

COMPANY PROFILE

The service you deserve.



RESIDENTIA

TRUST

Since **1968**

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THE SERVICE YOU DESERVE



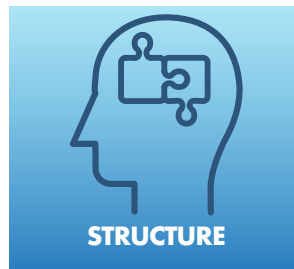
OUR MISSION

We are specialists with know-how and passion who provide various property services to our customers in a way that exceeds their expectations.

OUR DREAM / VISION

To be the best service driven business in the Property Industry.

OUR CORE VALUES THAT DRIVES OUR COMPANY CULTURE:



Since 1968, Body Corporates and Home Owners Associations have trusted us to manage their residential and commercial property investments.

We are a leading Western Cape based property management company who boast a Portfolio under our management exceeding 8000 units in 165 schemes and is well known for professionalism, integrity and innovation.

Being client focused, we realised the need for Trustworthy and Experienced Property Practitioners within our Company. We head hunted and hand selected the right candidates for our boutique sales division, whose focus is on quality and selling your property at the highest price, in the shortest time, with an exceptional service experience.

Rest assured that our database of clients, high net worth individuals, comprehensive marketing platforms, personal networks and state of the art CRM Systems are integrated into a strategic plan, tailored for success.

We value relationships and walk the extra mile to ensure our clients receive the service they deserve.



MARKETING DIAGRAM

* EACH MARKETING PLAN IS PERSONALIZED

ONLINE MARKETING & PROPERTY PORTALS

Our website and online platforms, feeds news, information and properties to more than 20 websites, which includes but is not limited to News 24, 24.com, SA Hometraders, Mail & Guardian, SA Farmtraders, to target buyers searching for properties online. Search engine optimization has been implemented on our website which optimizes our listings to appear higher up in the ranking when searching for properties for sale on Google or other search engines.

DIRECT MARKETING & BROKER NETWORKS

Our comprehensive CRM system can match buyers from our existing database and generate eye-catching, targeted e-mail campaigns as direct marketing tool. We also have a newsletter that we circulate to our extensive property management database and high net worth individuals that contains a section regarding our property listings for sale. As Property professionals, we built strong relationships with other brokering firms over the years which further increase our network and our reach at no risk to you. We will remain your only point of call to ensure exceptional service and have the option of using our alternative databases to ensure maximum exposure.

SOCIAL MEDIA

We use social media marketing such as Facebook and Instagram to reach potential buyers, not actively searching for a property. These platforms allow a target market to be handpicked who will see our carefully designed paid advertisements, showcasing our properties for sale. These platforms also allow free advertisement to our followers, who follow our pages and enjoy reading the content we post.

SOFTWARE & SYSTEMS

We only use leading and state of the art software and systems, which currently consists of Propcon (CRM Software), CMA Info and Lightstone (Valuation and Reporting Software), Virtual Agent, TPN and Searchworks (Credit and Data Bureau) and Property Ctrl and Property 24 (Online Listing Platforms)

PROFESSIONAL CONTENT | VIRTUAL TOURS | HOME STAGING

When buyers shop online, they are drawn to good quality content, that includes photographs, videos and virtual tours, thus we ensure that our content are professional and eye-catching. Preparation improves your marketability. We can help you show off the best your property has to offer and therefore might suggest minor changes, which includes advice on rearranging your furniture, decluttering and repairs or cosmetic changes.

BUYER VIEWINGS & FEEDBACK

Show houses are still popular and effective in certain areas. Show houses enable us to expose your property to the maximum number of people in the shortest possible time and allow buyers the opportunity to view your home at their leisure. We also recommend one-on-one viewings which allow us the opportunity to closely work with a particular buyer to obtain valuable insights of their requirements and the opportunity to breach the gap. We provide regular, meaningful feedback between buyers and sellers to always ensure the best-selling strategy.

