

DNG LAUNCHES PROPERTYLINE – AN EXCLUSIVE NEW 24/7 PROPERTY INFORMATION SERVICE

Leading Auctioneers and estate agents, Douglas Newman Good have become the first company in Ireland to install a new system across its branch network that allows would-be buyers the opportunity to obtain detailed property information on every home for sale 24 hours a day 7 days a week. By simply dialling a number from their own phone and entering a six digit code, buyers can listen to a unique description of the property they are interested in.

After listening to the description of the property which will cover all the major features including the number of bedrooms, any points of special interest and the asking price, the caller can then hang up or, if they wish, speak to a member of the company's staff simply by pressing '0' on their phone. The caller is automatically and immediately connected to the sales negotiator handling the sale of the property in question during opening hours or, when closed, they can leave a message and be called back as soon as the office is open.

DNG have secured the sole rights for this system in Ireland and this week commences with its introduction through its entire Dublin branch network.

Talking about the system, Fiona Whelan , Marketing Director with DNG said "The exclusive service is offered free of charge to vendors as a unique part of the overall marketing campaign offered by DNG and allows potential buyers to obtain information in an informal manner. The trend of obtaining information or services when they are required has become increasingly important to consumers in recent years and this system provides information on demand rather than just during office hours. PropertyLine fits in perfectly with our strategy of combining first class personal service with the best of modern innovation and technology in the estate agency business and whilst everyone thinks the same information can be obtained on the



Keith Lowe, Managing Partner, and Fiona Whelan, Marketing Director, Douglas Newman Good at the launch of PropertyLine

internet it is important to remember that not everyone in Ireland has access to the internet and we as a company must provide information through as many different channels as possible if we are to serve our clients to the best of our ability”

“PropertyLine will help people searching for a new home to save time and money whilst out house hunting and will provide them with detailed information on homes for sale. How often, when we see the front of a house do we say to ourselves “I wonder what it is like inside?, or I wonder how many bedrooms it has?” or “I wonder how much the asking price is?” – Well, this system will paint a picture of the accommodation that is not visible from the side of the road, as well as detailing the asking price. By providing this information when buyers want it we can assist with vastly reducing the time spent searching for a new home by quickly eliminating unsuitable homes from their search”.

The company’s Managing Partner, Keith Lowe, said: "The beauty of the system is that it fits in with the 24 hour/seven day a week society in which we live. It allows customers to make their initial contact with us already armed with some good information on the properties they are interested in and allows them to collect up the information whenever and wherever they wish to hear it - from their car or in the comfort of their own home. They can then either speak to a member of staff or leave a message so we can contact them to arrange a viewing or give them more information.

He added “In effect we will never be closed again to anyone who wants to learn more about our properties. One of the main benefits of the system is it enables us to retain the personal touch that has always differentiated us from the competition. At DNG we are always looking for ways to improve our service to our clients and PropertyLine will help us do exactly that. Add that to the personal and professional service we already offer and we believe we have an unbeatable package for both buyers and sellers across all our branches. The first stage of implementation of PropertyLine is now complete in the Greater Dublin Area and will now be offered to our existing and soon to be announced members of DNG Nationwide”