



South Dublin County Council

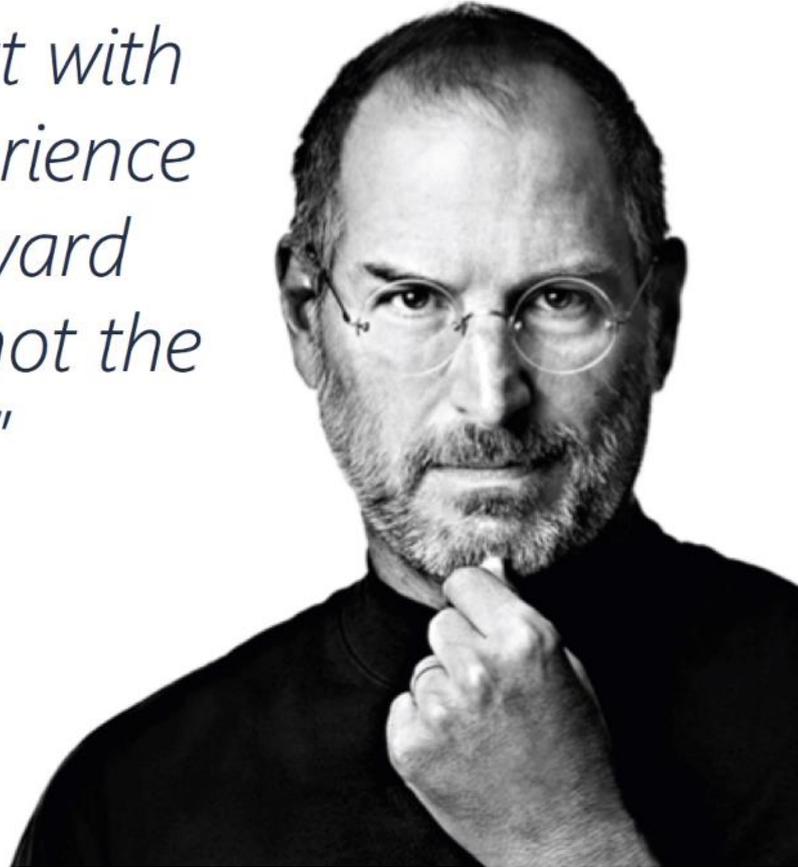
mydoorstep Property Service

February 2019



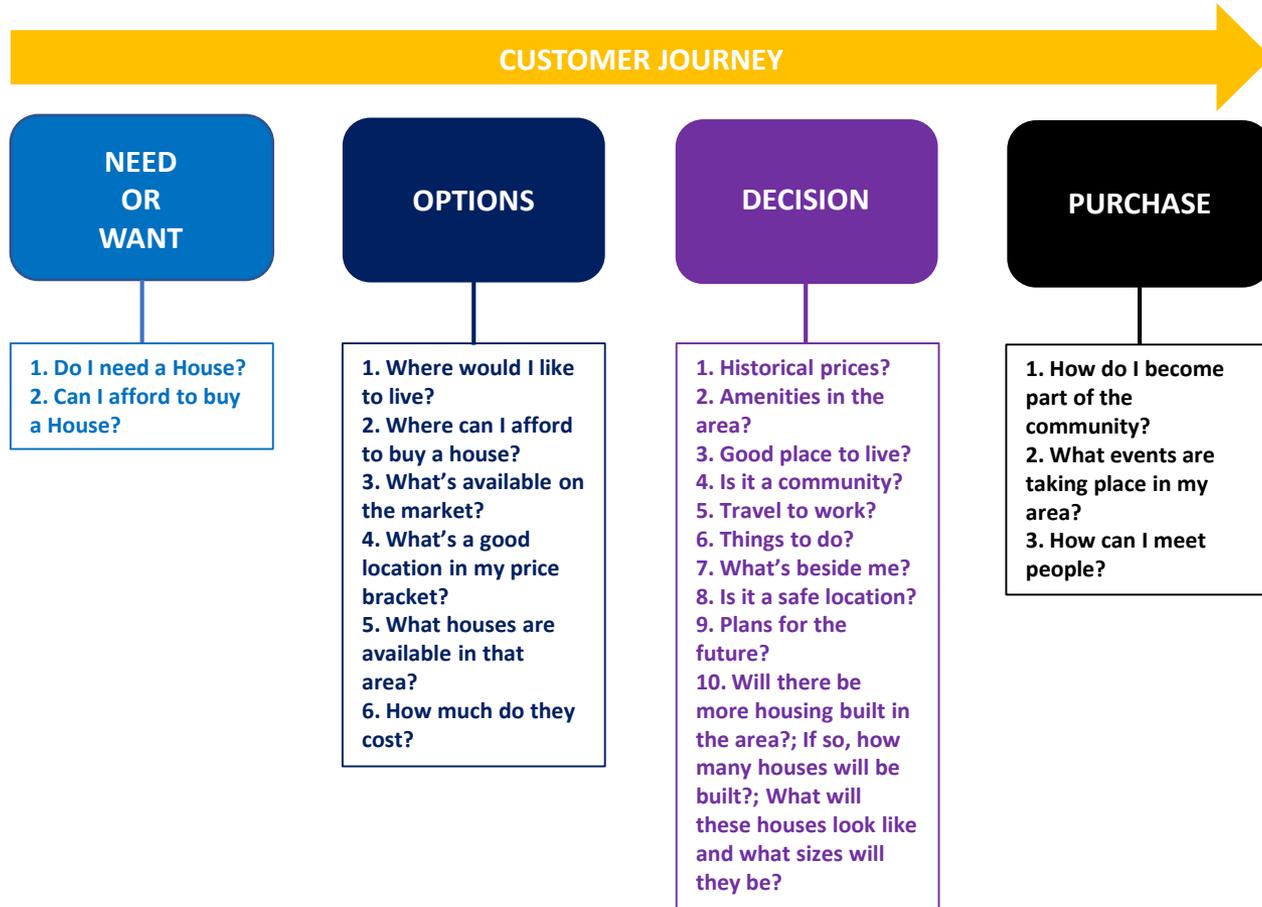
*"You've got to start with
the customer experience
and work back toward
the technology – not the
other way around"*

