

Coldwell Banker European Conference Dublin 2007



From left to right: Local T.D. Chris Andrews, Minister for Integration Conor Lenihen, CEO Coldwell Banker Ireland Nick Hughes and CEO Coldwell Banker Europe Wayne Vandenburg.

The Coldwell Banker European Conference that took place in Dublin the week before last was a spectacular success. It was recognised by the participants as the best organised and most informative conference to date. The conference was opened by Minister Conor Lenihen T.D. who was graciously introduced by local T.D. Chris Andrews.

So congratulations to the whole Coldwell Banker Ireland team and those franchisees that assisted in making the conference truly memorable.

The conference has also heightened the Coldwell Banker brand amongst the media and general public. All national

media were briefed with a detailed press release and conference agenda. John Murdoch of Business and Finance magazine kindly attended the Thursday session.

The Investment and Lifestyle seminar also furthered our brand building. Two full page advertisements in the Sunday Business Post, 38 radio commercials on Newstalk national radio, 3,000 personal emails sent and over 4,000 name specific direct mail constituted our marketing for the event.

All and all it has been a very demanding few weeks for your CBI team.

Global Referral System



The conference also saw the launching of GRS (Global Referral System). Ireland has been chosen as the first country to implement the system.

Sam Footer and his team will return to train all franchisees in its operation. Further details on the venue and date will follow.

Media Coverage

Our CEO Nick Hughes was quoted in this weeks Sunday Times Home section on the attraction of U.S. properties to Irish investors. More and more, Nick and Paul are recognised by media sources as the property experts that they are and their views are now being sought on a wide range of property issues.

Paul Mc Loughlin's appointment was also featured in the Sunday Business Post. A full quarter page was allotted to expounding on his qualifications and talents. Obviously not nearly enough space for such quality!!

House Price Comparison Index

The Coldwell Banker House Price Comparison Index was release last Monday. This compares the price of a family home for a middle manager across 91 different cities worldwide. Dublin came second in price to Beverly Hills, California with Bogota (Colombia) bottom of the Index.

Our CEO, Nick Hughes, was interviewed on Tuesday on Radio One 6 O'clock business news and also by Independent Network News Truly great brand building!

Again all national media received a press release on the Index.

The HPCI results have already been forwarded to your office. Please send to your local media. They will love it and print it. It is certainly one of the

strongest elements of PR in Coldwell Banker's formidable arsenal.

Why were Irish cities so high up the list?

- Twelve straight years of property inflation/appreciation

- Lack of high density high rise that is family friendly

- Culturally Irish people like front and back gardens; space comes at a price.

The index is produced by Coldwell Banker for multinationals and government agencies to budget their relocation costs.

The ability to produce this index reflects the global reach of Coldwell Banker.

FORTHCOMING EVENTS TO WATCH OUT FOR!

GRS Training Session

Date to be confirmed
CBI, Harcourt St., Dublin.

2008 International Business Conference

21-24 February 2008
Gaylord Palms Resort Hotel and Convention Centre
Orlando, Florida, USA
More information at CBWorks
(cbworks.coldwellbanker.com)

Congratulations to Rory Penrose and James O'Sullivan for the opening of their second office located in Ballycoolin, Blanchardstown, Dublin 15. The office will be headed up by Gerry Terry.