



Mobile Agent.
Infinite possibilities.

What is PRD Mobile Agent?

PRD Mobile Agent is a flexible and cost-effective new franchise model. Unlike traditional models, it allows a single person to operate as a virtual selling agent in a given location without the need of a 'bricks and mortar' office. Thereby maximising your personal returns!

By harnessing the full power of today's digital world and PRD's proven technology systems (including a market-leading CRM, database management and marketing tools), PRD Mobile Agent is the ideal way to establish your business without the up-front financial outlays associated with setting up a physical presence. Instead you're free to focus on what you do best, sell!

You'll benefit directly from the power and reputation of the PRD brand as you market your services locally, with the added flexibility to manage your paperwork from home and work the hours that best suit you and your business, rather than being forced to staff a traditional 9-5 office.

Global strength and insights, local expertise

Since 2006, PRD has also enjoyed the backing of Colliers International. A global leader in real estate services, Colliers International represents property investors, developers and occupiers in local and global markets – a partnership that allows our franchisees to add a truly international perspective to their specialised knowledge of local markets here in Australia.

The PRD Competitive Advantage

■ Research

The largest and most active research team of any of our competitors

■ Franchise Territories

We don't crowd franchisees and allow a generous gap between franchises – unlike our competitors

■ United PRD International Group

Utilising this international relationship expands business horizons for your business

■ Colliers

A unique connection that no other real estate franchise has

■ Business and Financial Planning

We have the systems to assist you to plan for the future

■ Project Marketing

A true strength built on our reputation through history



The PRD Advantage

PRD is a great Australian success story. We've been selling and managing properties since 1976 and today boast an ever-growing network of more than 85 franchise offices.

Our market-leading network has been constantly refined over the past four decades to ensure we continue to meet the changing needs of buyers and sellers – all backed by cutting-edge technology, up-to-the minute research and industry-leading training and development opportunities.

PRD offers market-leading expertise in:

- Residential sales
- Property research
- Commercial sales
- Leasing
- Property and asset management

PRD.

A smarter way to start selling

Imagine if you could harness the strength of one of Australia's leading real estate franchises without the traditional up-front costs? Now you can. Introducing PRD Mobile Agent.

What do you receive from us?

As a PRD Mobile Agent franchisee you'll have access to a powerful suite of tools and support services including:

- CRM – PRD Pathway subscription with access to Agents Toolbox
- PRD-branded mobile and desktop websites
- PRD email address
- REIP base paid subscription
- PRD branding
- PRD research reports
- PRD preferred suppliers
- Business Consultant support, including access to mentoring, training, events and additional assistance on request
- PRD Dashboard

What do we require from you?

- Confidentiality Agreement
- Real Estate Licence and references
- Attendance at PRD Principal's Forum (held 2 times per year) and Annual Awards
- Compliance with our branding and marketing guidelines
- Sales only business
- Monthly reporting and payment

Start selling smarter ...

Become a PRD Mobile Agent franchisee today!

To discuss the exciting opportunities and added flexibility available as a PRD Mobile Agent franchisee please contact us.

PRD Corporate Head Office

+ 61 7 3229 3344

info@prd.com.au

PRD.com.au