Steve Jobs





Buying a House



Segmentation Analysis



Segments

1. Contemporary Nesters
2. Sophisticated Suburbanities
3. Striving Families
4. Fledgling Sophisticates
5. Empty Nesters



mydoorstep Housing Service

Digital Space



Housing
Market



Self Serve &
Customer-
centric



Responsive
Design

Physical Space





Empowering People To
Make Informed Decisions



Discover Live Experience

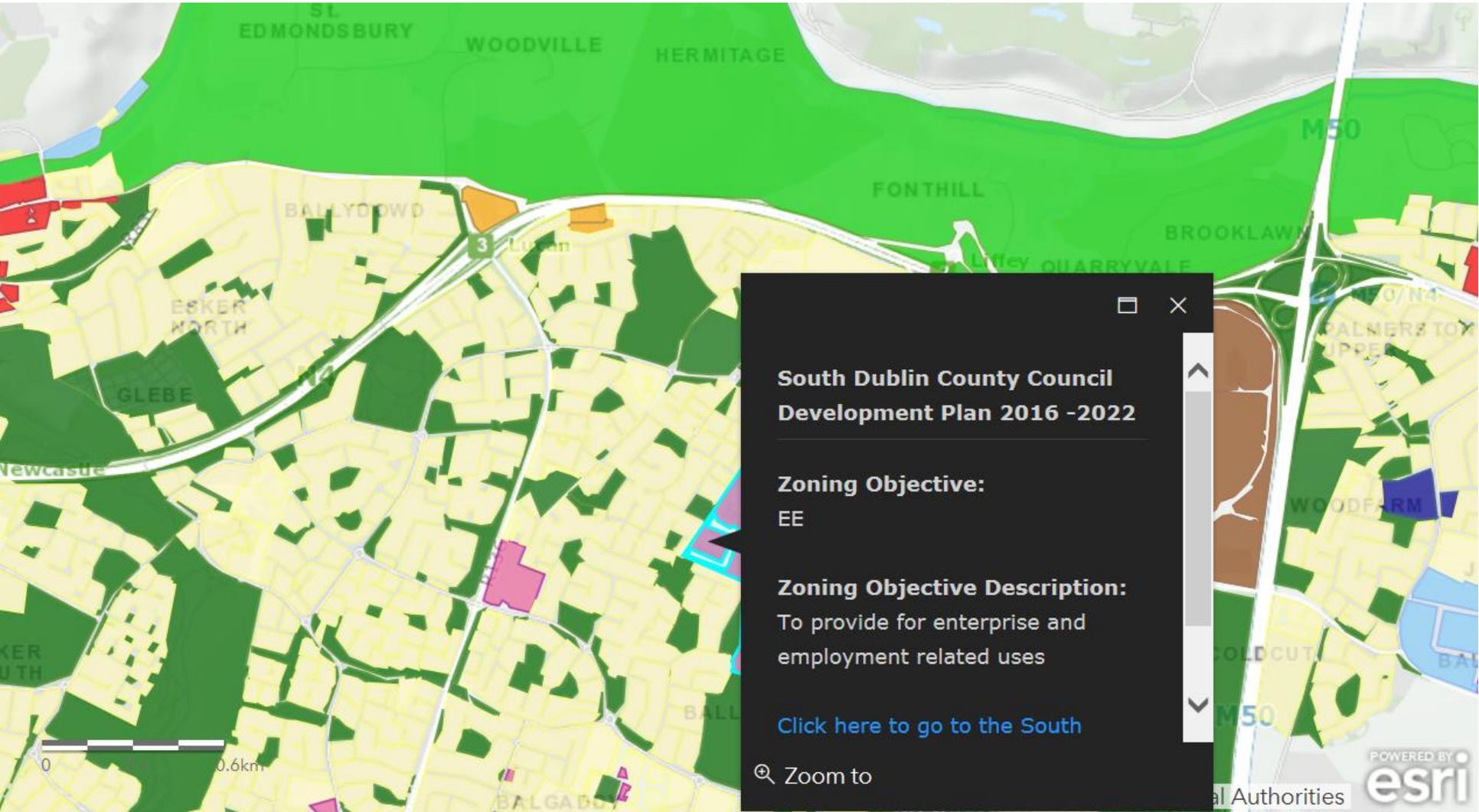
South Dublin



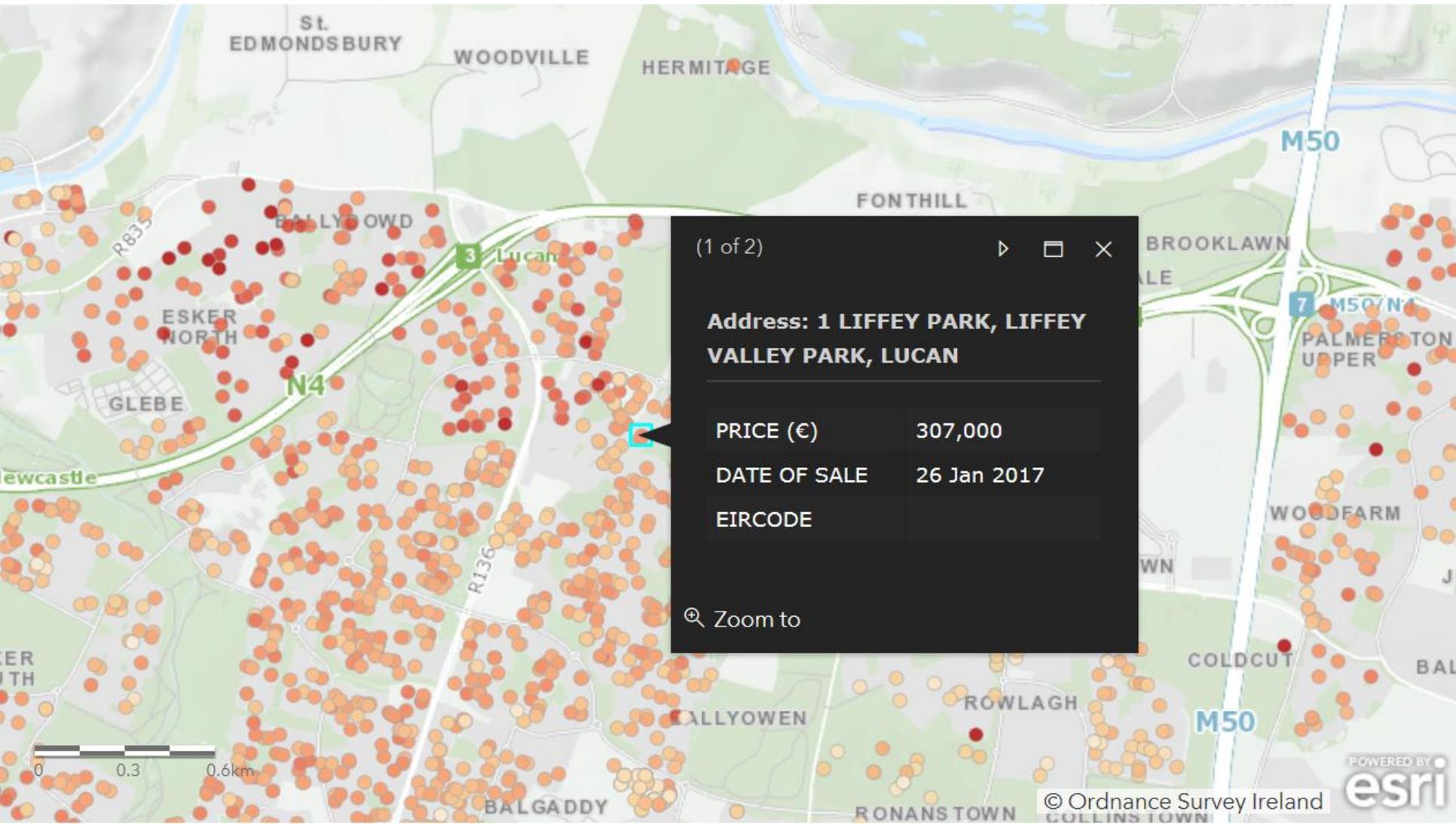
Lucan Palmerstown

- Housing
- Future Development
- Education
- Sports & Recreation
- Getting Around
- Shopping

