

FOR SALE TO SOLD

Your guide to selling your home successfully



FOR SALE TO SOLD

We understand that the decision to sell your home is a big one – one that often leaves you with more questions than answers:

- When is the best time to sell?
- How do you market a property?
- How do you ensure that you get the best price?
- What about all the legal paperwork?

The good news is that you don't have to navigate these questions or the selling process on your own! We're here to help you through the entire process – from FOR SALE to SOLD.

From our first office in Cape Town in 1982 to over 200 franchises across South Africa today, the Rawson Property Group has helped thousands of families sell their homes. And more than three decades later, we're still dedicated to ensuring that the sale of a property is a simple, easy and pleasant experience for our clients.

This guide "FOR SALE TO SOLD: Your guide to selling your home successfully" has specifically been designed with you in mind, and will help you through every step of the selling process.



**WE'RE HERE TO HELP
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ENTIRE PROCESS - FROM
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WHEN IS THE RIGHT TIME TO SELL?

There's really no perfect time of year to sell your home: each season and time of the year comes with its own unique pros and cons. Personal circumstances and market conditions also play a big factor in deciding when to put your property on the market. Having said that, there are some benefits to selling at certain times of the year.

SELLING IN SPRING

Springtime has long been considered an ideal time to market property as many buyers explore the marketplace with the onset of the warmer weather. Homes also look brighter and gardens more colourful, and properties simply feel fresh, green and appealing. The longer, warmer days also make it ideal to get your home in ship shape to market it and sell it faster.

The second half of the year – September and October months in particular – is also when many families start planning what they need for the following year and what they can afford with expected bonuses and annual increases. Thus, this makes the ideal time to market your property as your home could be just what another family needs!

BENEFITS OF SELLING AT THE END OF THE YEAR

Sellers often overlook December as a good time to sell. And who can blame them with the madness of the festive season and pressures of planning for the new year? However, there are actually good reasons not to postpone the selling of your home until the holidays are over.

For starters, buyers looking for property during the holidays are usually serious about buying, and this can often lead to a fast sale. In addition, those who have missed out on their dream home during the spring sale season are probably hoping to close a deal before the end of the year.

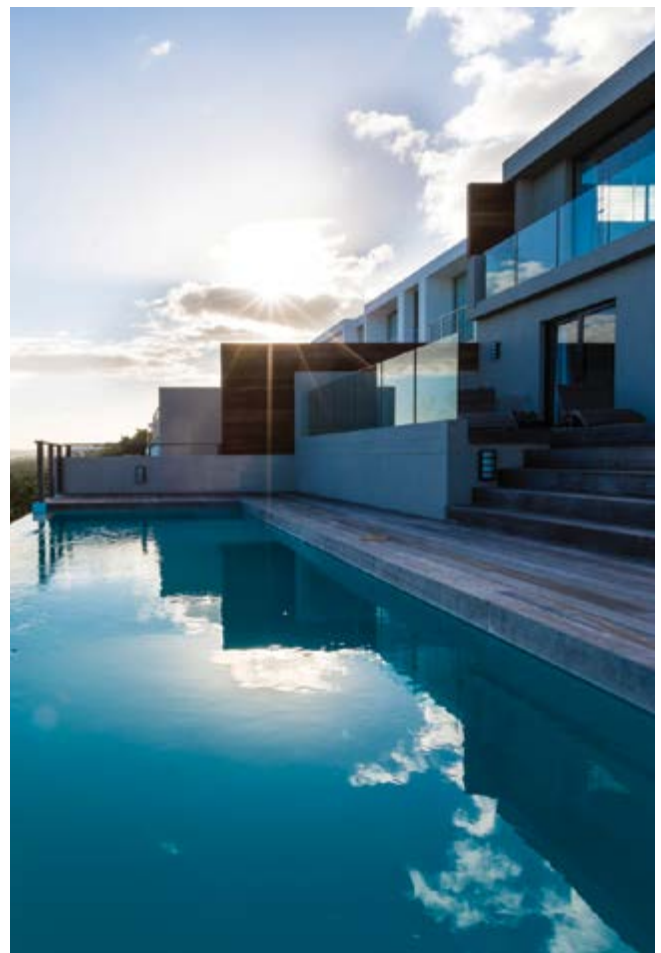
Secondly, as many sellers may decide to wait until the new year to market their property, there'll probably be less competition – your home could well stand out from the often-sparse number of homes listed in your area.

