

## Press Release

### DNG announces 'Nationwide' expansion with new franchise network

- 5 month recruitment drive to result in 40 DNG branches nationwide.
- 12 firms of estate agents with a branch network of 16 already confirmed.
- Terms agreed with 7 further firms bringing additional 10 branches.

11<sup>th</sup> October 2004. Estate agents Douglas Newman Good (DNG) today announced the firm's latest expansion plans with the official launch of the first phase of its national franchise network 'DNG Nationwide'. The initial phase of the franchise operation comprises 12 firms of estate agents with a branch network of 16. DNG have also agreed terms with a further 7 firms which will provide an additional 10 branches. DNG currently has 16 branches in the Greater Dublin area with a further 4 due to open in the immediate future. These branches combined with the new franchisees will result in a DNG network in excess of 40 branches across the country by early 2005. Douglas Newman Good currently sells in excess of €1.25bn worth of residential property annually. Combined property sales for the existing DNG offices and the new DNG Nationwide franchisees are projected to surpass €2billion in 2005.

As part of the expansion, franchisees and their staff will have access to extensive sales and management training programmes, the first of which will be a management seminar with highly successful Irish national rugby coach Eddie O'Sullivan. Franchisees will also have access to DNG's well established Property Research Department headed by Paul Murgatroyd. DNG will also extend its House Price Gauge nationwide, providing new franchisees with access to the latest statistical analysis and comment on the property market at national and local level.

Through their local DNG Nationwide agent, property buyers and sellers across the country will initially be able to access in excess of 5,000 properties nationwide. This is achieved through the incorporation of specially developed technology to link all of the new offices and their current inventories of properties for sale. New Web, media and print tools have been developed to drive the brand forward throughout the country.

Keith Lowe, Managing Partner of DNG said, "This is a great first step for the nationwide development of DNG and our new business partners in the DNG Nationwide franchise. DNG already benefits from Brand Leader Presence in Dublin and with this new move the entire network and its customers will also benefit from significant national and local media advertising expenditure, a large national 'sales-board' presence, and selling expertise unsurpassed in the Ireland.

**Born to Sell.**

**With branches nationwide.**

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"DNG and DNG Nationwide will also be in a unique position to help develop the mortgage and financial services side of our franchisee's business through our sister company GMC Mortgages which will transact mortgage volumes in excess of €350M in 2004, and which has a proven track record in the Broker market. With one consistent brand and service ethos, DNG Nationwide offers its customers the very best property sales service combined with relevant financial services, whether they are trading up or down, first-time or investor buyers."

For further media information please contact:

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### About DNG Nationwide

New franchisees will benefit from:

- Nationwide branding and brand support at branch level
- National & local print and TV advertising
- Access to the Dublin market
- Established 'Board' presence in the Greater Dublin Market
- Specially developed networking technology
- Mortgage expertise through sister company GMC Mortgages, which is Ireland's second largest mortgage broker
- Access to the glossy full colour 'Homes' magazine/ property paper and redeveloped dng.ie website and web magazine, Homes Online
- Access to a recognised property economist, extension of the DNG House Price Gauge and access to detailed economic data, market reports and up to date analytical comment

The new members of the network include:

#### **AGENT**

**12 Agents**

**Harris**

**Cowans**

**Giles**

**Flanagan & Forde**

**O'Sullivan Hurley**

**Farrell**

#### **COUNTY**

**11 Counties**

**Cork**

**Offaly**

**Kerry**

**Sligo**

**Clare**

**Leitrim / North**

**Roscommon**

#### **BRANCHES**

**16 Branches**

**Cork City, Mallow,  
Carragaline & Douglas.**

**Tullamore.**

**Tralee & Castleisland.**

**Sligo Town.**

**Ennis.**

**Carrick-on-Shannon.**

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## Press Release

**G Quinn  
O Dwyer  
James Gormley  
Walsh  
Duncan  
Chessers**

**Westmeath  
Cavan  
Wicklow  
Waterford  
Mullingar/Westmeath  
Limerick**

**Athlone.  
Virginia.  
Wicklow Town.  
Waterford City.  
Mullingar.  
Limerick City.**

### **About Douglas Newman Good**

Founded in 1982, Douglas Newman Good initially operated a premises in Dame Street, Dublin 2 before opening their 2<sup>nd</sup> branch in 1990 in Tallaght. Since then the firm has grown its network rapidly to obtain its current Brand Leadership position in the Dublin market. Douglas Newman Good is a partnership operation with Paul Newman as Chairman and Keith Lowe as Managing Partner.

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