



Are you buying flowers or a feeling?

A bright little shop in Johnston Street Annandale is home to Jodie McGregor Flowers. You can see from the front that it's all about the flowers because they take up a third of the shop and spill out onto the street. But once inside there is something else that is much harder to define.

It isn't just the interesting array of fresh flowers, or the bright pink shelving, or the collection of vases, cards and baskets. And it's not the work area because in typical florist fashion it is clean but bare. It's the feeling of being welcomed.

Jodie McGregor Flowers opened in 1999. With experience in Sydney & London, creating huge floral designs for exclusive hotels and restaurants, the flowers were always going to be good. But Jodie wanted to create a place where buying flowers was warm and personal.

It hasn't been easy. (Jodie worked the first six months straight, 16hrs a day). But right from

the beginning the Annandale locals have embraced the shop as their own.

Satisfied customers have introduced Jodie to their friends. She has helped with weddings, events and even been recommended to the companies they work for. And to top it off, last year Jodie McGregor Flowers was awarded NSW Florist of the Year.

Not that she has to do it all alone. The team of Amanda, Jade, Lea and Fiona all share her philosophy & work ethic. And of course Stuart her partner (that's them above) who left Banking & Finance to co-parent their two year old daughter Pirra & work in the business. With another baby on the way they'll be busy. But you get the feeling they wouldn't have it any other way.

Many home buyers on our database see Annandale as one of the flowers of the Inner West. So if you are thinking of selling, please call us first.