Lastly, one can't deny that the festive season and holidays puts most people in a better, more positive, relaxed and generous mood. What's more, workloads and commitments are likely to slow down – meaning that motivated buyers might have more time to search for and view properties that appeal to them.

BENEFITS OF SELLING OVER WINTER

While the cooler months of the year can slow the property market down, it's not entirely a bad time to market your property. One of the biggest factors to consider is that the quieter season – from May to early August – inevitably brings with it less competition to contend with.

And if your home is sufficiently equipped to cope with the colder and sometimes wet conditions, it could be even more appealing to potential buyers. This is also a good time to check for and make any repairs to your home if the cold weather brings with it niggles that would deter potential buyers.



GET YOUR HOME FOR SALE READY

Thinking about putting your home on the market? A few improvements to it will not only up the ante of a successful sale, but can also increase your home value. Here are a few things you can do to before listing your home:

FIX UP YOUR FRONT DOOR

A new door handle and a fresh coat of varnish or paint could make all the difference when it comes to that important first impression of your home.

FRESHEN UP YOUR BATHROOMS

An old toilet seat, mouldy grouting and a rusty towel rack are enough to turn an otherwise respectable bathroom into a buyer's nightmare. The great news? These are all cost effective and fairly easy things to replace. New bathroom accessories are also a quick way to instantly modernise an otherwise outdated bathroom.

GIVE YOUR LANDSCAPING A FACELIFT

A garden that looks both beautiful and effortless could be exactly what makes your property stand out as a lifestyle oasis. Visit your local garden centre and ask the staff for advice on simple things that are cost effective and require minimal maintenance.

UPGRADE YOUR HOME SECURITY

For many potential buyers, security can make or break a deal – thankfully it doesn't need to break the bank. It could really be as simple as a fence that needs to be repaired, and/or installing burglar bars or slam-lock gates for your front and back door.

IMPROVE YOUR KITCHEN

We know that kitchen renovations can cost an arm and a leg, but there are easy and affordable ways to transform your kitchen almost overnight. Think about replacing old kitchen faucets with snazzy new ones, fitting new cupboard handles, and/or replacing those awful light fittings with something more special.



SEVEN STEPS TO SELLING YOUR HOME

1. FINDING THE RIGHT SALES PARTNER

For many, selling a property might look like a stressful process from the onset. But it doesn't have to be – that is, if you have a trustworthy and experienced estate agent who can partner with you and guide you through every step of selling your home.

In fact, at the Rawson Property Group, we don't use the term 'estate agent'. Instead, we use the term 'Sales Partner.' We understand that selling your home is a big deal, and thus focus on partnering with our sellers to make sure we sell their home at the best price and in the fastest time.

So, what should you look out for in a Sales Partner? Here are a few questions you should ask when looking for an agent:

1. IS YOUR SALES PARTNER QUALIFIED?

Agents working in real estate in South Africa are required to have a certain level of qualification to practice. Legally, agents need to have an NQF4 qualification and be in possession of a Fidelity Fund Certificate (FFC), which must be renewed every year.

At the Rawson Property Group we place great importance on compliance ensuring that each of our Sales Partners have passed this training and that it's up to date. We're also members of the Institute of Estate Agents of South Africa (IEASA). This organisation supports and advances the interests of estate agents in our country.

In addition, we also have a dedicated Training Academy where our Sales Partners are equipped and educated in how best to succeed at selling your home.

As a seller, you can be certain that each of our Sales Partners has passed our compulsory Rawson Proficiency Course, that will ensure they get the best price in the shortest time possible for your home.

2. IS YOUR SALES PARTNER ON YOUR SIDE?

When it comes to something as big as selling your home, it's important to know that your Sales Partner has your best interest at heart. Personal recommendations are a great way of finding an agent you can trust – so, ask family, friends and neighbours. If they've had good experiences, chances are you will too.

