



The PRD Advantage

# Our Focus Is On Our Customers

**Our local experts tailor unique, outcome-based solutions.**

Everyone in the PRD network, from the specialists in our corporate headquarters to the team of real estate professionals in our wholly owned franchise offices, shares a commitment to the most common goal our clients have - Smarter Property Solutions.

For most people, selling their property is one of the biggest financial transactions they will experience in a lifetime. The process of maximizing your sale price can involve thousands of hard-earned dollars, which is a responsibility our team don't take lightly.

We believe that an important step towards implementing the right processes and achieving the most profitable outcome for you is asking the right questions earlier on. This involves understanding everything we can about you, your property and your end goals. We leave nothing to chance!

Our commitment to this approach is also evident in the sales strategies we've developed which include establishing an initial buyer pricing range, attracting more buyers from both inside and outside the region, increasing your home's appeal and developing a competitive market from which to sell it.

Whether it's buying, selling, renting or managing property, our local experts tailor unique solutions, providing our clients with a valuable combination of marketing intelligence and leading-edge technology, that ultimately leads to Smarter Property Solutions.



# 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.

# We Are One Of Australia's Most Powerful Real Estate Networks

**We have been selling and managing properties for over 40 years, and have a network of independently owned franchise offices in Australia and overseas.**

PRD is a unique force in the Australian real estate market, with an abundance of resources including access to local insights, an expert knowledge platform and the experience of over 1000 staff in our franchise offices. Combine this with a supportive infrastructure, a host of valuable strategic partners and the global resources of our parent company, Colliers International, and you've got one of Australia's most powerful real estate networks.

Established in Queensland in 1976 by two entrepreneurial brothers who merged with a property research professional, PRD is a market-leading franchised network with an expertise that meets the needs of buyers, sellers, investors and developers alike.


As an acknowledged industry leader, we've been in the business of selling and managing properties for over 40 years, and have a network of independently owned franchise offices spanning both Australia and overseas. However, our foundation principles still hold true today backed by experience, expertise, research and market knowledge.

Our commitment to customer focus was solidified by bringing together the leaders in each area of our operations, a unique strength that was significantly bolstered in 2006 with our partnership with the Colliers International network. This combination of two leading Australian brands and a combined real estate expertise

of over 80 years means we can tap into global industry resources and market-leading intelligence while leveraging our own invaluable local knowledge and research.

At PRD, we pride ourselves on providing face-to-face client contact plus clear and relevant information and support that helps our clients make smarter decisions in order to achieve their property goals effectively and efficiently. We offer a range of real estate services including residential, commercial and rural sales and leasing, strata management, property and asset management, property research and project and land marketing.

Our franchise network also has a strong understanding of the local market, extensive knowledge of what buyers and vendors need, and a passion to see the communities we operate in flourish while we foster our *Sell, Rent & Lease Smarter* attitude.



***"To achieve the property success you're aiming for you want clarity, confidence, insights and experience on your side - that's where we deliver."***

