



Your story starts here

THE CHAS EVERITT BLUEPRINT FOR SUCCESS

WWW.CHASEVERITT.CO.ZA

Leading
REAL ESTATE COMPANIES
OF THE WORLD



CHAS EVERITT
INTERNATIONAL PROPERTY GROUP



GET BRIGHT ON YOUR SIDE

Making the decision to move is often emotional and difficult. But once the decision is made, we think selling your home should be as easy as pie.

We've designed our entire business around making sure that this is the case. We begin by ensuring we're better armed with knowledge than any other real estate company.

We apply almost four decades of experience to our work every day. Our agents train rigorously, both here and internationally.

We have our own unique Chas Academy, as well as the award-winning international Learning Institute, plus data scientists on our team. So we can apply the most innovative technology and ensure the latest figures, trends and information is at our fingertips.

All of this means that from the marketing of your property through to the last minute legal detail, you can be confident you've got the right team on your side.

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CHAS EVERITT

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- About Chas Everitt
- Company Milestones

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- Exclusive Property Wise Programme
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VISION

Be the leading Real Estate company of choice.



MISSION

- Be one team with the best trained people.
- Use the best technology and tools.
- Offer the widest range of value added products to the market place.
- Empower participants to achieve objectives.
- Provide a memorable experience that creates loyalty.



VALUES

Strong and consistent family values that build respect, trust and confidence.





Berry Everitt, CEO, Chas Everitt International Property Group

We believe we can give you exactly what you need when it comes to selling your property. We have the knowledge, we have the skill and we definitely have the right attitude.



OUR SUCCESS AS AN INTERNATIONAL PROPERTY GROUP IS LARGELY DUE TO ALL OF US WORKING AS A TEAM.

Here's whom you'll find on our team, no matter where in South Africa you are:

- An experienced management team
 - A highly motivated, trained and professional group of Property Consultants
 - An excellent administrative team that supports management, Property Consultants and our clients
 - A base of loyal clients who continue to use Chas Everitt and recommend us to their friends.
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1980

Charles and Tilla Everitt open their first office in Randburg, Gauteng. What began as a small family business has grown into the Chas Everitt International Property Group. But they retain the flavour of that family business: ethics and values are an integral part of their company's DNA.

- 1998** Charles Everitt becomes Chairman, and his son, Berry Everitt, is appointed Managing Director of the Chas Everitt International Property Group.
- 2000** The Chas Everitt management team is joined by well-respected industry trainer and former national operations manager of ERA South Africa, Roderick Williams.
- 2001** Berry Everitt is awarded the Property Professional Club's Young Lion Award.
- 2003** Berry Everitt is awarded an Industry Mover and Shaker Award. Chas Everitt International Property Group enters the southern African Franchising arena. Leading real estate franchising figure Barry Davies joins the group as a partner and is soon joined by a host of like-minded and experienced franchisees across SA, opening operations in the Western Cape, the Eastern Cape, Gauteng, Mpumalanga and KwaZulu-Natal.

“We never stop caring about people and we never compromise our principles. That’s the Chas Everitt way”

Charles and Tilla Everitt, founders, Chas Everitt International Property Group



2004 | The only independent real estate awards programme, the Property Professional Club, awards Charles Everitt the inaugural Lifetime Achievement Award. Berry Everitt and Franchising CEO Barry Davies are nominated as two of South Africa’s Leading Managers in the publication *South Africa’s Leading Managers*.

2004: | Chas Everitt launches its inaugural **Chas Everitt International Convention model in Mauritius**, rewarding its top performers with international conventions around the globe. This programme remains the only one of its kind in the South African industry.

2007 | Chas Everitt is recognised as one of the Top 5 National Real Estate Agencies in South Africa in an independent survey by the *Financial Mail* after only four years of franchising.

2008 | The group grows into the southern African market when it opens its Lusaka franchise in Zambia. Chas Everitt launches a series of successful Home Makeovers projects. The first Chas Everitt Home Makeover project transforms Kids Haven, a children’s shelter in Benoni on the East Rand, into a warm, homely and welcoming environment.