As a sale of property can take anywhere from days to months, you are likely to be in constant contact with your Sales Partner during this process. So, it's important that you have a good rapport with him or her – if you don't like their communication style, it might be a good idea to find someone else.

3. DOES YOUR SALES PARTNER HAVE A GOOD TRACK RECORD?

Even if you and your Sales Partner get on like a house on fire, it'll be of no use if they can't actually sell your property. The best way to find out if they are good at selling is to ask them for a list of their most recent sales and for testimonials from previous clients. There's really no point in having a nice agent who can't close the deal.



4. CAN YOUR SALES PARTNER JUSTIFY THEIR VALUATION?

A good estate agent will know how to read the market and price your property accordingly, so that it reaches the right target market. While it might seem tempting to choose the agent who gave you the highest valuation, it's important to rather ask them how they came to that figure. He or she should be able to provide you with a justification based on current market trends and recent property sales.

5. WHAT'S YOUR SALES PARTNER'S MARKETING PITCH?

Before signing a mandate with an agent, make sure they give you a detailed breakdown of how they plan to market your property. It's important to check that their website is easy to navigate – this is often where many buyers will see your property first. You should also ask your agent about the quality of the photographs they use to showcase properties – research has shown that good images are usually what sells a property, so it's worth finding out if they use a professional photographer.

Other questions to ask include: what property portals will they advertise your home on? Will they use newspapers, and which ones? How good are their brochures? These are all key to ensure your property gets the best publicity possible.

6. DOES YOUR SALES PARTNER KNOW THE AREA?

Potential buyers are going to want to know about the area they are potential investing in. So, make sure your agent knows your neighbourhood well. Ask them about the schools, shops and shopping centres, parks and restaurants in the area. Their knowledge on a dog-friendly park around the corner from your house could be the piece of information that gets you the best buyer.

You'll be glad to know that at the Rawson Property Group, our Sales Partners understand that information is everything and work continuously at being Neighbourhood Experts in your area.



AS A SELLER, YOU CAN BE CERTAIN THAT EACH OF OUR SALES PARTNERS HAS PASSED OUR COMPULSORY RAWSON PROFICIENCY COURSE, THAT WILL ENSURE THEY GET THE BEST PRICE IN THE SHORTEST TIME POSSIBLE FOR YOUR HOME.

2. GETTING A VALUATION

Whether you're ready to sell or just interested to find out what your property is worth, a valuation can help you. At the Rawson Property Group, we enjoy valuing properties – whether this leads to a sale or not – as this also gives us an indication of the ever-changing market trends. That's also why we offer them at no obligation too.