# Our Services

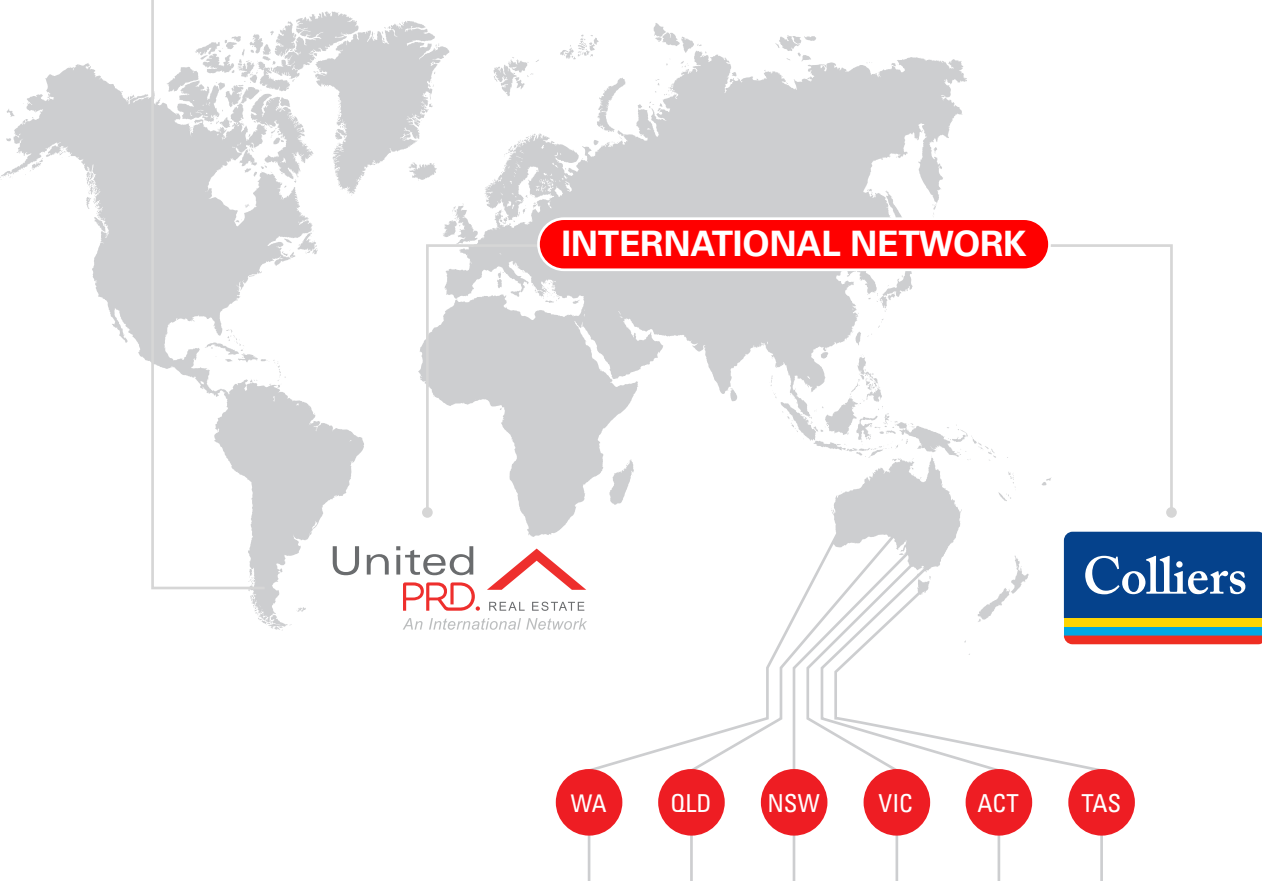


## PROPERTIES WE SPECIALISE IN

- Residential
- Rural
- Commercial
- Lifestyle
- Land

## SERVICES WE PROVIDE

- Sales
- Leasing
- Property Management
- Project Marketing
- Development Consultancy
- Research
- Insolvency Property Services
- Holiday Investment & Leasing
- Strata Management



# The PRD Competitive Advantage

**We pride ourselves on providing innovative marketing solutions combined with valuable research and a cutting-edge technology infrastructure.**

At PRD we are always trying new things and that's because we know that every day we need to raise the bar a little higher. We never lose sight of our 'PRD Advantage' and central to this is our people and our clients. As a team, we work hard to ensure a seamless and professional experience in both local markets and across our national network and our valuable clients are integral to our uniquely 'Smarter' approach.

## 1 Colliers

We are owned by renowned real estate group, Colliers International, which grants us a unique connection that no other real estate franchise has. This enables us to draw on market-leading intelligence and resources including from global industry groups.

## 2 Research Expertise

Research is in our DNA, and with the largest and most active research team of any of our competitors, we are committed to gaining unrivalled insights that enable our clients to make informed, fact-based property decisions.

## 3 Business & Financial Planning

Our experienced business consultants provide an unsurpassed level of support that will assist your business to grow and adapt in an ever-changing marketplace.



