

MEDIA RELEASE

Local PRDnationwide offices punching above weight in national real estate sales report

PRDnationwide has shown its dominance in the Hunter property market with all three of its local offices making the top 15 in the national Real Estate Business (REB) *Top 50 Sales Offices Report*, released this month.

For the seventh year running, PRDnationwide Newcastle joined the country's best sales offices ranking eighth. PRDnationwide Hunter Valley ranked seventh putting it and the Newcastle office in the top 10 for the second consecutive year. PRDnationwide Port Stephens joined the list for the first time this year with a ranking of 14. Combined, the three agencies had more than 1,400 sales worth more than \$1.1billion - the highest number in the Hunter region.

PRDnationwide Newcastle & Lake Macquarie principals Mark Kentwell and Shula Kentwell said the results are very pleasing. They are proud to be joined this year by the Hunter Valley and Port Stephens offices, making the PRDnationwide franchise group only the second group this year to hold three office placings in the rankings.

"We have recruited a number of new but experienced agents that will further position us for growth in the residential sales division," Mr Kentwell said.

"PRDnationwide also has an office in Lake Macquarie which experienced a growth in sales of 128% over the previous year," he said.

"Our projects division, Newcastle New Projects, is currently marketing and selling 10 major apartment and townhouse projects and our past year's performance does not yet not include many of our healthy project marketing sales which have longer lead times to settlement."

Ms Kentwell said PRD Newcastle also incorporates Safe Hands Property Management which saw growth of more than 100 new properties under management.

"This all points to a really strong outlook for our firm and our valued clients," Ms Kentwell said.

"PRDnationwide is a boutique real estate brand which is clearly punching above its weight, amongst the big franchise groups and inner-city agencies throughout the country," she said.

The Kentwells said the strong Hunter rankings in the national report shows the continued health of the local real estate market.

PRDnationwide Chairman and Managing Director Tony Brasier congratulated the Hunter PRDnationwide offices on an outstanding result.

Mr Brasier said the rankings are testament to the motivation and energy of the offices' outstanding principals and their teams.

"As market leaders, they are agile in quickly responding to continuing changes in market conditions, striving to exceed the expectations of their clients," Mr Brasier said.

The REB report rankings are determined through a mix of scale, sales volume, number of sales, office efficiency, conversion from listing to sales, and total sales staff while also adjusting for geographical volume advantages.

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