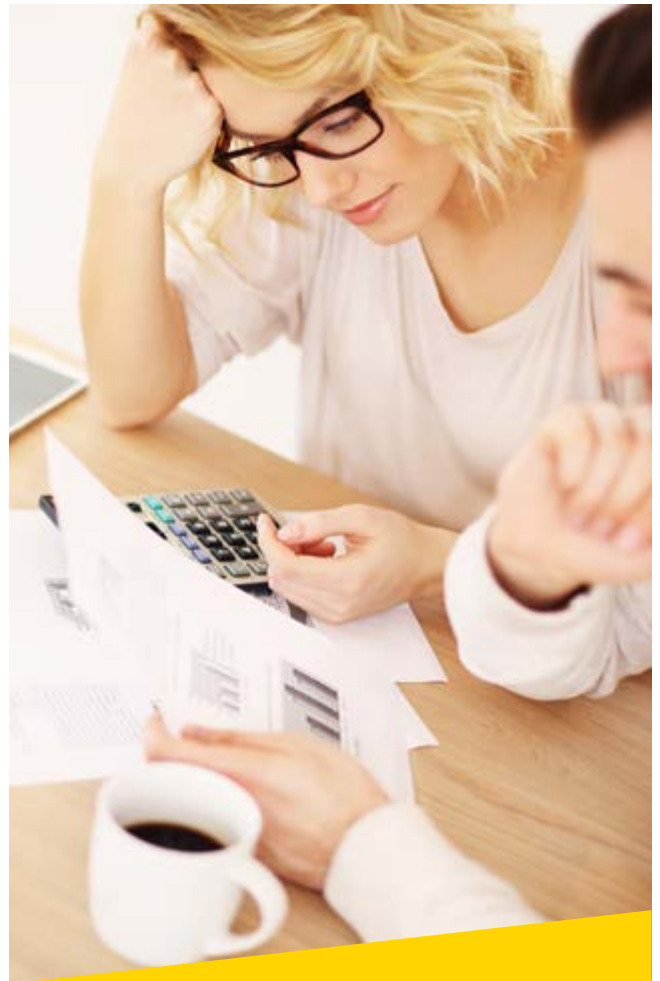
VALUING A PROPERTY

The best way to determine what your property is worth is by using the comparative market analysis (CMA) method, together with key features that add to your property marketability and the condition of your home. This will provide your agent with a certificate that records a fair market value. This, in short, is an indication of what a buyer is willing to pay for similar properties in your area, and in the current market.

To ensure that you are provided with an accurate valuation, it's important that an agent visits your property to do an on-sight inspection.

ACCURACY VERSUS FLATTERY

Be cautious of over-eager agents who provide you with a valuation without carefully applying themselves or neglecting to show you their methodology. An inaccurate valuation at the outset can hurt your eventual selling price.



AT THE RAWSON PROPERTY GROUP, WE ENJOY VALUING PROPERTIES AS THIS ALSO GIVES US AN INDICATION OF A MARKET TRENDS.

HOW TO GET THE BEST SELLING PRICE

Drawing from more than 30 years of experience in the local property market, we have put together tried and tested guidelines to help you get the best price for your property. Here are three key factors to consider when selling your home:



SET A REALISTIC PRICE

Keep your expectations in check when it comes to the asking price of your property: if you set the price too high, you run the risk of deterring potential Buyers and your home may be on sale for too long; if the asking price is too low, you'll lose out.



LESS EARNS MORE

When it comes to the interior of your home – less is always more. Try to declutter as much as possible, and make sure your home is clean and smells fresh. We've learnt that the more spacious you can make your home look and feel, the better it will translate in price.



SET A DEADLINE

Some sellers may be tempted to press their agent to list their home well above comparable sale prices. Others may want to briefly test the market with a high price, only to relist the home later. In our experience, these strategies can backfire. Instead, read accurately the market and your home's value so that you can price it well and sell it within a given timeframe. The longer a property stays on the market, the harder it is to sell.



3. SIGNING A MANDATE

Once you and your agent have agreed on a selling price based on your valuation, you will be presented with a mandate document. This agreement will give the agent permission to market your property. Generally speaking, there are three types of mandates: a sole mandate, open mandate and a multi-listed mandate.

SOLE MANDATE

A sole mandate, in short, means that your agent will exclusively work on the selling of your property. A few other benefits include:

Accountability: one agent will be responsible for your home's marketing obligations as agreed contractually.

No hidden commissions: one agent will manage all potential buyers who see your home, and so minimize the risk for double commission.

Successful marketing: one agent will be able to successfully track the marketing and advertising of your property. No estate agent will invest large amounts of money on advertising and marketing if they have to share the mandate with other agencies.

An exclusive partnership: one agent guarantees regular and personal updates and feedback. You would also not need to worry about more than one person having access to your home.

Most agents will agree that a sole mandate is the best way to market your home. One agent is more likely to be devoted and work hard at marketing your property and selling it, at the best possible price, when they know they are the sole beneficiary from the eventual sale.

OPEN MANDATE

This is where two or more agencies are in charge of the marketing and selling of your property. Sellers who go with this option run the risk of:

Lack of investment: Multiple agents will not invest time, money or energy in selling your property.

Paying double commission: When a property is on the open market, buyers often get confused about who has shown them a particular property. If a buyer buys through an agency other than the one who originally introduced them to the property, the seller stands the risk of having to pay double commission.

Agents work in the best interest of the buyer and not you, the seller: In an open market, agents are incentivised to sell the property before any of the other agents. They will thus work to secure the sale for their buyer against other buyers from other agents. This could mean that you may not get the best price for your property.

MULTI-LISTED MANDATE

This is when the agency that secured a sole mandate invites a number of other agencies to share the listing, on the condition that the commission is shared between the listing agent and the selling agent.