2009 | Chas Everitt launches an industry first: the innovative Chas Everitt Notebook© Licence model. A cost-effective model, designed for smaller South African territories and the independent estate agencies looking for a strong national real estate brand, increases the brand’s national footprint.

2010 | Celebrate’s its 30th anniversary with the launch of the ChasCares Social Responsibility Programme, a broad range of community projects, building on the successful Home Makeovers projects.

2011 | Chas Everitt invites one of the leading real estate trainers in the USA, Ed Hatch, to SA to host personalised Chas Everitt Training Programmes for agents and management across the country.

2012 | As part of the ChasCares programme, Chas Everitt offices across South Africa celebrate Mandela Day with 67 minutes of charity. Chas Everitt signs up as a major sponsor for a world-record-breaking attempt at the 2012 Cape Town Cycle Tour. All the funds raised are donated to the Give Me a Chance Children’s Foundation.

2013 | A rental franchise model was built.

2014 | 16 New Chas Everitt Property Rental franchises are added across South Africa.

2015 | The Chas Everitt group is invited by and joins the prestigious Leading Real Estate Companies of the World group, and Luxury Portfolio dealing with the high-end luxury property segment internationally. These two groups give South African Sellers the advantage of having their properties exposed to the international market and strengthens Chas Everitt’s referral network globally.

2016 | At the LeadingRE international conference in Miami, Chas Everitt won the Most Innovative Brokerage in the World out of over 500 global companies plus first place for Luxury Portfolio Marketing (excellence in luxury real estate marketing) and further awards for global Website Quality and Printed Marketing.

2017/8 | Chas Everitt once again receives multiple International awards in Las Vegas, for Best LeadingRE branding and best overall website. Berry Everitt is also presented with the President’s Service Award. In Vienna Austria Chas Everitt is honoured with the Luxury Trendsetter Award.



We know how stressful the sale of a property can be. At Chas Everitt we promise to perform the following services to make the process as stress-free as possible.

We call it our **Service Guarantee:**

- 1** Prepare a **Market Value Report** to estimate the selling price of the property.
- 2** Determine a **competitive market price**, together with the owner, based on full disclosure of recent sales and similar competing properties.
- 3** Prepare a **Seller Net Sheet**, reflecting the estimated expenses and net proceeds from the sale of the property.
- 4** Offer **presentation and preparation advice** to maximise the property's perceived value in the market.
- 5** Implement the **Property Wise programme** service offering.
- 6** **Photograph** the property for marketing purposes.
- 7** Implement a **Strategic Marketing Plan** to achieve the highest possible price in the shortest possible time.*
- 8** Identify **existing, qualified Buyers** for the property within the Chas Everitt database.
- 9** Display the **Chas Everitt 'For Sale' sign** on the property (where allowed).
- 10** Engage in a **neighbourhood promotion** campaign using the Chas Everitt Local Area Marketing System.*
- 11** **Generate effective internet exposure** through Chas Everitt's multiple national and international websites and social media as well as all the major property portals.
- 12** Follow prescribed marketing and security procedures for **show houses and viewings**.
- 13** Provide the Seller with **consistent feedback** on the marketing of the property, including a regular review of the property's competitive market position.
- 14** Protect the Seller's interests with our **Seller's Disclosure certificate**.
- 15** **Present and explain all written offers**, without undue pressure, and negotiate in the Seller's best interests.
- 16** **Facilitate mortgage and finance options** for the Buyer (and for the Seller if required).
- 17** Utilise the **LeadingRE and Chas Everitt Referral Network** to assist the Seller in finding a property if required.

* Indicated activities in this Service Guarantee apply to a property on a 90-Day Exclusive Sole Mandate. Some services may not be available or applicable in your area.



The Chas Everitt International Property Group, through its vast network of offices and strategic partnerships, affords the Seller maximum exposure of their property to the market.

Now that so many potential Buyers search for their properties online, Chas Everitt's multiple-website strategy gives Sellers exposure on **Leading Real Estate Companies of the World®** websites, all the major South African property portals, as well as the Chas Everitt websites and social media. A Seller's property is thus exposed to both local Buyers (60% of the market) and out-of-town Buyers (40% of the market), giving 100% exposure.

