

CREATING HAPPILY EVER AFTERS in the REAL ESTATE INDUSTRY

WHO IS PROPERTY.COZA?

Take everything you thought you knew about the property industry, and throw it out of the proverbial bay window. We'd like to introduce you to a real estate company that's rewriting industry rules, building client relationships on integrity, trust and professionalism and creating exceptional career opportunities for top real estate agents.

With us, selling your property could be as enjoyable as moving into your dream home.



Property.CoZa™

It's good to feel @ home



"Property.CoZa is **one** of the
fastest growing real estate
companies in South Africa."





"We've learned that **70% to 80% of property sales** come from our extensive website marketing, 'For Sale' boards and show houses, as opposed to only 5% from press advertising!"



Refreshing, dynamic and agile, Property.CoZa is one of the fastest growing real estate companies in South Africa. Since our inception in 2009, we have rapidly expanded into a national network of dedicated agencies, made possible by our experienced management team who is driven by innovation and a future-focused vision.

An original business model sets Property.CoZa apart, attracting the country's finest real estate professionals. Thanks to a unique work environment, extensive IT infrastructure, continuous in-house training and development, innovative marketing tools and supportive management, we have a larger network of top-notch agents in our team. A larger network of quality property specialists means increased market share in an area. This automatically creates more exposure of your property to a bigger buyer database, ultimately resulting in faster returns for you, our client.

HOW TO SELL YOUR PROPERTY... THAT IS THE QUESTION

The average property owner sells a property usually only three to four times during their lifetime, and this process can cause anxiety. You want proper returns on your investment as soon as possible, but you also worry about how the market will receive your offering. Property.CoZa would like you to consider the following frequently asked questions:

Should I try to market my property privately first?

In short, no. Selling property is one of life's most significant steps and, similar to undergoing a medical procedure, you need a professional who understands the industry and knows the pitfalls. Save yourself unnecessary stress and mistakes that could come at a high price – choose a reputable real estate agency to look out for you at all times.

There are a number of reasons why we suggest that you use a professional real estate agency:

- **Experience.** Real estate agents sell properties for a living. They can help you sell yours more effectively, give good advice and deal with the hassles on your behalf.
- Agents have a **network of contacts** to which they can market your property, creating a bigger catchment area of potential buyers.
- Agents help you to determine a **fair asking price** for your property, as they know **market trends** and the values in specific areas.
- Private sales, without any screening, could attract less honourable characters to your property, resulting in safety threats. In addition, our qualified bond origination consultants from Property.CoZa Financial Services assist our property specialists with the screening of potential buyers to see whether they **qualify financially**.
- **Effective marketing.** Agents take care of print, electronic and multiple website ads, 'For Sale' boards as well as the organising of show houses on your behalf, which means no costly advertising for your account.

Should I use one agency to market my property or all of them?

Firstly, you can choose between an exclusive (sole) or open mandate when selling your property. A sole or exclusive mandate means that only one agent has the right to advertise and market your property. An open mandate means that multiple estate agents can market your property.

Signing up for an **exclusive** mandate is in your best interest because:

- Exclusive representative agents will invest the optimum amount of time and money to market your property, as their chances of selling the property are much higher.
- A sole or exclusive mandate secures you a dedicated marketing plan, a concentrated effort and wider coverage. It prevents possible double commission claims when the same buyer is brought to your home twice by competing agencies.

- Under a sole or exclusive mandate, the agent and agency are contractually bound to do their best to market your property within the stipulated time frame on the mandate form.
- The property could lose its uniqueness and the possibility to get the best price when advertised by multiple agencies. A sole or exclusive agent is likely to get a higher price for your property.
- Varying advertising approaches taken with one property may cause confusion amongst potential buyers, as multiple agencies may advertise your house at varying prices.

Don't I miss out on potential buyers if I only have one agent representing my property?

No. Experience has shown that if you market the right property at the right price, the outcome will be success. Buyers who want to buy in your area will in most cases do research on the major property websites for your area and automatically visit show houses. There is only one pool of buyers, who normally contact all the active agencies in a specified area to help them obtain the right property.

If I have limited time to sell my house, is it not better to give it to every agency in my area?

No. The more agents marketing your house, the less committed they will be because they feel their chances of selling your property are slimmer. Too many 'For Sale' boards in front of a property also indicate a desperate seller; potential buyers often think they can make much lower offers.

At what price should I enter the market?

You will need a skilled estate agent to complete a written Comparative Market Analysis (CMA) on your property. This document will enable your estate agent to determine a fair asking price for your property, taking into consideration the market trends, value of similar properties and given the broader economic landscape at the time. We base our asking price on statistics (obtained from the deeds office) of registered properties as well as current properties on the market in your area, which are competing with your property, in order for buyers to compare "apples with apples". It is dangerous to over-price your property, as this may lead to the property not selling and potential buyers eventually believing that there is something wrong with it. Under-pricing on the other hand, causes you to lose out financially on what is supposed to be a great investment.