Very often with multi-listings, the buyer becomes the goal while the seller's price is compromised: agents are likely to divert a promising buyer from the multi-listed property to a similarly priced home in the same area, especially if they have sole mandate on the other property and if they don't need to share their commission with another agent.



4. FINDING THE RIGHT BUYER: YOUR MARKETING STRATEGY

Once you've set the price and signed a mandate, your agent will meet with you to custom-design a marketing plan that suits your needs, and that will be implemented with the aim of finding the right buyer for your home. Here are a few key aspects the Rawson Property Group includes when marketing a property:



FOCUSED MATCH-UPS

Our Sales Partners are Neighbourhood Experts in the areas in which they specialise and work, and thus have an extensive list of buyers on their books. They usually start by personally calling those buyers who are a potential match for your property.



PREQUALIFIED BUYERS

Thanks to our in-house bond origination division, Rawson Finance, we have a database of pre-qualified buyers who are ready to sign on the dotted line when they find a home that they love. This also means that we won't waste your time with unreliable offers.



EMAIL MARKETING

Every month, we send more than 180 000 emails to our large database of buyers, this allows us to connect with and showcase properties that could be the perfect match for potential buyers.



VIEWINGS AND SHOW HOUSES

Your Sales Partner will introduce potential, qualified buyers to your property through arranged viewings and professional show days – at times that are best suited to you. They will also work hard behind the scenes to ensure your home is showcased in the best way possible.



REFERRALS

Our dedicated property referral division continually works through our extensive network of over 200 franchises around the country to match properties such as yours with potential buyers.



PRINT, PR AND ADVERTISING

We routinely feature properties in South Africa's leading national and community newspapers, property magazines and editorials. From time to time, we also run expos in shopping centres and showcase selected properties on DSTV.



ONLINE MARKETING

At the Rawson Property Group we understand that digital and online is key to how homes are marketed nowadays. Our marketing systems integrate with leading online property portals like Private Property and Property24, ensuring that over a million buyers monthly will have access to your property listing within hours.



5. CLOSING THE DEAL

Your agent will present you with all offers and negotiate the best deal between you and potential buyers. Here are a few pointers to take note of during this period in the sale process:

VALIDITY ON AN OFFER TO PURCHASE:

For any Offer to Purchase property to be valid, it must:

- Be in writing and signed by the buyer (or his/her duly authorised representative);
- State the essential terms of the proposed agreement, and all other material items such as those conditions that can make or break the deal;
- Be brought to the attention of the seller.

It's also important to know that an offer to purchase is not valid indefinitely, and it might lapse in the following circumstances:

- If the Offer to Purchase lists a specific expiry date, and you as the seller haven't accepted it by the given date;
- If the buyer exercises his rights under the 'cooling-off clause', which gives him or her five days to cancel the agreement;
- If you as the seller rejects the offer out of hand or if you make a counter offer;
- If either party dies before the offer has been accepted.

LEGAL FORMALITIES

For the Offer to Purchase to be legally binding for the sellers, it must:

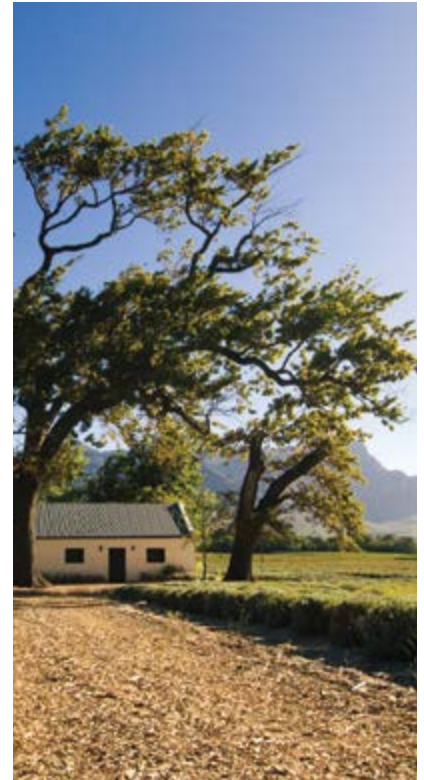
- Be in writing and signed by the seller (or his/her authorised representative);
- Be definite and clear, and intended to be binding on you the seller
- Be brought to the attention of the buyer.