We also maintain a substantial portfolio of Buyers in all price ranges that we can introduce to properties that come onto the market. With this kind of exposure and a waiting pool of Buyers, Sellers can expect a faster sale at a higher price.



A to Z of Marketing Solutions Chas Everitt is proud to offer the following marketing solutions to all our Sellers:

Chas Everitt Online uniform operating **system** - cutting-edge software for accurate market valuations, contact management and web-based marketing, listing and transaction management
Chas Bear - a large toy bear, along with animated cartoons, to help make moving home more 'bearable' for children

Display advertising - exposure in major weekly property publications

E-marketing - environmentally responsible digital marketing to a targeted market (following 'opt in, opt out' ethical marketing)

Home-staging tips - Advice and guidance to assist you in presenting your home at it's best

Home inspections - A professional property survey to protect you and make your property more attractive to buyers



In-house mortgage origination - to secure a faster sale; efficient mortgage loan approval, at the most competitive interest rates

Luxury Portfolio International - market your property along with 55,000 of the world's most luxurious properties to 3 million high-net-worth visitors annually - only properties priced at US\$1-million and above qualify for this exclusive marketing programme

Magazine advertising - selected exposure in print and digital magazines nationally and internationally

Market Value Report - our unique valuation software, to assist you with effective pricing

National and International office network and referral system - with a global reach of over 4100 offices and 132 points of presence in South Africa, giving Chas Everitt a broad footprint and reach (your ideal Buyer may already be on our books)

New-release flyers - locally distributed flyers

Property alerts - details of properties that match the needs of registered Buyers, sent to them the moment your property is listed

Property exhibitions - participation in selected international, national and local property exhibitions

Social media - extensive social media marketing strategies on multiple platforms

Television advertising - consistent advertiser on the DStv Home Channel and Kyknet Ontbytsake

Video and virtual tours - showing every angle and aspect of your property, using professional photographic services for enhanced web marketing

Website exposure - listing your property across a wide range of local and international websites and the dominant property portals

Top local and international property-listing websites:

- National and regional Chas Everitt websites
– www.chaseveritt.co.za
- Leading Real Estate Companies of the World®
– www.leadingre.com
- Luxury Portfolio International
– www.luxuryportfolio.com
- Wall Street Journal website
– www.wsj.com
- Where the Chinese find international property, offering exclusive access to an audience of high-net-worth individuals
– www.jawei.com
- Private Property
– www.privateproperty.co.za
- Property24
– www.property24.com
- Area-specific websites
– Property24 feeds
- Additional suburb-specific websites
- And more...



Exclusive Property Wise Programme

Our exclusive Property Wise programme is a personal service that is designed to help Chas Everitt Sellers prepare for a smooth, fast and successful transfer.

When you join our exclusive Property Wise Programme, an approved conveyancing firm is introduced to you, the Seller – at no extra cost. They take several pre-emptive steps to prepare for the conveyancing process and eliminate the most common issues that delay transfer. This is all done ahead of time, so that once a Buyer puts in an offer the transfer process can happen as quickly as possible.



ADVANTAGES TO CHOOSING THE PROPERTY WISE PROGRAMME:

- It's free!
 - It makes the entire transfer process much easier by preparing in advance.
 - You are told exactly what you need to provide for the conveyancing firm to do all the hard work for you.
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How the process works:

1 Chas Everitt appoints an **approved conveyancing firm** to assist you with the transaction from the date that you sign the mandate. Normally a conveyancer is only appointed at the time when the offer is accepted, which means that the steps referred to below are only attended to much later.

2 With your permission, the appointed attorneys will give **notice to the bank** of your intention to sell the property. This will expedite the transfer, as you have to pay a penalty if you do not give the bank 90 days' notice of your intention to cancel the bond. By giving notice at an earlier stage, you can save on the penalty charges and ensure that the transfer goes through speedily.

3 The attorneys will liaise with the relevant municipality to resolve potential delays in obtaining a **Rates Clearance Certificate** and in obtaining, where applicable, Home Owners Association and Body Corporate Clearance Certificates.