Property.CoZa has found you a buyer. Now what?

Once a buyer has indicated commitment to buying your property, a challenging journey begins. Luckily, when you use an experienced, reputable Property.CoZa agency the process is largely simplified. Your estate agent will guide you through the negotiation process to the conclusion of the sale, the legal and

administrative process and will keep you up to speed on the progress of your transaction until completion. With Property.CoZa, you will have our full support right until the very last stages of the process.

YOUR OWN TAILOR-MADE MARKETING PLAN

Give Property.CoZa the **exclusive mandate** to sell your property and watch our magic at work! We design a specific marketing plan for your property, positioning it strategically to the captive target market:

- We complete a written **Comparative Market Analysis (CMA)** to determine the market related value of your property on request. A comparison of similar recently sold properties in your area is included.
- Property.CoZa erects a **'For Sale' sign** outside your property within 24 hours after listing the property – a crucial step that attracts potential buyers and results in actual sales.
- You get constructive feedback in order to **enhance your home** for optimal positioning in the market.
- We take **appealing photos** that do your property justice for our advertising displays and e-marketing.
- We list your property on our **website** and also on the most active and prominent South African property sites.
- We prepare a **personalised property brochure** in printable as well as electronic format to be distributed to our existing database of buyers.
- We develop a **buyer profile**, based on the type of property and its location.
- We place selected **advertisements** aimed at your specific target market.
- We advertise your property to all the **agents in our office**, so that they might recommend it to their clients. A mature Property.CoZa office normally boasts around 40 agents, each with their own database of clients. This is a powerful referral tool giving your property exposure to a bigger number of viable buyers.
- Your property is offered to qualified buyers in our **national database**. In some areas Property.CoZa even forms part of the local multi-listing service, further expanding your target audience.
- We **screen potential buyers** for viewings by appointment.
- We develop a specific **show house campaign** for you. Show houses are important as they stimulate interest. This one-day event causes minimum disturbance for you as the seller, as you only have to get your home ready for viewing once. Show times are determined that suit you. Your agent sends out electronic invitations to our buyers' database and print invitations to distribute to at least 25 properties in the direct vicinity. The show house creates a sense of urgency as it lays a foundation for competition between the various viewers. You receive prompt feedback from your agent that includes

"By opting for an exclusive mandate you incrementally improve your chances of success."



offers received during the show house, comments made by buyers in the show house register, as well as courtesy calls by a Sales Manager.

- We update you regularly on the progress of the marketing plan and **review your price strategy.**
- We follow up on all **potential leads.**
- You receive regular **progress reports** via email or as agreed upon.
- We present you with all **written offers** and explain legal clauses. We can also help you make an informed decision whether to accept an offer or not, especially offers that include "subject to" clauses.
- We fully adhere to the terms of the **code of conduct** (Act 112 of 1976) issued by the Estate Agency Affairs Board.

Trust us, by opting for an exclusive mandate, you incrementally improve your chances of success. Through a customised marketing plan and selling strategy, your property gets full exposure to the right target audience – leading to the most lucrative sale in the shortest possible time frame. In addition, an exclusive mandate gives your property an air of exclusivity, which makes it even more desirable to the right buyer!

BEFORE YOU CELEBRATE: THE SALES, LEGAL AND ADMINISTRATIVE PROCESS

A buyer has been found for your property and now the challenging process of contracts, financing, attorneys and administrative tracking begins. Property.CoZa gives you all the support you need.

In-house financial services division: Property.CoZa Financial Services

To speed up the sales process, Property.CoZa offers bond origination services with the four major banks as well as SA Home Loans. We also offer bridging finance to our clients at affordable rates. (A seller might have the need to bridge funds out of the sale of a property for a next deposit, or to start renovation and building work on a new home.)

Treasure Map keeps you in the loop

A key part of Property.CoZa's excellent service to sellers and buyers is the innovative **online transaction reporting system - Treasure Map**, which provides real time reporting and updates to all parties involved in a transaction entrusted to one of the attorneys on our panel of approved attorneys/conveyancers. (Property.CoZa is electronically linked to the attorney/conveyancing firms on its approved panel of attorneys.)

Treasure Map allows clients and agents to **track the transfer progress of their transactions on a dedicated website**, from the day the transaction was concluded with the clients and electronically submitted to the transfer attorney until the day of registration. Amongst others **you can track whether the bond/finance has been granted** (if applicable), **deposits paid** (if applicable) and if all the **relevant documents have been signed by the seller and the buyer**. If there are any reasons delaying the transfer process, the responsible person dealing with these delays are also displayed. The Seller and Buyer also have **password protected access** to an **electronic document library** to download copies of their applicable documents pertaining to the property transfer.

We pride ourselves on our endeavours to deliver an incomparable after-sales service that puts the client first and fosters lifelong relationships.

Please note that it is still the sellers prerogative to appoint a transfer attorney of his/her choice.