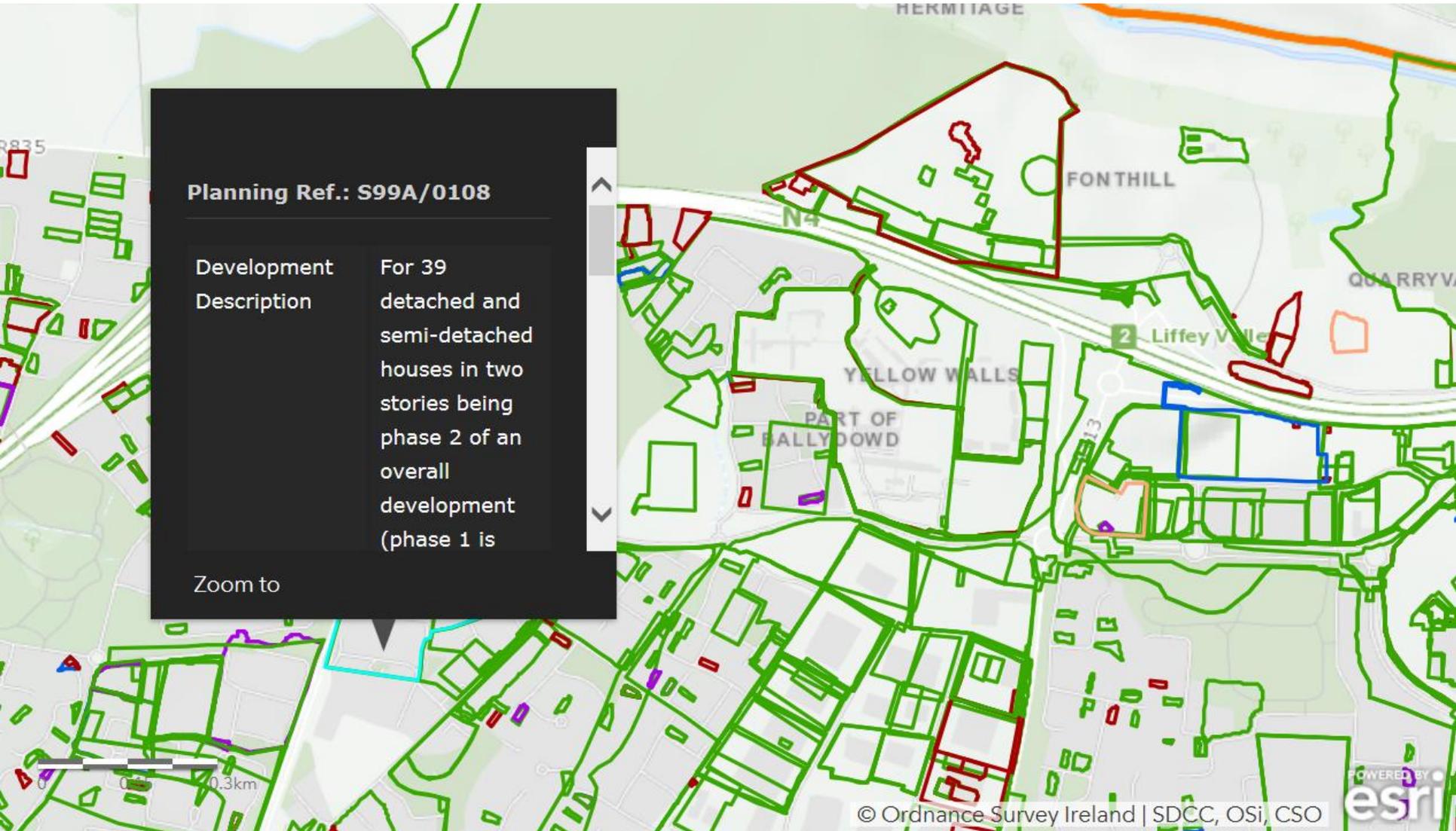
Zoning



Property Prices

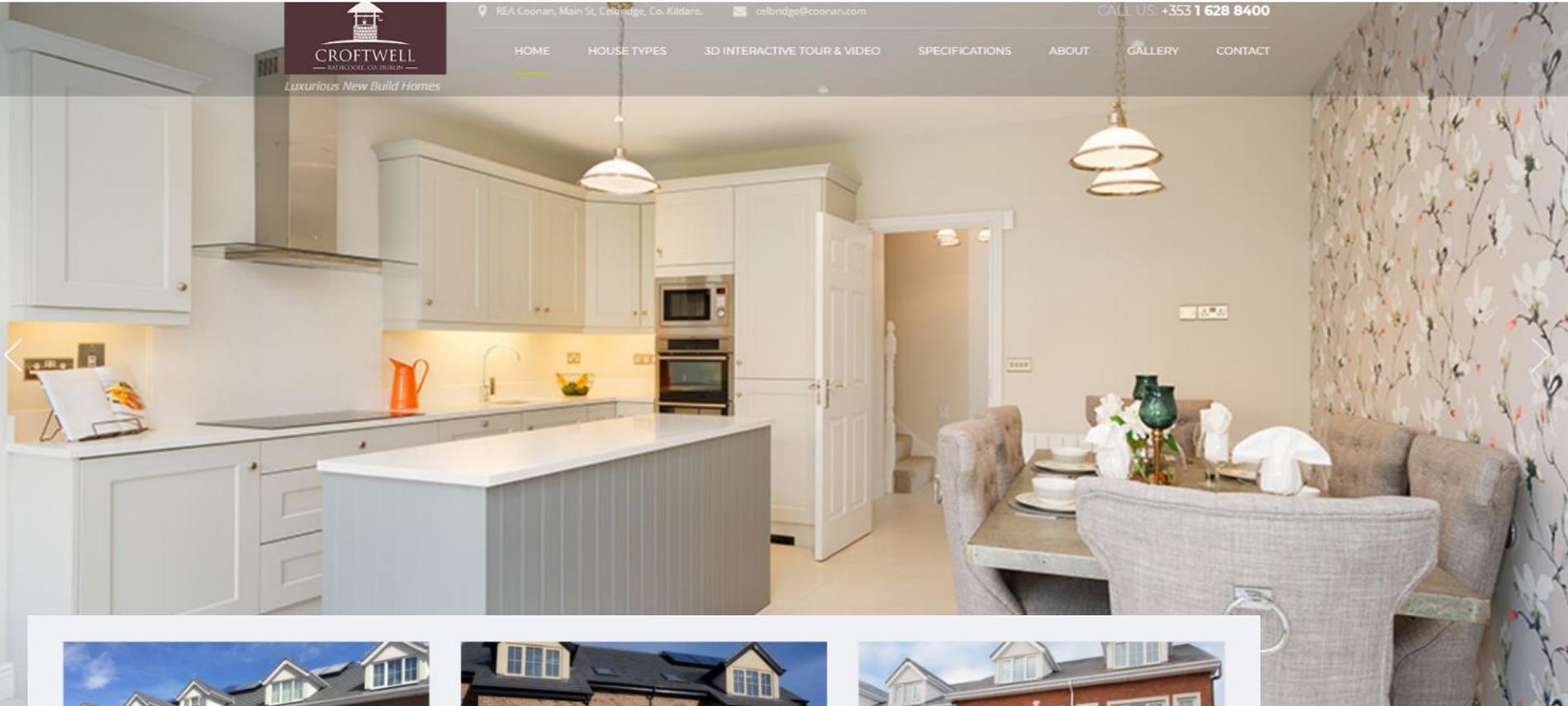


Planning Permissions



Housing Construction Activity