Obtaining the Rates Clearance Certificate from the relevant Council is often delayed because the Council records are not up to date, or the Council requires that a new meter be installed. Similarly, one can liaise with the Home Owners Association or Body Corporate to ensure that any problems regarding the levies accounts are resolved at an early stage.

4 Within reason, the attorneys appointed will provide you with **advice regarding the sales process** and, if required, peruse any offer made. You may require advice regarding the Voetstoets clause, electrical compliance certificates, electric fence certificates, gas certificates, non-resident withholding tax and capital gains tax, amongst other issues.

5 The attorneys will also arrange for the necessary **Power Of Attorney documents to be signed**. Should you be emigrating or out of the country for a while, it would be wise to have a Power of Attorney drafted, to enable a trusted party to sign the offer to purchase and the transfer documents on your behalf. If you do not do this and the documents have to be signed overseas, there will be costs involved in having them signed before the South African Embassy or Consulate, or a party appointed overseas to attend to the same.

6 The attorneys will ensure that **resolutions** in regard to Trusts, Companies or Closed Corporations are properly drafted.

7 The attorneys can obtain the **latest registered building plans from the Council**, at a fee. Unfortunately the Council plans are not always up to date, and sometimes transactions are delayed because the Buyer wants to ensure that the plans for the building are the correct ones. If they are not, one can take steps to have the correct plans registered, to avoid delaying the transaction.

LeadingTM

REAL ESTATE
COMPANIES
OF THE WORLD

Chas Everitt is proud to be a member of Leading Real Estate Companies of the World®, a global network of more than 565 premier real estate firms with 4,100 offices and 132,000 sales associates in more than 65 countries around the world. LeadingRE produces more annual home sales than any other real estate network.

While the real estate business is largely local in nature, the entity that connects all of these top brands is LeadingRE, whose affiliate companies sell US\$368-billion annually in the US - more than any national franchise brand. It is also the number one group in terms of sales volume and unit transactions in 44% of the top 121 markets.

LeadingRE firms have strong local reputations and many are long-established companies in the community. Only the best locally and regionally branded firms are invited to become members, because each firm's local brand and performance reflect upon other affiliates nationally and globally.

LUXURY PORTFOLIO

INTERNATIONAL®

Luxury Portfolio International® is the luxury face of Leading Real Estate Companies of the World®. The luxury property marketing division of LeadingRE was launched in late 2005 and quickly rose to prominence with its Webby-Award-winning website, www.luxuryportfolio.com, the first site of its kind to promote homes in multiple languages and currencies.

In addition, Luxury Portfolio provides a robust menu of marketing services, tools, advertising and partnerships designed to showcase the US\$1.1-million-plus properties of its 200-plus selected luxury affiliates. This network is unmatched in the global arena and includes the most respected real estate brands in the business featuring more luxury properties on its website than any other luxury network. The network continues to grow and marketed over 55,000 of the world's most remarkable homes last year and attracted over 3 million high-net-worth visitors.

SELLER ADVANTAGES INCLUDE:

- Chas Everitt is now connected to an international group offering a pool of highly qualified incoming Buyers.
 - The network has affiliates in more than 65 countries worldwide, which allows us to assist local and international clients with their real estate needs.
 - Leading Real Estate Companies of the World® enables Buyers to search listings online from any of its affiliates' websites, through www.leadingre.com and www.luxuryportfolio.com.
 - When your property is posted on our site it can also be accessed on our LeadingRE partners' websites across the world in a variety of languages, thereby greatly expanding its exposure to potential Buyers.
 - Only the best branded firms are invited to become members, thus ensuring exceptional levels of expertise and service.
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Leading
 REAL ESTATE
 COMPANIES
 OF THE WORLD

