

# Client Success Story

PRD Real Estate Burleigh Heads advances capabilities in time of realty market boom with Konica Minolta AccurioPress 3070. Ultra quick turnaround time and precision quality control puts agency way ahead in a high pressure period for the industry.



## Challenge

- Fast-paced market resulting in properties selling during turnaround time of outsourced printing
- High costs and wasted budgets
- Stress on agents and marketing
- Wasted materials

## Solution

- Inhouse printing with quicker turnaround time
- Able to print exact quantities or personalise
- Lower cost
- Significantly reduced waste

PRD Real Estate Burleigh Heads

**Industry:** Real Estate

**Location:** Gold Coast, Queensland

“ Having a production machine has allowed us to really react quickly with our marketing, be it a last-minute listing on Friday for an open house on Saturday, we've been able to produce brochures in-house whereas previously they would have been at least a day if not two turnaround to get those. We've really been able to enhance our marketing and our presence in the market especially during this time of the market being so hot and properties selling so quickly. ”

**Grant Jeffrey**

Graphic Design & Digital Marketing Specialist

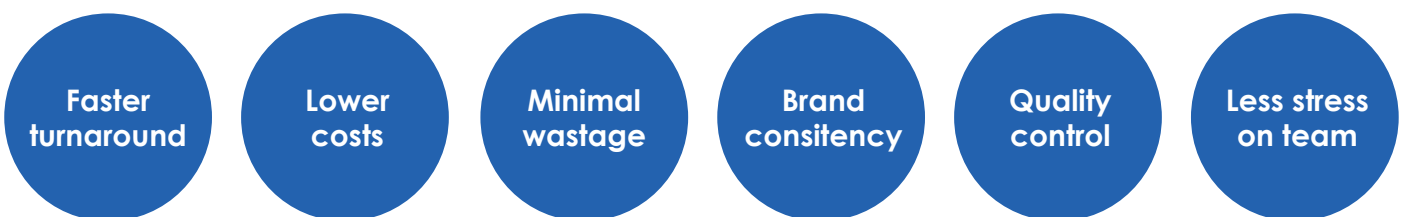
## The challenge

PRD Burleigh Heads is responding to a rapidly-moving real estate market and outsourced printing is not able to keep up.



## The solution

In-house production print solved the issues and greatly increased opportunity.



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**Contact us for more information:**  
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