COMMON CONDITIONS OF A SALE

Once the Agreement of Sale has been signed, there might be a few additional details to take care of before the sale is accepted and finalised. These might include:

- Finance: the buyer may need to have a bond secured before the sale is accepted;
- Sale of another property: the buyer may need to sell a current or other property;
- Repairs: the home may require maintenance in order for the sale to be accepted;

Your agent will guide you through the different conditions and how best to navigate them.



WHAT DOCUMENTS DO I NEED TO SELL MY HOME?

You've had an offer on the table, and you're ready to see the FOR SALE sign change to SOLD! Make sure you have the following important documents – required by law – ready to submit:

ELECTRICAL CERTIFICATE

This document certifies that the electrical installation on the property complies with the required safety standards. It must be supplied by a registered electrician and may not be older than two years – provided that there has been no modifications to the installation during that two year period.

ELECTRIC FENCE

Do you have an electrical fence? Then you will be required to supply a Compliance certificate that confirms that the electric fence installation adhered to the required safety standards. There is no set period of validity, so an existing certificate may be transferred to the buyer – provided that no change was made to the installation after the current certificate was issued.

WATER/PLUMBING

This is only applicable if your property falls within the municipal jurisdiction of the City of Cape Town. It certifies that the water installation at the property is in line with municipal and building guidelines. There is no set period of validity, and a new certificate must be obtained every time there is a change of ownership.

GAS

This certificate is only applicable to properties with gas installations – it certifies that the gas installation on the property complies with safety standards. There is also no set period of validity, and a new certificate must be obtained every time there is a change of ownership.

BEEBLE CERTIFICATE

This certifies that the accessible wood of permanent structures on the property (including Wendy Houses) are free from certain wood-destroying beetles. Again, there is no set period of validity, and a new certificate must be obtained every time there is a change of ownership.



6. WRAPPING UP THE DETAILS

What happens after you and the buyer have agreed on the conditions of the sale, and the offer to purchase is accepted? Your estate agent will guide you through the following steps:

Signing the Deed of Sale: both parties – you, the seller, and the buyer – sign the Deed of Sale, facilitated by the buyer's estate agent. The buyer also pays the agreed-upon deposit.

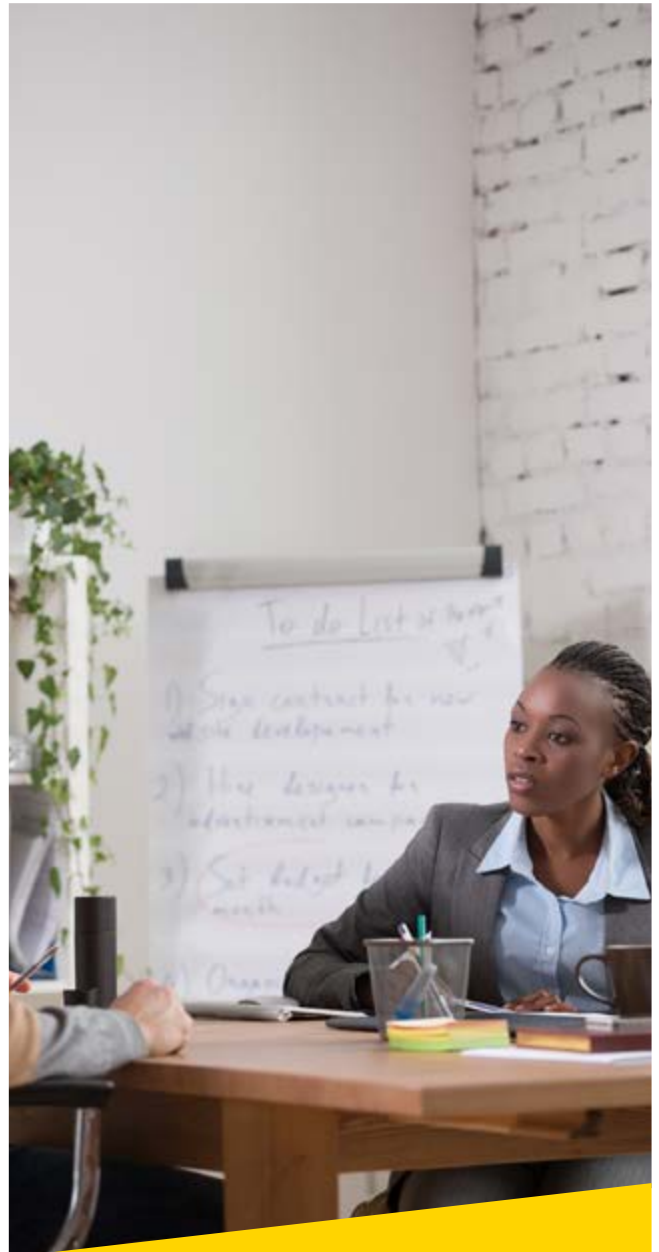
Appointing transfer attorneys: Next, you as the seller must nominate the Transfer Attorney; in addition your bank will nominate the Cancellation Attorney in order to cancel your existing bond on the home, while the buyer's bank appoints a Registration Attorney to place the home in the buyer's name. These legal entities work simultaneously on their designated parts to ensure that the sale is completed in the fastest possible time.

