



Action-packed career path for Rosmini Old Boy

From real estate to marketing and now global software adventures



It's not every day a kid fresh out of high school skips the usual path and dives headfirst into real estate. But that's what Logan McLaughlin, Rosmini College Class of '17, did—and what a ride it's been.

At 18, Logan joined Barfoot & Thompson as their youngest agent, thrown into a fast-paced, cutthroat environment among peers three times his age. "It was rough," he recalls. "I was too immature and naïve to stitch deals together in those early days." But he wasn't about to fold. Instead, he took the hard road, clocking long hours and soaking up knowledge wherever he could. Working alongside Aden Xu, a top agent with a loyal Chinese client base, Logan learned to bridge cultural gaps and build connections. It was anything but a fast track to success.

After seven slow months, Logan finally closed his first deal. Sales very slowly trickled in, though not without close calls. "I came close to being fired multiple times," he laughs. "The only reason they didn't pull the plug was because nobody else in the office was working harder."

By June 2020, Logan's persistence began to pay off. He closed a \$2.6 million deal, quickly followed by three more in July. "The training wheels were finally coming off," he says. With momentum building, Logan found a mentor in Nadja Court, a seasoned real estate powerhouse. "There's an old proverb I like: 'When the student is ready, the master shall appear,'" he says. With Nadja's guidance, Logan climbed to \$40 million in sales by 22—while most of his peers were still figuring out life after University..

But when interest rates spiked and the market cooled, Logan felt the urge to shift gears. He packed his bags and landed in London. There, he launched Lomac Media, a social media agency

aimed at helping real estate agents build their client bases. “It was ironic,” he says with a grin, “starting a social media business without knowing anything about social media.” True to form, Logan went all in, cold-calling and sending personalised videos to reel in clients. The long hours stacked up, and by late 2023, he’d had his fill.

With North America on his mind, Logan set his sights on Canada, seeing it as a stepping stone to the U.S. But first, he took a detour to Morocco for some downtime. On a bus through the countryside, he called an old friend back in New Zealand, hoping for a work lead to fund his Canadian plans. What he got was more than a tip—it was a ticket to his next chapter. His friend’s company was expanding to Canada and had a spot left on the team. “He asked if I was interested,” Logan recalls. “I booked my flight home that night.”

Now settled in Canada, Logan is leading new business acquisitions for a software company, driving their entry into the U.S. market. Logan’s story so far is a testament to relentless ambition—from closing deals in Auckland to launching a business in London, and now diving into software in North America. One thing’s for sure: he’s only just getting started. There will be more cities, more deals, more stories to unfold and, no doubt, more people asking, “Why are you doing this? It makes no sense.” To which Logan, half-laughing, half-daring, will answer with a grin: “*It’s where the action is.*”