

Kate Boddington  
National Media Manager  
Tel: +61 7 3026 3373  
Mob: +61 400 672 099  
Email: [kateboddington@prd.com.au](mailto:kateboddington@prd.com.au)

## Agency opens at Kingaroy

### *PRDnationwide Kingaroy ignites property market*

**August, 24, 2009, Queensland –**

PRDnationwide has opened new premises at Kingaroy, 200km North West of Brisbane.

Respected Kingaroy real estate agent Leanne Stallwood has rebranded her business from RealWay to PRDnationwide Kingaroy.

Ms Stallwood's sister Anitta will help operate the business which began trading as PRDnationwide on August 24.

Ms Stallwood said the change of face was about moving with the times in the interests of her client base that she had nurtured for five years.

Ms Stallwood said the switch to PRDnationwide was an obvious choice, given the group's 125-plus network of agencies throughout Australia and its brand leadership in Queensland.

While other real estate franchises wind down operations during the property slump – PRDnationwide has brought on **17 new offices** already in 2009.

The agency at 178 Kingaroy Street was an obvious choice given the central location.

"This year the local market has been overwhelmed by two primary groups of buyers – first home buyers and buyers wishing to upgrade on the basis of location and design," said Ms Stallwood.

"Kingaroy is a thriving regional centre and has attracted a number of national franchises including Target, Aldi and Harvey Norman," she said.

PRDnationwide national director Jim Midgley said: "We are finding that a lot of our competitors are contracting - but we want to grow."

"We see a significant upturn in residential real estate at the end of this year - and we want to make sure we are represented by the best businesses with the biggest market share in the areas we think will secure us significant growth," he said.

Ric Mingramm, PRDnationwide Franchise Development Manager, said the Kingaroy office is a wonderful addition to the network.

"The region provides a great mix of first homes and rural property," he said.

"The new franchisees are already a successful business and that is one reason why we are very excited," he said.

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Seven staff will work at the Kingaroy agency with plans to hire more.

“We aim to grow the rent roll to beyond 300 properties and lift office sales by 50 per cent in the first 18 months of joining PRDnationwide,” said Ms Stallwood.

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### **About PRDnationwide**

PRDnationwide was founded on Queensland's Gold Coast in 1975. The company has specialised in residential project marketing for more than three decades and it has a strong commercial presence in both the Gold Coast and Brisbane markets. It has a total of 139 franchise offices and corporate offices in Melbourne, Sydney, Brisbane and the Gold Coast. For further information about PRDnationwide visit [www.prdnationwide.com.au](http://www.prdnationwide.com.au).

### **For further information please contact:**

Kate Boddington  
National Media Manager  
Tel: +61 7 3026 3373  
Mob: +61 400 672 099  
Email: [kateboddington@prd.com.au](mailto:kateboddington@prd.com.au)