PRINT ADVERTISING

To reach our target audience we use a variety of physically printed mediums such as Newspapers (seldom), cleverly designed Brochures, visible advertising and show house boards, Tear drop banners and printed handouts.

Why choose a Sole Mandate?

A Sole Mandate binds the Property Practitioner contractually and places a strong moral responsibility on their shoulders. Commitment and dedication are what transforms a promise into a reality. Nothing in life is easy and if you want results, time and effort is required. Experience has proven that Higher Prices are obtained from Sole Mandates, as it allows for buyers to compete for your property, enabling the Property Practitioner to negotiate and achieve the best possible transaction.

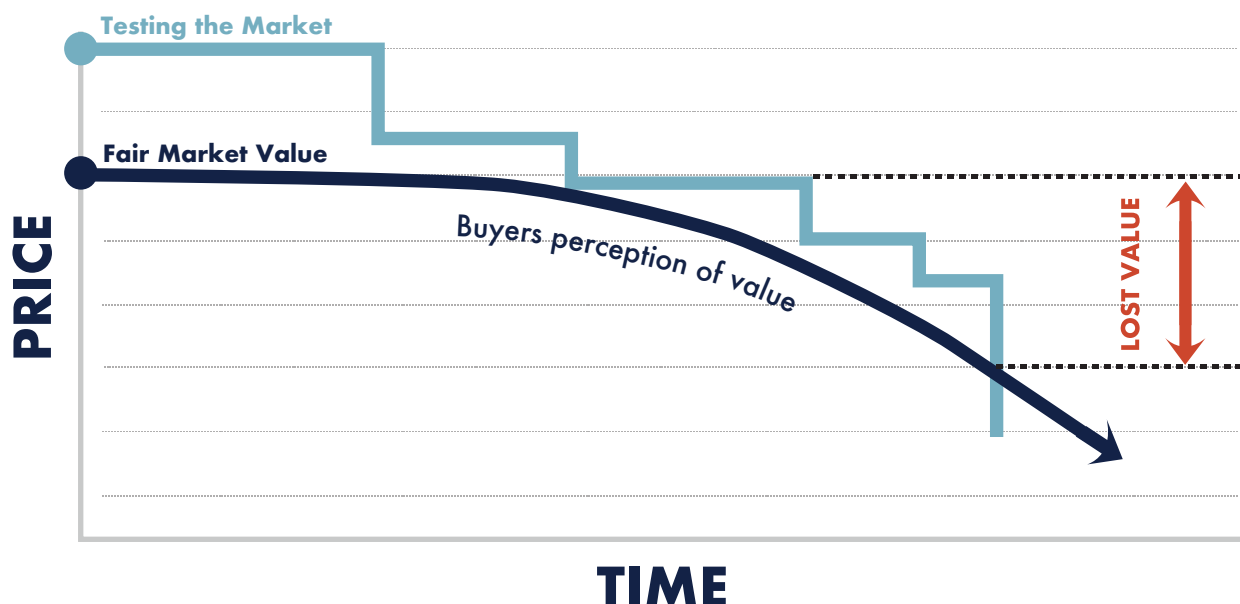
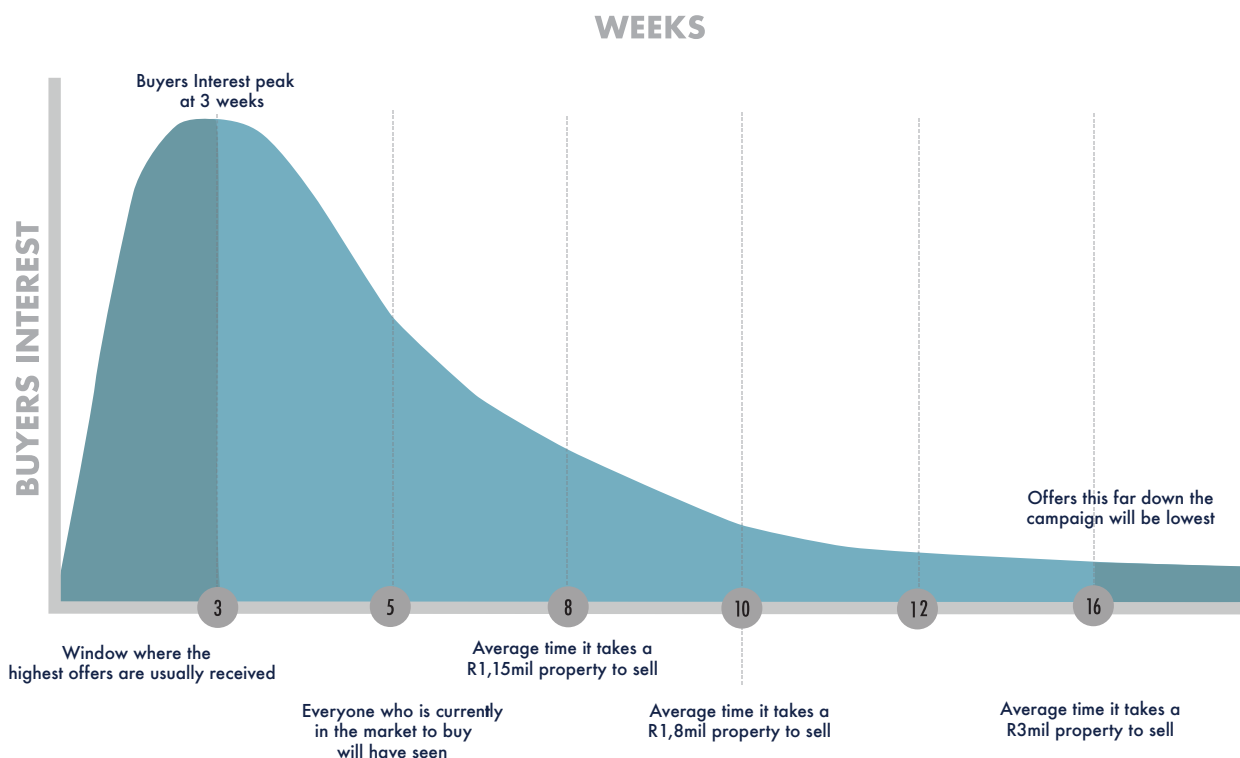
The differences between a Sole and Open Mandate:

SOLE MANDATE	OPEN MANDATE
A personalized marketing and detailed advertising plan will be developed to ensure a best-selling strategy focused on the target market.	Minimum time and effort spent on a marketing or advertising plan. The Property Practitioner would list the property online, with the hope of their listing being selected at random.
A sole mandate allows for Buyers to compete for your property – enabling the Property Practitioner to achieve the maximum selling price for your property through skillfully negotiating with interested buyers.	With an open mandate, Property Practitioners compete against one another at the expense of the maximum selling price. Property Practitioners will be encouraged to advertise or offer a lower price to attract buyers ahead of his competition.
One 'For Sale' board and One Online Listing per platform shows exclusivity.	Too many 'For Sale boards and Online Listings per platform makes a Seller look desperate.
A sole mandate removes the possibility of double commission claims and brokering conflicts.	Often, one Property Practitioner brings a Buyer to view your property and another Property Practitioner arranges for the Buyer's spouse to see the same property in the evening, resulting in broker conflicts and possible double commission claims.
You have the peace of mind that only one responsible Property Practitioner who is well acquainted with your property and viewing requirements, has access. Your security and privacy are protected.	You will be required to liaise with multiple Property Practitioners, placing your security and privacy at risk.
A sole agent provides regular activity reports and feedback to ensure agility and the best-selling strategy.	An open mandate does not guarantee any feedback at any time.
Consistent advertising and marketing efforts are guaranteed.	Your property might only be shown or advertised if an agent has nothing else to advertise or show.

