

JELLIS CRAIG



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Media Release

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Real estate groups Jellis Craig and Bennison Mackinnon strategically merge to form Melbourne's leading boutique agency network – Jellis Craig Bennison Mackinnon

For immediate release

Capitalising on opportunities for greater scale and market share, two of Melbourne's leading real estate agents, Jellis Craig and Bennison Mackinnon today announced they will be joining forces.

Under a co-branded enterprise 'Jellis Craig Bennison Mackinnon', the strategic merger will create a dominant market position in the municipality of Stonnington as well as stronger representation in Richmond and on the Mornington Peninsula. The co-branded component of the merger will include their combined offices in Armadale, South Yarra, Richmond and Sorrento, and will launch on the 15th of April 2013.

Nick Dowling, CEO of Jellis Craig Group says the expansion provides an opportunity to deliver improved service to clients, and greater opportunities for our combined 350 staff across what will become a 13 office boutique network.

"Bennison Mackinnon and Jellis Craig each have a rich and successful heritage in residential sales and property management, collectively spanning more than 50 years. Joining forces will further cement our dominant market positions across our key geographic areas." Mr Dowling said.

CEO of Bennison Mackinnon group Andrew McCann will also join the Jellis Craig board. Mr McCann says joining forces will deliver significant benefits to clients given their existing relationships will remain unchanged, yet the combined group will have access to a significantly increased referral network, client database and technology platform.

"Together we are creating a formidable force within the inner south eastern suburbs of Melbourne, while further strengthening our operations in Richmond and Sorrento. We will be focusing on increasing our strong positions in these markets, as well as ensuring we are well positioned to capitalise on new growth opportunities."

"The leaders of the expanded enterprise have known each other for a long time and we've always held each other in the highest regard. There is an immediate and close cultural fit." Mr McCann said.

Nick Dowling adds "Significant synergies connect the two brands. Our work ethic, our values, and our commitment to the highest standards in client service delivery across the spectrum of residential sales and property management are remarkably well aligned."