

Jawitz Properties

Taking your home
to the market



JAWITZ

PROPERTIES


**LEADING
REAL ESTATE
COMPANIES®**
of THE WORLD

Welcome to South Africa's most professional and personalised Property Group!

At Jawitz Properties, we are passionate about the homes we sell and giving our clients the most professional and personalised service possible. Together, these elements – passion, professionalism and personalised service – are the foundation of the Jawitz promise.

And we've been delivering on that promise since 1969, thanks to the excellence of our people and their unwavering dedication to the highest levels of service and ethical behaviour. Combined with our dynamic marketing, industry-leading technology and infrastructure support, we aim to sell your home for the best possible price the market will pay.



Herschel Jawitz, CE

The presentation that follows will give you insight into our unique understanding of all the critical factors that go into marketing and selling your home. It is important that you go through it carefully with your Jawitz Properties Sales Consultant and ask the right questions before you entrust us with the sale of your home.

And because we will give you 100% of our commitment, I'd like to ask that you carefully consider the merits of giving 100% of yours in return by giving us an exclusive mandate.

Thank you for taking the time to meet with us. We look forward to living up to the Jawitz Properties promise and successfully selling your home!

Warm regards,

A stylized, handwritten signature in black ink, likely belonging to Herschel Jawitz. The signature is fluid and cursive, with the first few letters being particularly prominent.

Herschel Jawitz

Chief executive

011 880 3550

herschel@jawitz.co.za

Over 35 countries, 46 languages One exceptional real estate network

Around the world, the finest real estate firms are united under the Leading Real Estate Companies of the World® banner, forming a global network that more people rely upon to buy and sell homes than any other real estate organization.

As one of South Africa's premier real estate brands with our network of offices in South Africa, Botswana and Mauritius and through our membership in Leading Real Estate Companies of the World® and Luxury Portfolio Fine Property Collection®, you get access to a South African and Global network of 600 premier real estate firms, with 5,000 offices and 150,000 sales consultants in more than 30 countries!

The organization is comprised of the very best international names in real estate who come together under the Leading Real Estate Companies of the World® banner, to share knowledge, experience, expertise and of course, buyers and sellers from market to market.



HOW WE TAKE YOUR HOME TO THE MARKET IS A CRITICAL STEP IN THE MARKETING AND SELLING PROCESS AND INVOLVES THE FOLLOWING STEPS

- Carefully and thoroughly listing your home to showcase its features especially those that highlight its uniqueness.
- Professionally photographing your home for advertising and marketing purposes.
- Advertising your home professionally in the right newspapers, magazines and websites - those used by buyers to view properties.
- Producing a marketing brochure which is given to buyers attending showdays and all other clients we take to your home.



- Erecting a For Sale board outside your home to attract potential buyers who drive past your home.
- Putting your home on show! Even with the increasing use of websites and other technologies to view properties, over 70% of our sales are as a result of buyers first seeing the property at a showday.
- Our local advertising campaigns further enhance our brand, ensuring that clients recognise our company's presence in the area.
- As part of a national group, referrals account for up to 20% of our sales annually. When you list your home with us, you gain access to buyers not just looking in your area, but buyers looking in similar areas and at similar prices.
- Jawitz Properties is recognised as a leader in the real estate industry and is regularly quoted and featured in both local and international publications as well as TV and Radio interviews. Giving our brand greater recognition in the market.



WE'RE USING TECHNOLOGY TO REACH MORE CLIENTS - FASTER

Through the use of our industry leading technology we market properties around the world

- Along with our industry leading website Jawitz.co.za, we also advertise properties on PropertyGenie.co.za, TheTimes.co.za, iAfrica.com, RealEstateWeb.co.za - international website's LuxuryPortfolio.com, ReloHomeSearch.com, TheWallStreetJournal.com as well as social media sites Facebook and Twitter.

- Upon listing your home, a list of potential 'close match' buyers is automatically generated for our sales consultants to immediately start phoning potential buyers.

- All buyers who have registered with us and who may be interested in viewing your home are immediately notified by e-mail that we have just listed your home.

- Each time we put your home on show, electronic invitations are sent to all potential buyers whose buying criteria match your home.