THE IMPORTANCE OF PRICING YOUR PROPERTY CORRECTLY

At any given time, there are buyers in the market actively searching for newly released properties. These buyers have become well-educated and are able to easily compare properties for sale using online platforms. History has shown that an overpriced house eventually result in a lower achieved sale price and a longer time in the market. This is primarily due to potential buyers that will fail to view the property due to the perception that the owner of a newly listed property will not accept a substantially lower offer. Lowering the price after the property has been in the market for a prolonged period leaves a negative connotation linked to your property.

We ask that you please trust our expert property practitioners, who will guarantee a well-researched market price. Setting the right price at the launch of a new property is vital as this is the golden opportunity to create excitement about the new listing, secure interest from active buyers to view your property and create a sense of urgency to act as the price will be market related with the expectation that the property will sell quickly.



THE ROADMAP

1

YOUR PROPERTY



PRESENTATION | VALUATION

MANDATE TO SELL | DISCLOSURE | FICA



2

MARKETING PLAN



Marketing Strategy Discussion | Establish Target Market

Home Staging

Professional Pics | Content

Highlight Best Property Features

Direct Marketing to Selected Customers | High Net Worth Individuals

Erecting For Sale Sign

Upload to Online Portals

Show Houses | Viewings

3

FEEDBACK | REVIEWS

Feedback After Viewing or Showhouse

Owner Update | Marketing Plan and Interest

Strategy Review to Ensure Best Plan



4

CLOSING THE DEAL



Credit Investigation of Potential Buyers

Prepare The Sales Contract

Sale Negotiations | Acceptance of Offer | Contract Term Explanation

Assist Buyer in Selling His/Her Property

FICA Doc's | Bond Application Assistance | Arranging Bank Access

5

AFTER THE CONCLUDED DEAL



Submit Deed of Sale | Supporting Doc's to the Conveyancer

Obtain Compliance Certificates

Bond Cancellation Request

Assist with Signing of Transfer Documents | Resolutions

Seller Pay Rates | Levy Clearance

6

REGISTRATION OF PROPERTY



Key Handover | Buyer Occupation | Move Assistance | Welcome Pack

Agent Receives Commission

Maintenance | After Sale Assistance



OUR AWESOME PROPERTY PRACTITIONERS

The Service you deserve!

Dear valued client we are here to listen to you, to understand what your requirements and needs are and to ensure delivery while responding promptly, professionally and with integrity as would be expected from your property practitioner. We are a team of professionals with a proven track record and a skill set to perform beyond your expectations. We have no doubt in our capability to sell your property and exceed your expectations.

Clinton Venter



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My passion for real estate started in 2015, when I joined a leading national agency in the Northern Suburbs of Cape Town. Some of the most important attributes for success in the real estate environment involve excellent relationships, consistency, and transparency with your clients and fellow team members. I view myself as a leader with a strong optimistic approach to life.

Selling Is What I Was Born To Do!

In 2018 I received an opportunity to work for the official developer of the international award-winning Val de Vie Estate situated in Paarl, Cape Town. During this period I gained a great amount of experience in selling properties from plan / turnkey solutions, vacant stands, second-hand residential properties, and also commercial units. I had the privilege of assisting a number of clients locally & abroad to achieve success with the buying/selling process of their homes and my testimonials will give you an idea of what it would be like working with me. **I look forward to showing you how I differentiate myself from other property practitioners in the market!**

Johan Horak



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After completing a successful career in corporate banking I decided to take a sabbatical for a year during which I've written all the regulatory exams and registered as a property practitioner. I soon realized to be a top producing real estate agent requires great work ethic, coupled with a passion for people and real estate. Luckily I'm a person with a zest for life who has the determination and willingness to invest time and effort for long-term gains.

It is not just about putting in a lot of time—it's about working smart!

I see myself as a self-motivated person with a mind-set of coming up with bespoke solutions in order to get the best deal for my client – a personal trait that I believe differentiates me from the rest! I have the tenacity to pursue every lead and the hustle to aggressively market my clients' properties. It is not just about putting in a lot of time—it's about working smart, putting in the right amount of time, and doing whatever is necessary to close the deal. **I invite you to put me to the test!**

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