



PRDnationwide Whitsunday featured very prominently in the PRD National Awards last Saturday, collecting 2x National awards, 3x Individual Sales People awards and being recognised as the 8th performing office on a National basis. Principal Christie Leet said he was delighted to see three of his Sales People: Alan Robinson (Bronze award), Brad Sobott (Bronze award), Rob Taylor (Gold award) being recognised on the National stage. These awards, along with the ranking of PRDnationwide Whitsunday as the 8th performing office Nationally, are tremendous results when you take into account how hot the Southern markets are, particularly Sydney which featured as the majority of the offices above in the top ten.

PRDnationwide Whitsunday also collected the 'Best Use of Research' National award within the entire PRD group. Christie says that research puts a crystal ball in the hands of every person who uses it and understands it. Anyone who is making a buying or selling decision is encouraged to contact PRD in order to fully understand the marketplace and, as a result, make an informed decision that best suits their personal needs. There are no other real estate franchises that can compete with the quality of research that PRD has to offer, and the knowledge of how this research can assist buyers and sellers.

PRDnationwide Whitsunday was also awarded The 'Best Use of Technology' National award on the night. This achievement was driven by three different uses of technology within our office that sets us apart from the rest:

- 1) Our customer database management system
- 2) Our state-of-the-art website
- 3) Our mapping software which shows the future of the Whitsundays; best displayed in the Project Sales Office in the Main Street of Airlie Beach

Christie said he could not be more proud of the PRDnationwide Whitsunday team who work in a marketplace that hasn't been kind, yet they continue to achieve excellent sales results.

We recently conducted the market share analysis of all sold properties between 1st July 2014 and the end of April 2015. Results showed that PRDnationwide Whitsunday made 37% of these sales. That's over 1/3 of the sales that occur within the Whitsunday market place; proving that a combination of the use of technology, research and extraordinary sales people is the winning formula in the real estate industry.