I'M LOCAL I'M GLOBAL™

OVER ONE MILLION TRANSACTIONS VALUED AT \$368 BILLION IN ANNUAL HOME SALES

- **OVER 565 FIRMS**
 - **ENCOMPASSING 4,100 OFFICES**
 - **OVER 132,000 SALES ASSOCIATES**
 - **OVER 65 COUNTRIES**
- | | | | | | | |
|--|---|---|---|--|--|--|
| Anguilla
Argentina
Aruba
Australia
Austria
Bahamas
Barbados
Belgium
Belize
British Virgin Islands | Bulgaria
Canada
Cayman Islands
China
Colombia
Costa Rica
Czech Republic
Denmark
Dominican Republic
England | France
French West Indies
Germany
Greece
Guam
Iceland
India
Ireland
Israel
Italy | Jamaica
Japan
Lebanon
Luxembourg
Malaysia
Mauritius
Mexico
Monaco
Montenegro
Netherlands | New Zealand
Panama
Phillipines
Portugal
Puerto Rico
Qatar
Romania
Russia
Scotland
Singapore | South Africa
South Korea
Spain
St. Barthélemy
St. Martin
Sweden
Switzerland
Thailand
Trinidad & Tobago
Turkey | Turks & Caicos Islands
United Arab Emirates
United States
U.S. Virgin Islands
Uruguay
Wales
Zambia |
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ASKING PRICE
compared with
market value

**PERCENTAGE
OF BUYERS**
that will look at
the property



OVERPRICING ELIMINATES BUYERS

FEWER BUYERS

R1 600 000

OVERPRICED

Fewer Buyers, longer sales period, lower price

R1 200 000

MARKET-RELATED PRICE

More Buyers, good price

R1 100 000

STRATEGICALLY PRICED

Maximum interest, strong competition between Buyers, lots of offers, increased prices

MORE BUYERS

How to Establish True Market Value

There are two things to keep in mind when pricing your home to sell:

- 1** Properties priced too high attract fewer Buyers and showings and low offers.
- 2** Properties priced at market value generate more Buyer interest and higher prices.

Once you have established a marketing price with your Chas Everitt Property Consultant, an intensive marketing campaign can be implemented. It is critical, when pricing, to remember that Buyers compare your property with what they have already seen, so they will seriously consider only a property that they feel compares favourably with their expectations of value and price.

A Sales Secret

Interest must first be created in order to get the Buyers to the property.

Statistics show that correct pricing:

- Creates interest
- Results in a faster sale
- Often results in a higher price.

When a property is overpriced, Buyers will lose interest and the sales process can drag out, resulting in an eventual lower sales price.

The Perfect Price

There are two important choices to make when selling your home

The goal is clear:

- The highest possible price
- In the shortest possible time
- With the least inconvenience

The right AGENT first
The right PRICE next

Pricing correctly is essential because it:

- Often results in a faster sale
- Creates the impression of good value
- Stimulates Buyer interest
- Attracts higher offers
- Shortens the marketing period to the minimum
- Provides maximum exposure during the initial marketing time
- Increases advertising response
- Exposes the property to more Buyers
- Results in fewer showings
- Makes for less inconvenience and disruption
- Maximises the window of opportunity
- Prevents your property from becoming shop-soiled.



Selling Price Do's and Don'ts

There are a few things to keep in mind when determining a selling price. Marketing a property is much easier when the price is right, as price is the most important negotiating factor for the Buyer. Realistic pricing not only creates interest, but also can compensate for a property's shortfalls or inadequacies, so bear that in mind if you feel your property could do with some renovating.

Timing is also key: the initial marketing time is the most crucial period for any property. Buyers buy through comparison and elimination, so make sure that when they're comparing your property with whatever else is on the market, yours seems like the best possible option.

Watch out for these do's and don'ts, to ensure your property is sold as quickly as possible at the perfect price.



Do:

- Find a realistic asking price that will ensure an initial surge of interest.
- Maintain the negotiation advantage with realistic pricing.
- Avoid over-exposure resulting from unrealistic pricing.



Don't:

- Eliminate Buyers by out-pricing them.
- Choose an agent on a 'promised price'.
- Spoil your single chance to make a first impression on a Buyer.

The Power of a Market Value Report and Area Activity

At Chas Everitt, our goal is simple: the highest price for your property, in the shortest possible time, with a smooth transaction to registration. To achieve this goal it is absolutely critical that you establish the true market value of your home.