Property.CoZa™



"Stay informed and empowered at all times during one of the most important deals of your life, with Treasure Map."



OUR COMPETITIVE ADVANTAGES

1. An **innovative business model** that attracts and retains top agents means that you as the seller benefits from the professional service of the very best in the industry, saving you time and ensuring that your experience with us is pleasant and rewarding.
2. The use of **e-property trading, website marketing** and **state of the art IT systems** to your benefit.
3. An **experienced management team** who knows the real estate industry inside out.
4. Sound **legal advice and support to clients and agents** from our panel of approved Attorney/Conveyancing Firms.
5. An **in-house financial division (Property.CoZa Financial Services)**, linked to the four major banks, provides bond origination and bridging financing services.
6. A real-time tracking and reporting web tool, **Treasure Map**, that keeps both clients and agents abreast of their registration process every step of the way during the after-sales process. Following up on transactions becomes a breeze!
7. An astounding track record as one of the **fastest growing** real estate companies in South Africa amidst the recent recession.
8. A desire to bring an **innovative approach** and fresh thinking to the traditionally staid real estate industry.
9. A **bold, ambitious, dynamic**, proud-to-be South African brand.
10. A drive to foresee and **seize opportunities**, changing the property market dynamics for the better.

TECHNOLOGY – THE CORNERSTONE OF OUR SUPERIOR SERVICE

E-property trading has a considerable role to play in the future. Property.CoZa fully embraces technology and the online environment, harnessing it as a tool for smarter business practices and a value added service to agents and clients. Our IT platform includes an Office Management System, electronic referral system and the advanced Treasure Map tool. Working smarter allows us to provide our clients with quicker turnaround times and a more efficient service.

Our agents plug into a fully operational process, with an IT system that allows him/her to operate from home, a coffee shop or the office. This flexibility creates a culture of entrepreneurship, optimal productivity and work-life balance.

To facilitate efficient service delivery, each Property.CoZa office is electronically linked with a referral system to ensure speedy networking between offices and agents. The entire network operates on a seamless, end-to-end back office management system.

A user-friendly web tool allows our agents to: access a document library which hosts all documentation required to market and conclude a sale, load property mandates or listings onto the Property.CoZa website, monitor website hits and automatically generate marketing collateral like brochures. **It also sends all property mandates or listings to all the major property websites for example Property24, PropertyGenie, MyProperty, SAHometraders and many more.** Your property will therefore be professionally represented and marketed every step of the way.

Each Property.CoZa office is electronically linked to the attorneys/conveyancers on its approved panel of attorneys and Property.CoZa Financial Services through a unique after-sales reporting web tool, Treasure Map. Treasure Map is a revolutionary real-time web tool, developed by Property.CoZa, that covers the entire life cycle of the registration process and enables our clients and our team to download electronic copies of all applicable documents pertaining to the transfer process as well as granting access to more relevant information.



"Harnessing technology and the online environment for smarter business practices provides our clients with quicker turnaround times and better service."



DO YOUR HOMEWORK

Here are more pointers to consider:

- Property.CoZa will supply you with a list of required documents necessary for the sales and registration process.
- Ask your agent to assist you with FICA compliance in terms of the Financial Intelligence Centre Act No. 38 of 2001.
- Remember to give 90-day notice to cancel your existing bond to prevent penalty charges from the bank. Ask your transfer attorney to assist, some attorneys provide this service free of charge.
- Ask your transfer attorney to request municipality clearance figures well in advance (even before your property has been sold) to be able to advise you if there are any disputes or pending issues with the municipality which may delay your transfer unnecessarily. Some attorneys provide this service free of charge.
- As a seller, remember to budget for the following expenses:
 - Bond cancellation costs – attorney fee (if applicable) to the bond cancellation attorney appointed by your existing financial institution/bank (this is not the early settlement charges).
 - Clearance figures issued by the council for three to six months in advance.
 - Fee for obtaining clearance certificate from the council.
 - Levy clearance figures issued by managing agents (if applicable).
 - Levy clearance figures issued by Home Owners Association (if applicable).
 - The fee charged by the attorney and sheriff to uplift an interdict registered over the property (if applicable).

WHITE PICKET FENCES

Your home should be your haven. The place where you dream, kick off your shoes and recharge your batteries, where you raise your children and eat watermelon on the lawn.

Whether it's a mansion in a posh neighbourhood or a starter townhouse, at Property.CoZa we realise that ultimately, we enable clients to find their personal havens or to look for new ones.

We do things differently to attract the best real estate agents in the country and provide a faster, more comprehensive service to our clients, unlike any they have ever experienced. We are dynamic and forward thinking, embracing e-property trading, IT advancements and the Internet, in addition to offering classic yet effective real estate services like show house campaigns and 'For Sale' signs. We will never underestimate the power of solid, long-term relationships. Allow us to sell your property or find you a new home and put us to the test.

**You might just find that you feel so at home with Property.CoZa
that you never need another real estate agency again!**



Property.CoZa™



www.propertycoza.co.za