

# FRANCHISE OPPORTUNITIES



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Under the umbrella of global real estate giant Colliers International and governed by an experienced leadership team, PRDnationwide has a wealth of property knowledge at its disposal. Through continual expansion, the number of PRDnationwide franchises across the eastern seaboard is closing in on 115. PRDnationwide is committed to increasing its services and strengthening its capabilities across all facets of the real estate sector.

Become part of a franchise network that strives to not only be a part of the real estate industry, but to actively shape its future direction. Our vision is to be the brand of choice for real estate services for our franchise partners, their people and customers and be the market leaders in the locations we operate.

Our business maintains the highest ethical standards and prides itself not only on a commitment to business excellence, but also the adherence to the key core values of Service, Integrity, Teamwork and Community. Our colleagues, clients and the wider real estate community recognise that PRDnationwide is an organisation that works as a team and is governed by the principles of honesty, integrity and respect for all individuals.

## Why Join the PRDnationwide Franchise Network?

### Sell Smarter

At PRDnationwide, we want all our offices to Sell Smarter. Not only will your bottom line benefit, but the brand will be advantaged from your ongoing success.

So how do we Sell Smarter? We do this by engaging with our franchise offices regularly, offering access to cutting-edge technologies, to-the-minute research and ample training and development opportunities.

Strong understanding of the local market, extensive knowledge of what buyers and vendors need and a passion to see our community flourish our 'Sell Smarter' attitude.

### Business Planning and Consultation

Your work shoulder-to-shoulder with a team that plans to succeed.

PRDnationwide has the knowledge and expertise to help your business climb the ladder to the pinnacle of the real estate industry. We engage experienced and highly qualified personnel, implement modern systems and draw on the latest technology to bring you the level of service you need to prosper under any market condition.

Skilled business consultants are committed to providing a level of support and knowledge that allows your business to grow and adapt in an ever changing market place. This includes the development of a 3 year Business Strategy which is reviewed and rebuilt annually along with regular business evaluation and succession planning services. We also work one on one with your agents and staff through developing KPI's and assisting with sales meetings and in house training.

We are committed to your long term success. Your business will be evaluated and reviewed annually, to ensure you remain on the path to achieving your goals.

## **Business Technology**

We have developed sophisticated systems which enables our offices to:

- Manage contacts and property portfolios
- Monitor and improve staff performance in their business
- Generate customer enquiries

In 2010, PRDnationwide was the second most searched Australian real estate term in Google which highlights our strong brand recognition online. We continue to work tirelessly at improving our online presence through social media, search engine optimisation and relevant and topical technical industry updates.

The PRDnationwide website is designed and built by perhaps Australia's leading Internet provider on the latest technology platform with the intent of superior speed, ease of use and flexibility. Member offices have access to a pre-created website template with a state of the art administration system designed to allow content changes at their own convenience.

Dedicated IT Help Desk service is provided to all offices with the ability to log requests 24/7. This service often provides support where a paid external contractor is required.

## **Colliers International**

You join a highly organised, structured and respected brand, governed by an international real estate giant. In 2006, after establishing 100 offices across Australia, PRDnationwide was purchased by Colliers International, one of the largest real estate companies in the world.

With a cooperative working relationship between PRDnationwide and its parent company Colliers International, franchisees are exposed to resources, technology, listings and managements not readily available to other franchise networks. This partnership stretches across industry sectors and geographical boundaries, bringing each franchise to the centre of a world-wide property sector powerhouse.

Our collaborative culture ensures that winning knowledge is shared and your business strengthens in cohesion with the wider progress of the PRDnationwide and Colliers International brands.



## Growth

Well planned, geographic growth through continued investment in current and emerging markets to strengthen the brand and grow a strong network of members with aligned business targets and vision

## Marketing & Branding

You have access to Marketing, Media and Communication professionals to lift your market presence. PRDnationwide provides the foundations for strategic marketing and communication campaigns that raise the profile of the brand and increase business volumes for our franchisees in both their local area and entire regions. Our professional team is available for advice, templates and support in all areas of marketing, media and promotion.

Your franchise will always be informed about the brand direction of the business through regular contact with our Business Consultants and access to comprehensive internal communication systems and channels.

