others actually stemmed from there,” she says.

As an adult, Helen felt drawn to real estate, so began working for Australia’s biggest builder Porter Davis Homes in her early 20s. Eventually, she wanted to start growing her own business, and began studying to receive her real estate license whilst assisting other popular real estate agents all over Victoria. Today, she leads her own business called Estate Agent of Victoria.

Since a very young age, Helen has been obsessed with iconic/historical real estate. Her most recent iconic sale was in Beaconsfield Upper, a stunning 1930s residence that was originally built by one of the area’s first settlers. He served in the war and returned to

build an entire community, becoming council president, and eventually the name inspiration for the famous Berwick Parks. “No previous selling agent knew whose home this originally was, until I spent 6+ months discovering everything about it,” Helen explains. “This house would have been sold without this significant detail, which in my opinion makes a huge difference to the buyers.” Helen knows these background stories





“I care so much that I literally become close friends with my clients, as they feel how much compassion I have for their moves,” Helen says. “If you don’t fully understand people and care about their reasoning, then how can you honestly represent someone’s greatest asset and fight for the greatest outcome for them?”

are powerful, and buyers appreciate knowing the history. “The purchaser of this property still thanks me today, and we chat about how they will never tear down the original 100-year-old trees as they are truly special.”

She now receives appraisal requests from homeowners who are curious about what their historical properties are worth, and she will spend months researching these homes, gathering facts about everything to do with the property including the original owners’

backgrounds, the material the home was made of, and more. “My aim is to bring out the best in every home I list. I utilise my network to benefit clients, and I’m always thinking of ways to improve and strengthen their property value.” She loves representing all types of homes, from architectural masterpieces to the very new modern entry homes to the oldest run downs and most of all, Helen has a specific unique talent for representing Victoria’s most historical and iconic residences. “I do it all - from mastering all

sales for small to large-prestigious homes, to managing rentals for clients all over Victoria. I am a perfectionist, so I do everything possible to make things perfect,” she explains. She has profound empathy for everyone she serves, taking in all of their emotions and motivations. “I care so much that I literally become close friends with my clients, as they feel how much compassion I have for their moves,” she says. She has a deep understanding of her clients, taking the time to determine the circumstances and motives behind their decisions. “Without truly understanding them, there is no possible way to help them succeed.”

Helen’s background in building and construction has also helped her form a strong network of tradespeople to refer her clients to when they need them. “I have renowned staging professionals, painters, renovators, roofers, and more,” Helen says. When Helen takes a listing, she wants to ensure it looks its best. “It’s just like getting married, you need to prepare your listing as though you’re preparing your wedding.” With meticulous planning and care, Helen is able to obtain the highest price possible for the properties she represents. Her attention to detail with high quality photographs and enticing descriptions attract endless





buyers. Helen dedicates all her time to mastering her work, seamlessly perfecting every inch of design for her listings.

Based in Clyde, Helen loves her community and is always looking for ways to give back. She decided to base her office here knowing that it would boom once it was developed as she had a huge involvement in areas of planning for almost 20 years. “I deliberately wanted to be the very first agency for Clyde, and I’ve worked towards this location since the early 2000s,” she explains. “I have since achieved groundbreaking record sales for the area, and I am local, so it’s a simple choice for my clients and purchasers.” She is passionate about supporting Queen Victoria Women’s

Centre, which was previously the Queen Victoria Women’s Hospital.

Looking ahead, Helen hopes to branch out into other locations through Victoria. She also plans to donate to multiple charities, especially those helping the severely ill and homeless. “The more angels on this planet, the better the world will become. And I’m working hard to be there for as many in need as possible.” As she grows, her love for what she does only gets stronger. “I have dedicated my entire life to real estate and I want to make a real difference in people’s lives by giving them ultimate results. It’s so important to understand you really only have 1 major opportunity to make it shine.”



For more information about Helen Fotiadis, please call 0415 661 648 or email helen@estateagentofvictoria.com