

PRESS RELEASE

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Valuation Giant Opteon Extends Reach

National property group Opteon has responded to a drive from the property market to centralise valuation requests by extending its already large coverage across Australia.

Four new large independent valuation companies from NSW this week joined the national property services group that provides valuation and quantity surveying services.

Opteon CEO Greg Sugars said the valuation profession had changed dramatically and national bodies such as banks, government agencies and statutory authorities were streamlining their valuation processes.

“This means that some of the independent firms in the market place are currently missing out on opportunities as the valuation business has now become truly national. Clients want valuations and property services for branches and offices in all states done simultaneously and they only want to have to make the one phone call to the one provider.

The new companies coming under the Opteon umbrella include: Addisons in Central Sydney, Valuers Illawarra based in Wollongong and Nowra, Benchmark Property Group from Orange and Tremain Prowse based in Tamworth and Moree.

In joining with Opteon, the new member companies importantly still retain their own local identity and independence but will now be more competitive when bidding for valuation contracts for locally based national companies. They will also have access to national industry intelligence, state of the art technology platforms, strategic partnerships and a new range of property service products.

“New valuation technology enables everything to be done electronically, including client requests for services and ‘in-the-field’ valuation responses. Nobody wants to wait around for a fax anymore – they want reports delivered quickly.”

Mr Sugars also said the increase in national membership was a win-win for everyone.

“As well as now being able to access over 275 property professionals nationally, our clients get a one-stop shop for valuation and property services regardless of whether they’re in Manly, Margaret River, Melbourne or Moree whilst local valuers get to leverage off a national brand and benefit from an established network of property experience and technology support.”

Further information about Opteon Property Group and member companies is available at www.opteonpropertygroup.com.au or 1300 733 693.