## Dedicated Property Research Division

You have a dedicated research arm working for you. As a member of PRDnationwide's franchise network, you'll have access to a range of comprehensive local, national and international research to help you identify opportunities for your clients and provide market knowledge that is unbiased, thorough and reliable.

Our research team provides information from the coalface of the industry, arming our agents with a knowledge of property trends and developments that can give a distinct advantage over our competitors.

PRDnationwide is pro-active in the media and our leading research is regularly featured in metropolitan and regional news services to support property articles, adding further to our reputation and credibility as a spokesperson for the wider real estate industry. Our services include:

- Advisory and consultancy
- Market Analysis including profiling and trends
- Primary qualitative and quantitative research
- Demographic and target market analysis
- Geographic information mapping
- Project Analysis including product and pricing recommendations
- Rental and investment return analysis
- Competitive project activity analysis
- Economic indicators
- Social research, including focus groups

## Recruitment

You can build and develop your team with our full support.

It is vital you have the right people in your team to help your business flourish. PRDnationwide assists franchise offices with recruitment strategies to ensure you find the perfect candidate. Comprehensive training and development programs feature top level industry facilitators to increase your team's knowledge and influence across residential sales, auctions, project marketing, property management, rural sales, commercial sales and leasing.

## Training & Development

PRDnationwide's strategic focus on professional development and industry training ensures our people are on top of current market trends and selling techniques to deliver a premium customer service and advice. Our strategic alliances with specific Registered Training Organisations provides our people with discounted, fast-tracked real estate licensing programs and Annual CPD compliance in all states.

The training calendar is packed with events and training courses which encompass the many facets of real estate including;

- Residential Sales
- Project Marketing
- Property Management
- Sell Smarter Rookie Training
- Rural Sales
- Commercial Sales and Leasing
- Property Research and Marketing Trends
- Recruitment

## Recognition

The PRDnationwide franchise network has a strong culture of sharing and learning to promote both personal and business growth. Our awards system is designed to recognise those who are committed to their craft and produce high level results on a consistent basis. We also take pride in sharing the successes of our members with the entire network to promote a close family culture of positive experiences and encouragement.

## Our Franchisees

PRDnationwide is keenly aware that growth, sustainability and quality service is the basis for the ongoing success of our franchise and our member offices.

Our franchise owners are amongst the most successful in the industry due to a stringent selection process and ongoing support and servicing from experienced Business Consultants.

## Testimonials

I have been associated with PRDnationwide now for 22 years. Firstly as an employed salesperson and then, when the opportunity arose, I was able to purchase the business when the existing principals retired. There was never any question as to whether or not we would continue with PRDnationwide. The smooth transition in ownership was both supported and facilitated by PRD, along with the mentoring of the Douglas Brothers, Gordon and Archie.

PRDnationwide offers excellent support, regular training, great branding and profile as well as valuable assistance with Business Planning. We have grown our business over the years with the support of the Franchise Management team and Business Consultants of the calibre of Todd Hadley, our current consultant who is always on the ball organising regular training and individual support for every member of my team. The support received from the National Director Graham Spink, Todd, and Managing Director Tony Brasier is exceptional.

I like the individuality PRDnationwide offers. We don't get swallowed up in a group of 800 offices due to PRDnationwide being selective in who joins the group - a great advantage compared to other franchise groups. The association with Colliers International has been a major benefit. The conjunctual business has lifted our profile and being able to call on the resources (and vice versa) of Colliers International has been a great boost to our business.

**~ Dean Cummins - Principal, PRDnationwide Tamworth ~**

After owning and managing a leading independent agency for a decade, it was not without some trepidation that I decided to convert to a franchise and of course, paying franchise fees.

However, it became apparent very quickly that I had been short sighted for many years.

PRDnationwide's support network is a reassuring hand in all areas of business. Our Business Consultant is available to help as little or as much as we require and importantly, my staff have a familiar and friendly face they know they can call upon.

For me personally, it has been a "value added" decision to become part of the PRDnationwide and Colliers International network, I believe 100% that our business would not have had the growth we've achieved without the support of the PRDnationwide Franchise Team.

**~ Damien Campbell - Principal, PRDnationwide Coffs Harbour ~**



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