A Market Value Report (MVR) is the best guide to what your property is really worth. Most importantly, it provides a snapshot of property prices in your area as they really are and reveals the market history of properties similar to yours. These properties can generally be categorised in three ways: **recently sold, currently on the market, and failed to sell.**

- 1 Recently sold properties** are the most reliable indicators of your home's value. They show you what Buyers are willing to pay in the current market as well as the terms and property features that are most attractive to Buyers.
- 2 Currently listed properties** are in competition with yours. You should remember that asking prices are simply what other Sellers want and not necessarily what they will get. Currently listed properties can help you define your pricing strategy.
- 3 Failed to sell properties** are those that Buyers have rejected. It usually means that they have been priced too high and the terms, features and condition of the property have been deemed unsatisfactory.

At Chas Everitt, when our Property Consultant does an MVR for your property, you can use all the relevant information to define your pricing and marketing strategy. The end result? The highest price, in the fastest time, with the greatest of ease.

Be aware that some agents may encourage an inflated price tag on a property valuation to create a good impression. An unrealistically high figure serves only to reflect positively on the value of competing properties and reduces real interest in your property.

DON'T FORGET!

- Ask for a comprehensive marketing plan and a comparative market analysis for your home so that you can determine a fair price together.
- Don't fall for an agent who has entered into a bidding competition to secure a mandate from you: you may find yourself tied to someone who has quoted the highest price but is not a specialist in the area.>



Exclusive Mandate Advantage

An Exclusive Mandate means that you have chosen one Property Consultant to sell your home. Here are 10 benefits of this wise decision:

- 1** A dedicated Property Consultant spends more time working just for you and puts more focused energy into the marketing of your home.
 - 2** The responsibility and commitment lies with your Property Consultant.
 - 3** You enjoy focused spend on marketing and advertising.
 - 4** It affords you greater privacy and security
 - 5** Double commission is avoided (it is statistically proven to get you, the Seller, more money).
 - 6** There is no duplication of Buyers.
 - 7** There is no hawking: hiring too many agents will cheapen the value of your property.
 - 8** There is no chance for the Buyer to bid the price down and play agents against one another.
 - 9** Only one 'For Sale' board is put up at your property.
 - 10** You receive ongoing after-sales service.
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What Makes Chas Everitt Different?

Now that you've decided that an Exclusive Mandate is the way to go, why should you choose Chas Everitt as your exclusive Property Consultant?

In addition to the free Property Wise Programme, our association with Leading Real Estate Companies of the World® and our commitment to the kind of service you would expect from a family business, here are a few more things that set Chas Everitt apart.

If you sell a property with us, you can be sure that:

- You will have a highly trained and professional Property Consultant working for you.
- Chas Everitt's vast portfolio of immediate, pre-qualified Buyers will be waiting to look at your property.
- We give your property total Buyer exposure.
- We implement our unique marketing strategy.
- All Chas Everitt Property Consultants are area specialists.
- We provide you with a comprehensive and accurate Market Value Report.
- We are available for you 24 hours a day.
- Only serious, qualified Buyers will view your property.
- Our show houses are held at your convenience.
- We have the best technology, systems, products and services in the industry.
- We guarantee the best price, in the fastest time and with the least inconvenience.
- We're really great people to spend time with!

Handling Offers Like a Professional

One of the most exciting aspects of selling your property is getting a call from your Property Consultant to say that offers have come through. But how do you decide which offer to accept? Here are two secrets to handling offers.

SECRET 1: the first offer is often the best. It's human nature to want to wait for a few offers to choose from, but if you appoint a Chas Everitt Property Consultant, you will have access to Chas Everitt's vast pool of immediate, pre-qualified Buyers from the word go. Your house might be precisely what one of them is looking for and be sold a few days after listing. When faced with an offer soon after listing, don't assume that your property is underpriced. It's more likely that an early offer is the result of correct pricing, a good marketing strategy and the right Buyer at the right time.

SECRET 2: your Property Consultant is your partner. If there's one person who wants to sell your home as much as you do, it's your Property Consultant. Your Chas Everitt Property Consultant sells a great deal of property in your area and has access to the Chas Everitt International Property Group's reach: millions of rands of marketing, generating enquiries from thousands of prospects every month. All of these enquiries are processed electronically and are immediately available to your agent. The next step? Getting as many of these prospects to see your home.