## Take advantage of the unique PRD offering and Sell Smarter!

- A National and Global Network
- Professional Training
- Marketing
- Technology Platforms
- Media and Communications
- Internal Communications
- PRD Knowledge Hub
- Franchise Corporate Services
- Smarter Solutions Services
- Smarter Connect Service
- Smarter Marketing Platform
- Active Industry Involvement
- Principal Events
- Gala Events
- Recognition and Awards
- Strong and Supportive Culture

### 4 Optimal Franchise Territories

We offer geo-exclusivity when it comes to our franchising territories, meaning our franchisees aren't over-crowded and can achieve the best possible outcomes when it comes to competitor influences.

### 5 Project Marketing

One of the group's core foundations, the true strength of our business has been built on our successful history and an enviable track record.

### 6 A United International Network

As one of the world's largest international real estate brands, our global network expands your business horizons and adds another dimension to PRD's offerings.

# 1 Colliers

**Global Strength + Local Success = The Colliers Effect!**



Our partnership with Colliers International offers a unique connection and global resources that no other real estate franchise group has access to.

An Australian brand with a global footprint across 69 countries and more than 413 offices, Colliers International is one of the largest and most successful commercial real estate businesses in the world. PRD's exclusive partnership with this global real estate powerhouse gives our national network additional expertise and resources our competitors can only dream of.

**The benefits our network can access include:**

- Collaboration across listings
- Exclusive deals and marketing initiatives
- Extensive referral networks
- Sharing of intellectual property
- Powerful marketing capability
- Access to institutional and large individual clients, as well as international marketplaces in Europe





*"PRD and Colliers International – two Australian-founded real estate success stories offering a combined real estate expertise of over 80 years."*



## 2 Research Expertise

**We have the largest and most active research team in the real estate sector, enabling our clients to make relevant, fact-based property decisions.**

PRD Research provides independent and reliable property research and consultancy services to clients in both metro and regional areas across Australia. Our insights are drawn from numerous data sources combined with on-the-ground knowledge, resulting in a true indication of current market conditions.

Our research team continues to provide our franchisees with a powerful competitive advantage and provides their clients with valuable information. However, our extensive research capabilities and a uniquely tailored approach also helps our clients make informed and financially sound decisions about all property asset classes.

This expertise along with our proven results has also seen us collaborating with a range of educational services, government advisory bodies and key partners across the real estate sector to produce leading research papers.



**“A specialised approach and a commitment to gaining unrivalled insights has been central to our success for many decades and is the essence of who we are – Property, Research & Development (PRD).”**



## Our research services span every suburb, local government area and state within Australia.

### Our Team

The PRD research team is made up of highly qualified researchers who focus solely on property analysis.

Skilled in deriving macro and micro quantitative information from multiple credible sources, we partner with clients to provide strategic advice and direction regarding property and market performance. Plus, we have the added advantage of sourcing valuable qualitative market research in order to ensure our solutions are the most well considered and financially viable.

Our experts are highly sought after consultants in both the corporate and government sectors, and their advice has helped steer the direction of a number of large infrastructure developments and secured successful outcomes for our valued clients.

### Our Services

Our research services span every suburb, local government area and state within Australia, which is captured in a variety of standardized and customized reports.

We have the ability to monitor market movements, demographic changes and property trends, and we combine this with our knowledge of market sizes, price structure and buyer profiles. This enables us to identify sound opportunities for clients and provide market knowledge that is unbiased, thorough and reliable.

### Our Research Consultancy

Our customized consultancy service adds value to our clients' businesses by ensuring we not only perform traditional research methods but use out-of-the-box thinking to identify the best means for our clients to gain a competitive advantage.

Our experience is vast and without geographical boundaries, so we can respond immediately to what's trending, formulate unique methodologies for each research request and we're not afraid to collaborate with thought leaders to give you the best result.

