

We Are Committed To A Smarter Approach –

Sell • Buy • Rent • Lease Smarter

At PRD, we understand that there's no substitute for the knowledge, experience and commitment of our people.

To 'Sell Smarter' is not just one of our company philosophies it's also a clear strategy we continually put into practice. The competitive edge we bring to all aspects of every property transaction is based on the integrity, transparency and professionalism of everyone in our network. It's also about the commitment we all share to our core values – Service, Integrity, Teamwork, Community and Knowledge.



Service

We are proud of our ability to deliver unrivalled service and build strong relationships that generate the best possible outcomes for our clients. We believe that one of the most important elements of maximizing your sale price is asking the right questions early on in the process. Finding out everything we can about you and your property is paramount to us understanding your goals and achieving the right outcomes for you.



Integrity

We are a client-focused organisation that operates ethically and with honesty in all of our dealings. Be it a 'once in a lifetime' sale or purchase of a home, or an enduring collaboration in terms of your property's management, we partner our efficiencies with our transparency. Integrity is a driving force behind the confidence that our clients experience when working with us.



Teamwork

Fostering a united team spirit is also one of our key philosophies, so once your franchisee application has been approved, you'll not only get a visit from our Managing Director, one of our dedicated Business Consultants will be supporting you every step of the way. This includes providing you with the key tools you need to begin the on-boarding process, meaning you'll be running your very own franchise before you know it!



Community

We live where we work and we love where we live, so for us, it's not all about real estate. We are also dedicated to the local communities we are part of and we pride ourselves on these relationships, whether it's sponsoring local sporting clubs, supporting local charities or participating in community events. So don't be surprised to see us at your favourite coffee shop, cheering on the local sporting team or generally helping out around the community.



Knowledge

We have a unique approach that integrates people, experience, systems and technology to create meaningful business connections. Access to accurate and objective research is also the foundation of all good property decisions, so we use this to leverage our knowledge and experience to deliver innovative and effective solutions to our clients.

Key focuses we undertake include researching the economy, demographic and psychographic shifts, commercial and residential design and understanding new issues impacting our industry such as sustainability and the environment. This allows us to forecast future implications around these issues based on facts and historical data.