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Tips to sell your property

Sometimes it's the smallest things that can have the biggest impact on your home. These hints and tips will ensure you the fastest sale at the highest price.



1 First impressions count

You never get a second chance to make a first impression, so look at your home's exterior with a critical eye. A well-manicured lawn, neatly trimmed shrubs and a clutter-free verandah look inviting to Buyers. Also remember: the fewer obstacles between Buyers and the front door the better!

2 Start with a clean slate

Once Buyers open the door, they should see a tidy home. Invest your time in cleaning and tidying, and consider doing any small renovations you can to make it look its best. Buyers would rather see how great your home really looks than hear how great it could look 'with a little work'.

3 Fix your snag list

You might be used to all those little irritating things around your home, but prospective Buyers will notice them right away. Replace dead light bulbs immediately. Make sure all the window latches are in working order. Dripping water rattles the nerves, discolours sinks and

suggests faulty plumbing: fix it fast. Don't let little problems detract from what's right with your home.

4 Don't shut out a sale

If cabinets or cupboard doors in your home stick, they'll also stick in Buyers' minds. Don't try to explain your way out of a sticky situation when you can avoid it. A little effort on your part can smooth the way towards a closing.

5 A safety net for your home

Home owners learn to live with booby traps: skateboards in the entryway, overloaded extension cords and slippery throw rugs. Make sure your home is safe for Buyers to walk through - especially if they have children with them.

6 A place for everything

Remember, potential Buyers are looking for more than just comfortable living space, they're looking for plenty of storage space too. Make sure your garage and closets are tidy and free of clutter so Buyers can see their storage potential.

7 The heart of the home

Be sure your kitchen is immaculate. Keep the counters clean, wipe down the refrigerator and wash and pack away the dishes. Prior to a show house, air all the rooms and consider popping some biscuits in the oven to make the whole home smell delicious - it might sound silly, but it works!

8 Make your bathrooms shine

As crazy as it sounds, bathrooms sell homes, so let them shine. Check and repair any damaged or unsightly grouting around baths, showers and sinks. Put out your best towels and mats, and consider replacing your shower curtain.

9 Create sweet dreams

A dream home starts with a dream bedroom. Make yours appealing, with fresh bedding and as little clutter as possible.

10 Peel back those blinds

Let the sun shine in! Pull open your curtains, drapes or blinds so that Buyers can see how bright and cheery your home is. The more light the better the atmosphere.



11 Lighten up
It's remarkable what a difference it can make to turn on all your lights, inside and outside, when showing your home. Lighting adds colour and warmth and often makes Buyers feel welcome.

12 Avoid big crowds
Potential Buyers can feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves they rush through.
Give them a chance to imagine themselves living in your space - leave them to wander around alone if possible, or take the opportunity to water the garden.

13 Not a pet person
Most people feel that dogs and cats are great companions, but your potential Buyer may not. When you're showing your home, try to keep your pets outside or in a gated area, in case they get underfoot.

14 Keep it serene
Rock and roll will never die... but it might just kill a real estate transaction. When it's time to show your home, it's time to turn the stereo or television off. Create as serene an environment as possible.

15 Relax, but don't distract
If you're at home during the viewing, be friendly but don't force conversation. Buyers want to view your home with as few distractions as possible.

16 Be it ever so humble
No matter how humble your abode, never apologise for its shortcomings. And if a Buyer makes a negative comment about any aspect of your home, let your experienced agent handle the situation.

17 Keep a low profile
No one knows your home as well as you do, but your agent knows Buyers - what they need, what they want and how to handle them. It will be easier for your agent to articulate the virtues of your home if you stay quiet.

18 It's not a garage sale
When Buyers come to view your home, don't distract them with offers to sell those furnishings you no longer need. You may lose the biggest sale of all.

19 Defer to experience
When Buyers want to talk price, terms or other real estate matters, let them speak to an expert - your Chas Everitt Property Consultant.

20 Help your Property Consultant and you'll help your home sell fast
Your Property Consultant will have an easier time showing your home if showings are scheduled through the office. It will also make it much easier to plan your life - and tidy your home! And you'll appreciate the results.