We can also simplify your decision-making process by providing comprehensive information and recommendations through our highly customized research products. These include but are not limited to:

- Formulation of unique research methodology to suit your needs
- Primary and secondary market analysis and data collection
- Target market analysis and consumer research
- GIS mapping and spatial analysis
- Marketing and launch strategies
- Product and pricing mix analysis
- Topical issues – specialised research projects

Ultimately, our research supports of all our PRD offices and our people so we can *Sell Smarter!*



### 3 Business and Financial Planning

**We have the systems, financial platforms and holistic business planning tools to enable you climb the ladder to the pinnacle of real estate industry success.**

PRD engage experienced and highly qualified staff and implement modern systems and technology to provide you with the level of service you need to prosper under all market conditions.



#### Technology Support

At the heart of the PRD approach is a proprietary Financial Control System that enables you to know exactly how your business is performing on a day-to-day basis. Regardless of your ultimate goals, it will allow you to see when things and how things change and take action accordingly. Our systems give our offices the ability to manage contacts and property portfolios, generate customer enquiries, and monitor and improve staff performance.

#### Business Consultants

Our skilled Business Consultants are committed to providing a level of support and knowledge that will help your business grow and adapt in an ever-changing marketplace. This includes the development of a three-year Business Strategy that is reviewed annually, along with regular business evaluation and succession planning services. We also work one-on-one with your agents and staff to develop KPI's and assist with sales meetings and in-house training.

#### Recruitment

It is vital you have the right people in your team to help your business flourish. We assist and support franchise offices with recruitment strategies and the PRD Recruitment Profiling services assist you getting the best candidate fit for your team. Our comprehensive training

and development programs also 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

PRD's training calendar is packed with events and training courses that encompass the many facets of the real estate sector, and our strategic focus on professional development ensures our people are on top of current market trends and selling techniques. This helps us to deliver premium advice and customer service to our valuable clients.

#### Recognition

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

## 4 Optimal Franchise Territories

**Our experience of a 'less is more' approach is by far the most effective strategy for delivering success for our PRD offices and the national network as a whole.**

We offer geo-exclusivity when it comes to our franchising territories, meaning our franchisees aren't over-crowded and they don't have to compete with other PRD offices in their local marketplace. This gives them the freedom and confidence to foster relationships and build their business by servicing clearly defined areas without the fear of encroachment.



*"We promote a culture of collaboration between offices and invest in bringing our Principals and people together regularly to enhance our culture and spirit of cooperation."*

## 5 Project Marketing

**One of the group's core foundations, the true strength of our business has been built on our successful history and an enviable track record.**

As one of the pioneers of residential project marketing, PRD has built a vast database of investors both locally and internationally. This gives our offices the ability to leverage valuable insights in terms of identifying new leads, grow business volumes and underwrite the success of our clients' projects.

With decades of results-based insights, PRD also has an excellent idea of what does and doesn't work. Our franchisees access proven methods and learn to take full advantage of project marketing opportunities, particularly when marketing 'off the plan' and with newly constructed developments.

*"Our franchisees are shown how to take full advantage of project marketing opportunities, and this alone is a valuable addition to any progressive real estate office."*



And of course, our professional support team is always readily available to provide all offices with advice, templates and assistance in all areas of local marketing, research, media and promotions.

## 6 A United International Network

**United PRD International Real Estate Network is a forward-thinking collaboration between United Real Estate, United Country Real Estate and PRD.**

With over 7000 agents and nearly 650 offices spanning seven countries, the development of this international relationship expands our breadth of services and capabilities.

Built upon a legacy of world-class ingenuity, our network draws upon the proven long-term successes of each business in their local markets, and its powerful strategic partnership is set to have a profound impact in reshaping the international real estate landscape.

The combined United and PRD footprint has offices based throughout Australia and the United States, with strategic offices in South America that increase the scope of services we offer to our clients. This enables



buyers to easily explore and invest in impressive portfolio of global properties.

### **Cutting-edge Solutions on a Global Scale:**

- Unrivalled presence in the USA and Australia
- Strategic presence in key South American real estate markets
- Exclusive referral opportunities via International Property Desk
- Ongoing access to international market research and insights



*"We are a powerful global network of more than 7,000 agents"*



# PRD.

**Contact us:**

PRD Corporate Head Office

+61 7 3229 3344

[info@prd.com.au](mailto:info@prd.com.au)

[PRD.com.au](http://PRD.com.au)