Supplying supporting documents: The Transfer Attorney will then begin to collect supporting documents from the buyer and you, the seller – these include rates clearances certificates from the municipality.

Drafting Deed of Transfer: Here, the buyer will sign all bond documentation and pay the associated fees before the bond can be registered at the Deeds Office. The buyer would also need to pay the transfer costs before moving onto the next step.

Registering at the Deeds Office: Once all legal documents, (including the transfer documents), the new bond information and the tittle deed and bond cancellation information has been completed, the transfer will be lodged at the Deeds Office for registration. Once the transfer is registered, the buyer's bank will pay out the bond, the seller's bond will be cancelled and settled and your estate agent is paid their commission.

This entire process can take up to three months to be completed. And, while it might look complicated from the outside, a reliable estate agent and a trustworthy legal team will ensure the process is a stress-free and completed in the fastest possible time.



**A RELIABLE ESTATE AGENT AND
A TRUSTWORTHY LEGAL TEAM
WILL ENSURE THIS PROCESS
IS A STRESS-FREE ONE,
COMPLETED IN THE FASTEST
POSSIBLE TIME.**

THE VARIOUS COSTS INVOLVED SELLING YOUR HOME



COMMISSION FEES

You will have to pay the estate agent a commission for selling your property – this is normally only paid after ownership of the property has officially been transferred into the buyer's name. There is no prescribed commission rate in South Africa, and a commission fee must be negotiated between the seller and the agent – the Rawson Property Group recommends a rate of 7,5% plus VAT as this empowers the agent to invest equitable marketing funds towards the sale of your property.



BOND CANCELLATION

Once your property has successfully been sold, you will need to pay up the balance of the existing bond on your property, where necessary. You may also need to pay a cancellation fee to action the cancellation of your bond.



LEGAL FEES

As the selling of your property involves legal papers to be drawn up, there might be a lawyer's fee that needs to be settled. Please speak to your estate agent for more information on this.



COMPLIANCE CERTIFICATES

A beetle and electrical certificate need to be obtained before your property is transferred to the new owner. You may also be required to get a gas, water/plumbing and electrical fence certificate where relevant. The costs depend on the surveyor companies, but can range from R450 and up, per certificate.



CAPITAL GAINS TAX

Not everyone is liable for the payment of Capital Gains Tax (CGT) when it comes to property, as some exemptions do apply, within certain limits. For example, the first R3,5 million gain on a primary home is CTG exempt. We still, however, recommend that you consult your financial planner or attorney for detailed advice on this subject.

7. RATE OUR SERVICE



Once your home has successfully been transferred to the buyer, we'll ask you to tell us if we exceeded your expectations and if we really made the selling process easy for you.



This feedback is valuable to us to ensure that we keep improving our services and make the process easier for future customers.



READY TO GO? LET'S GET MOVING.

Need us to put you in touch with a professional Rawson Sales Partner who can assist you with the selling your property?

Get in contact via:

info@rawsonproperties.com

or **021 658 7100**.

