



DYNASTY: Ian Crooks (centre) with children (from left) Alex Cook, Trudy Crooks, Tim Crooks and Carla Cook. Picture: Peter Wallis

Deloitte Queensland Index

Company	Mkt Cap \$m	Last Traded \$	Weekly Change %
1. Suncorp Group Limited.....	16,043.9	12.47	1.1%
2. Aurizon Holdings Limited.....	9,233.1	4.30	(0.7)%
3. Flight Centre Ltd.....	3,916.3	39.26	7.2%
4. ALS Limited.....	3,473.4	10.09	15.4%
5. New Hope Corporation Limited.....	3,222.6	3.89	1.8%
6. Bank of Queensland Ltd.....	2,780.5	8.80	(1.9)%
7. Echo Entertainment Group Limited.....	2,427.5	2.95	(2.6)%
8. Whitehaven Coal Limited.....	2,276.9	2.28	4.1%
9. Super Retail Group Limited.....	2,175.0	11.03	2.4%
10. Cromwell Property Group.....	1,515.0	1.04	0.7%
11. PanAust Limited.....	1,449.5	2.39	3.0%
12. Transpacific Industries Group Ltd.....	1,357.6	0.89	4.7%
13. Virgin Australia Holdings Limited.....	1,165.3	0.47	6.8%
14. Wotif.com Holdings Limited.....	1,162.4	5.54	0.2%
15. Domino's Pizza Enterprises Limited.....	835.3	12.00	(1.2)%
16. Linc Energy Ltd.....	825.4	1.57	7.2%
17. AP Eagers Ltd.....	792.4	4.49	3.0%
18. Cardno Limited.....	770.4	5.38	(0.2)%
19. CuDeco Ltd.....	745.5	3.77	(5.0)%
20. Energy Developments Ltd.....	683.5	4.15	(5.7)%
21. GWA Group Limited.....	662.1	2.13	(7.8)%
22. Senex Energy Limited.....	650.3	0.61	(6.2)%
23. GB Education Limited.....	620.5	2.33	(0.4)%
24. Technology One Limited.....	536.6	1.73	4.8%
25. Retail Food Group Limited.....	514.6	3.84	(1.5)%
26. ERM Power Limited.....	450.9	2.62	4.8%
27. FKP Limited.....	450.2	1.41	(0.4)%
28. NEXTRC Limited.....	398.1	2.35	4.4%
29. Carindale Property Trust.....	391.3	5.55	-
30. Corporate Travel Mgmt Limited.....	371.7	4.79	11.4%
31. Australian Agricultural Company.....	350.7	1.12	3.7%
32. Austin Engineering Ltd.....	319.7	4.33	(2.7)%
33. Sunland Group Limited.....	290.9	1.65	6.5%
34. Ausenco Limited.....	268.0	2.19	3.3%
35. PrimeAg Australia Limited.....	226.4	0.86	2.4%
36. Shine Corporate Limited.....	220.1	1.46	0.7%
37. Wide Bay Australia Ltd.....	217.4	6.00	(0.8)%
38. Billabong International Limited.....	216.7	0.46	-
39. Silver Chef Limited.....	201.3	7.19	5.7%
40. Data#3 Ltd.....	183.2	1.19	-
41. Intrepid Mines Limited.....	180.7	0.33	12.1%
42. Collection House Limited.....	177.8	1.51	1.3%
43. Greencross Limited.....	177.2	4.70	1.1%
44. Maverick Drilling & Expl Limited.....	176.6	0.41	(11.8)%
45. Alliance Aviation Services Ltd.....	174.1	1.52	(10.9)%
46. Orocobre Limited.....	173.7	1.53	9.7%
47. Collins Foods Limited.....	158.6	1.69	(2.0)%
48. BrisConnections Unit Trust.....	156.1	0.40	-
49. Norton Gold Fields Limited.....	146.5	0.17	10.0%
50. 1300SMILES Limited.....	140.9	5.98	1.4%
51. Devine Limited.....	140.5	0.88	(1.1)%
52. Asia Pacific Data Centre Group.....	132.3	1.15	1.8%
53. Reef Casino Trust.....	132.0	2.65	0.8%
54. Sedgman Limited.....	125.6	0.54	1.9%
55. Alchemia Limited.....	116.7	0.37	1.4%
56. Watpac Ltd.....	106.9	0.58	7.5%
57. Cerro Resources NL.....	101.6	0.13	-
58. GBST Holdings Limited.....	99.8	1.45	6.6%
59. Discovery Metals Ltd.....	92.5	0.19	(9.5)%
60. Comet Ridge Ltd.....	87.4	0.22	(4.3)%
61. Vita Group Ltd.....	85.5	0.62	(4.6)%

Seller of first resort

James McCullough

Motel sales and leasing business a family affair

IAN Crooks made that familiar trek across the Tasman in 1985, an aspiring Kiwi businessman who wanted to make his mark in the big smoke of Australia.

It was a time when New Zealanders were making serious inroads into the Australian corporate scene, especially the likes of Sir Ron Brierley and beer baron Doug Myers, at one time the wealthiest man in the Land of the Long White Cloud.

Mr Crooks had been selling motels out of Tauranga in the north island of NZ and had pioneered the idea of motel leasing, a concept he brought to Australia.

"It was a very successful model so I decided to bring it to Australia," he reflected.

Last year Crooks celebrated the 27th anniversary of Resort Brokers Australia, the company he founded when he arrived, and his wife has forgiven him for promising her they'd only be here for 12 months.

Mr Crooks researched the

market, talked to as many people as he could and realised that there were a lot of people who owned motels who wanted to escape from the on-going pressure of running them.

He also realised that there were a lot of people who wanted to buy one but who couldn't afford the asking price.

"So I came up with the idea of a lease and pioneered a concept in New Zealand called motel leasing where you sold the business with a long-term lease over the assets," he said.

"In today's market, for a million dollar motel, the lease would be around \$300,000, so instead of looking for someone with a million bucks, you're looking for someone capable of borrowing \$300,000 for a 25 or 30-year lease."

If he could make the concept

work in New Zealand, he reasoned, he could also succeed in Australia – and he was right.

His Resort Brokers Australia now sells more motels than any other agency in Australia.

He believes that his initiative in splitting motels into both freehold and leasehold components creates a win-win situation for both types of investors.

Mr Crooks said there were about 1100 motels in Queensland, 1800 in NSW, 700 in Victoria and about 1000 in the other three states and that most are very profitable.

"You don't hear of too many motels going into liquidation," he said.

His children have gradually been drawn into the company with daughters Carla and Trudy, son Tim and son-in-law Alex Cook, Carla's husband, now

working with Resort Brokers.

Carla began her career as a graphic designer working for advertising agencies in London.

After eight years overseas, Carla returned to Australia and joined Resort Brokers as marketing manager, bringing husband Alex into the family business.

Trudy Crooks joined Resort Brokers from school and sold her first motel lease at age 20. She moved to London the next year and went to work for a real estate company.

The call of the family business, however, proved too strong and Trudy returned to Australia and joined Resort Brokers as sales manager.

Tim began work in a property management company in Brisbane while studying for an Advanced Diploma in Visual Communication and Design before joining Resort Brokers.

Looking to the future, Mr Crooks sees a buoyant outlook and the possibility that he will, eventually, hand the business over to his children, knowing they have good experience.

business owner

business opportunities

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