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Flagship agency opens on Gold Coast

PRDnationwide Surfers Paradise ignites property market

August, 3, 2009, Surfers Paradise –

PRDnationwide has opened new premises at Surfers Paradise on the Gold Coast – the birthplace of the real estate giant.

Long time Surfers Paradise real estate agent Sandra Scott has rebranded her business from Professionals to PRDnationwide Surfers Paradise.

Sandra, her husband Colin and sons Adam and Trent are equal partners in the business which begins trading as PRDnationwide on August 3.

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

Ms Scott 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.

Australia's favourite beachfront playground is an area PRDnationwide – the residential franchise subsidiary of Colliers International - has identified as a powerhouse for residential activity.

While other real estate franchises wind down operations during the property slump – PRDnationwide has brought on **16 new offices** already in 2009.

The agency at Orchid Avenue, Surfers Paradise, was an obvious choice given the central location.

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 Surfers Paradise office is a 'pivotal link' in the network.

"The region provides a great mix of high quality apartments and residential properties. These properties support great exposure in main stream press which underpins the brand in the entire region," he said.

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

The new office at Shop 6 St Tropez, 33-35 Orchid Avenue is the very building where founding directors of PRDnationwide Gordon and Archie Douglas started the business 34 years ago.

“The franchise is truly a family business, with husband, wife and sons integrally involved in the management and direction of the business,” said Mr Mingramm.

“There is little doubt that this will be a showcase office for the brand.”

Fifteen staff will work at the Surfers Paradise agency with plans to hire more.

“We aim to be the top office in the PRDnationwide group and to be known as the most recognised brand in our selling area,” said Ms Scott who has been in the property industry for over 20 years.

For more information please contact PRDnationwide Surfers Paradise principal Sandra Scott on 5570 3899.

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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.

For further information please contact:

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