

Julie Scott

Nathan Verri  
MASTERS OF DESIGN & BUILDING

# STEPPING OUT & *Building Up*

Stepping into the male dominated world of the building industry is a formidable challenge for any woman but for one who has decided to swap teaching for the role of a marketing director of a successful building company shows guts and determination to succeed and stands as an inspiration to others.

Julie Scott has recently taken up the marketing reins of her partner, Nathan Verri's, well established multi award winning house building business. Based in the Mossman and Port Douglas area, Julie is relishing the opportunity to flex her creative muscles to broaden their customer base into Cairns and Tableland regions while taking the already recognized business to a new level as a market leader in quality and innovation.

Julie is a true social marketer, not in the usual internet sense but in the real sense, building strong relationships with clients many of whom end up as good friends and she believes she has the best possible product to sell. The business has grown rapidly by word of mouth, recommendation and Nathan's reputation for building the best; a reputation underscored by a phenomenal swag of awards.

"Our clients have a budget, and it is our job to meet that, without compromising the quality or the unique style they are after," Julie emphasizes. "It is very rewarding to achieve not only our goal, but our client's goal - a spectacular home, on time and on budget."

"When we build a home for a client I love to interact on a personal level. Both Nathan and I take them through the process of aiding the client in the selection of all the fixtures & fittings and make this process an enjoyable experience."

"When a client asks whether we can build a particular style of house we just say: 'yes of course we can'. We offer flexibility with both our in house design and also working with architects & other designers."

"Nathan's attention to detail is impeccable, and people just fall in love with what he does," Julie enthuses, "I have taken on the marketing role so he can continue to concentrate on the building and designing side."

While the business is well known for its award winning top of the market houses Nathan Verri, whose family name is synonymous with North Queensland, also builds for more modest budgets with projects ranging from the \$1.8 million house recently completed in Port Douglas to the \$190,000 house at Cooya Beach.

Julie has already brought her own style to the business coordinating the creation of promotional material and integrating her love of photography into the advertising and the web presence to further develop the company's image.

Julie's confidence in her new role comes from her passion and total belief in the product she is marketing.




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out of the ordinary

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