HOUSE FOR SALE

Type F Croftwell
Rathcoole Co. Dublin

1,700 sqft | 4 | 4



HOUSE FOR SALE

Type G Croftwell
Rathcoole, Co. Dublin

1,700 sqft | 4 | 4

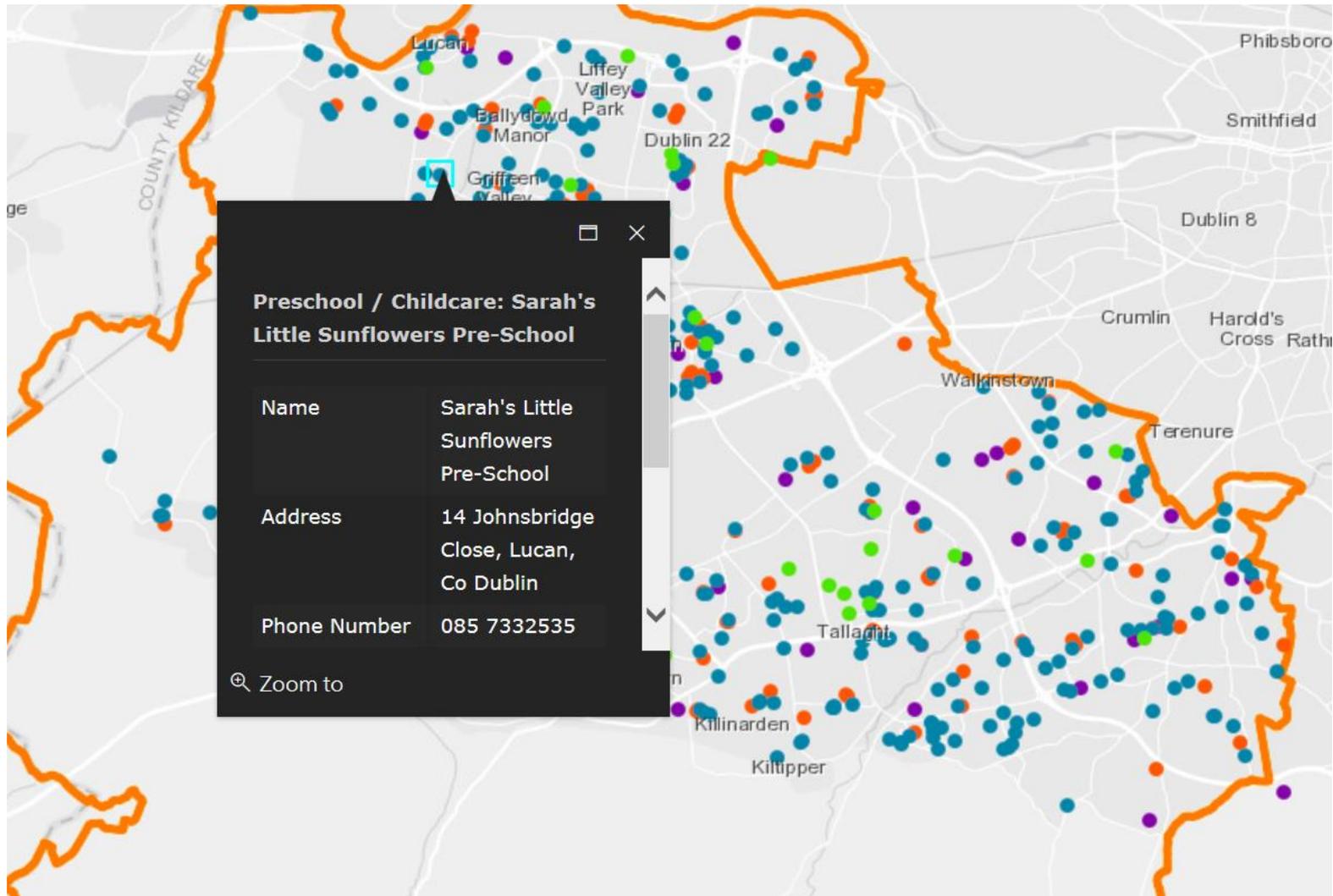


HOUSE FOR SALE

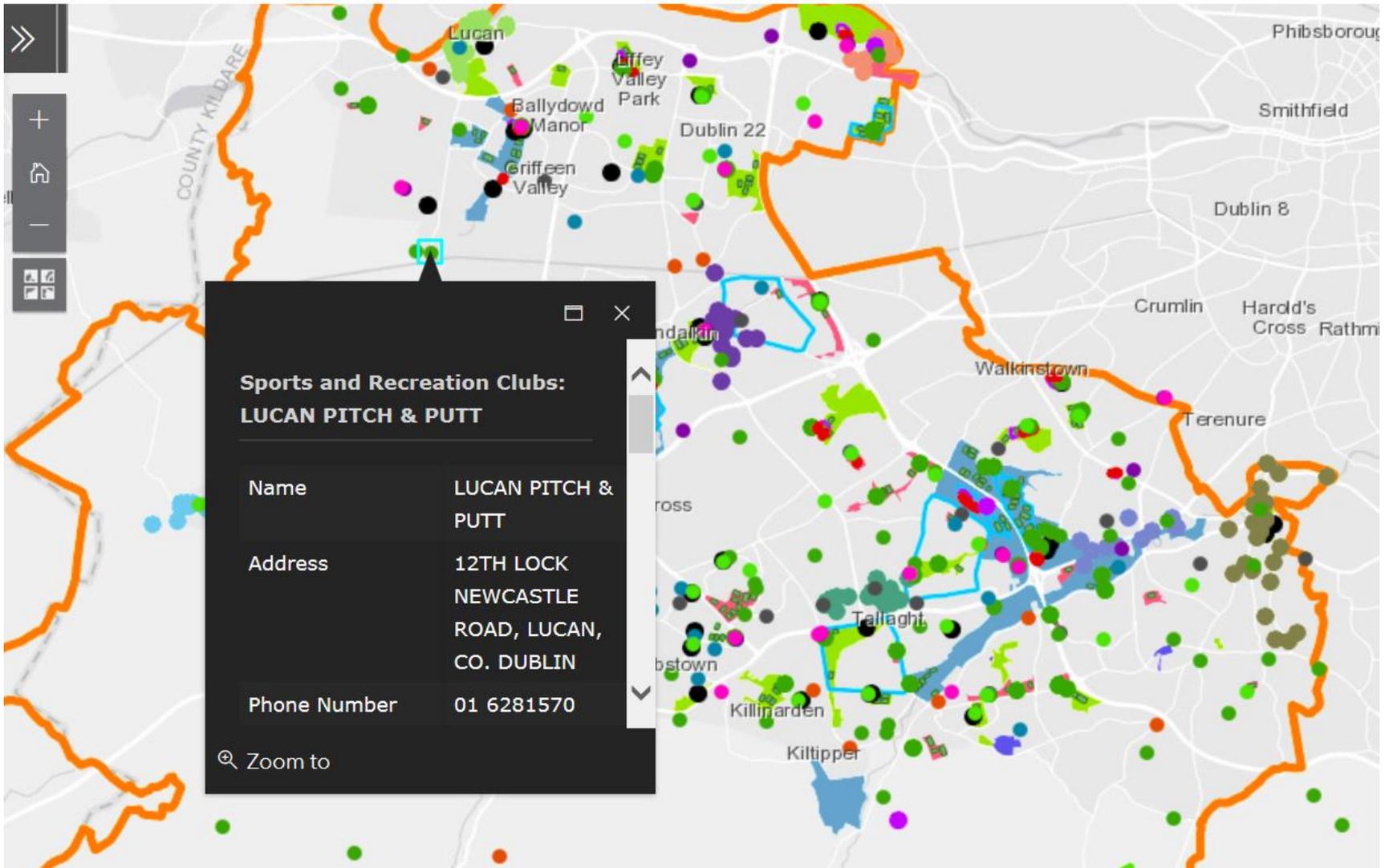
Type D Croftwell
Rathcoole Co. Dublin

1,530 sqft | 3 | 3

Education Facilities



Sports & Recreation Facilities



Live & Experience



County Hall – The Concept



County Hall – The Reality





Thank You!