Understanding Property Finance

Property finance can be confusing if you haven't had to apply for a bond before, or if it's been a while since your last application. Chas Everitt has access to the best financial products and mortgages, and your agent can help you get started with the process.

THE BOND APPLICATION PROCESS IS AS FOLLOWS:

Mortgage application process code of banking practice

STEP 1 You sign an agreement to purchase a home.

STEP 2 Your agent asks how your home will be financed.

STEP 3 If you need to apply for a bond, your agent obtains the necessary information from you and forwards

the information to your bond consultant.

STEP 4 Your bond consultant completes the documentation and submits it to the various banks.

STEP 5 Once the banks have assessed your application, your bond consultant communicates

the progress and outcomes to you.

STEP 6 You decide which bank you would like to choose.

STEP 7 Your bond consultant confirms your acceptance of the financial arrangements with your chosen bank.

STEP 8 Your bond consultant informs you of the legal requirements and does follow-up calls with the transferring and mortgage attorneys.

STEP 9 You celebrate your new bond – and your new home!



An Outline of Your Transfer

You have successfully sold a home through Chas Everitt. Congratulations! Here's what to expect next. If you have joined the Property Wise Programme, many of these steps will already have occurred before transfer takes place.

The Transfer Process

- 1** The Deed of Sale is handed to the chosen conveyancer to transfer ownership from you and to collect the selling price for you.
- 2** The conveyancer obtains the Title Deed to the property from the Seller or, if the property is bonded, from the relevant bank to cancel the bond when the transfer takes place.
- 3** The conveyancer obtains from the Seller and the Buyer all necessary proof of identity and legal status in order to prepare various documents for signature and submission to a Deeds Office for registration of transfer.
- 4** The purchase price is collected from the Buyer together with transfer costs. Often the purchase price is made up of a deposit and the proceeds of a new bond for the Buyer, in which case the conveyancer arranges with the bond attorneys for the collection of suitable bank guarantees payable on registration of transfer.
- 5** A series of documents is drawn up by the conveyancer and signed by the Seller and the Buyer.
- 6** Once the documents are signed, costs paid and the purchase price paid or secured, the conveyancer pays transfer duty to SARS and rates and taxes to the relevant municipality, and obtains a Transfer Duty Receipt and a Rates Clearance Certificate.
- 7** The conveyancer takes the signed documents, the Transfer Duty Receipt, the Clearance Certificate and a new Title Deed in the name of the Buyer to a deeds office for processing/ recording and registration. This is referred to as lodgement.
- 8** Two to three weeks after lodgement, registration takes place and immediately thereafter the conveyancer accounts to the Seller for the purchase price less agent's commission and any amount that is necessary to cancel the Seller's existing bond.
- 9** If all parties to the transaction sign when required to do so and pay the purchase price and/or costs without delay, registration of transfer should take no more than three months. Cash deals are much faster, while deals subject to the sale of another property can take longer.
- 10** The transfer is complete and you can celebrate owning your new property. Congratulations!

The Code of Banking Practice

outlines the minimum standards customers can expect from their bank.

HERE ARE A FEW OF THE PRINCIPLES OF THE CODE THAT APPLY TO PROPERTY FINANCE. CHAS EVERITT AND THEIR PARTICIPATING BANKS HAVE AGREED TO:

- Treat you fairly and reasonably in all our dealings
- Provide you with information, in plain language, on the products and services available
- Ensure there is no discrimination against you, unless such a distinction is justified by the specified loan criteria or special offerings to a particular target market of the bank
- Provide appropriate information on any of the products and services of the banks that may be of benefit to you
- Advise you that all lending will be subject to the bank's assessment of your ability to afford the loan and your willingness to repay it
- Ensure that your personal information is protected.

**At Chas Everitt, we believe curiosity is the key to possibility
and that knowledge will always be the strongest currency.
Quite simply, the more we know, the more we can achieve
for our clients. And that is what matters to us most.**



**WE INVITE YOU TO JOIN THE CHAS EVERITT FAMILY
BY CONNECTING WITH US IN ANY OF THE FOLLOWING WAYS:**



ENQUIRIES@EVERITT.CO.ZA



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