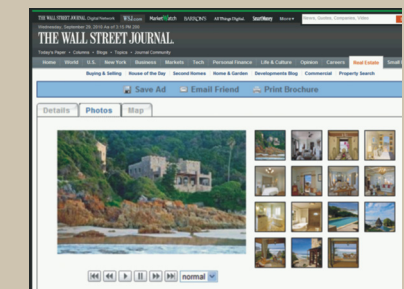
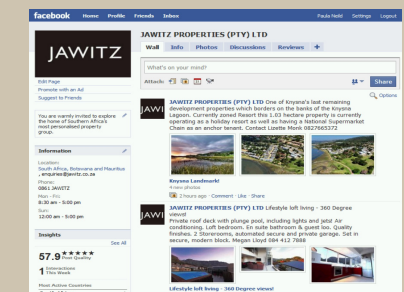
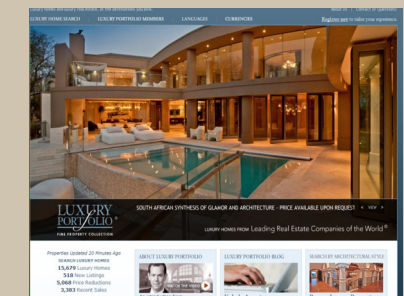
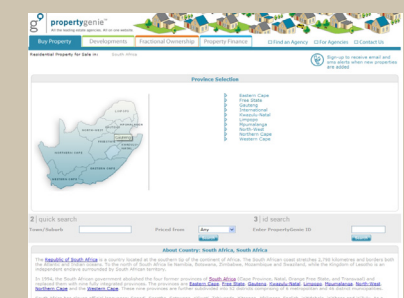
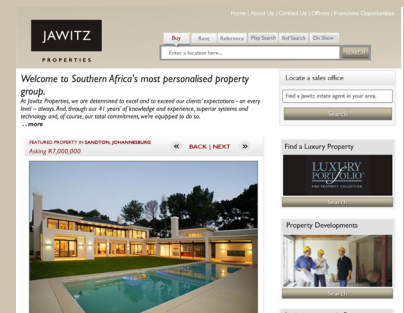
- Exclusive MMS' functionality is also available for us to send electronic brochures to clients who don't have e-mail.

JAWITZ **Results**

Buyers 1 Results

Home 2014 to 2014 of 2014

Name	Suburb	Dwelling type	Bedrooms	Bathrooms	Price from	Price to
Adrian Vermeulen	Houghton Estate	Free Standing House	5	5	5,000,000.00	6,000,000.00
Adrian Wiles	Greenacre	Free Standing House	2	2	2,000,000.00	2,000,000.00
Adrian Wiles	Bunningsville, Bunningsville Gardens	Apartment, Cluster, Free Standing House	3	3	1,000,000.00	2,400,000.00
Adrian Wiles	Lynfield, Sandringham, Sydenham	Free Standing House	3	3	1,200,000.00	1,200,000.00
Adrian Zeller	Marino Seaboard	Free Standing House	3	3	1,000,000.00	1,000,000.00
Adrian Zeller	Marino Seaboard, Freemore, Green Point, Sea Point	Apartment	3-4	4	6,500,000.00	7,000,000.00
Adriana Denardis	Paulshof, Bunningsville	Apartment, Cluster, Free Standing House, Townhouse	3	3	1,300,000.00	1,800,000.00
Adriana Parnell	Marino, Bannock, Bannock Gardens, Brynston, Melrose, Montrose, Parkmore, River Club, Tuckahoe	Cluster, Free Standing House, Townhouse	3-4	4	4,700,000.00	6,800,000.00
Adrian East	Craigshall, Melrose	Townhouse	3	3	1,800,000.00	2,000,000.00
Adrian East	Durbanville	Free Standing House	2	2	1,300,000.00	1,300,000.00
Adrienne Adams	Seacombe, Randburg, Northcliff, Sandpark, Ridge, Westcliff, Westcliff	Free Standing House	2-3	3	1,400,000.00	1,500,000.00
Adrienne Bantwini	Marino Seaboard, Freemore	Apartment, Free Standing House, Townhouse	3-4	4	2,000,000.00	2,000,000.00
Adrienne Hall	Parkhurst	Free Standing House	3-4	4	2,000,000.00	2,000,000.00
Adrienne Hough	Brynston, Craigshall	Free Standing House, Land	3	3	3,000,000.00	3,000,000.00
Adrienne Ramona	City Bowl	Apartment	2	2	1,200,000.00	1,600,000.00
Adrienne Bantwini	Durbanville	Free Standing House	3	3	1,500,000.00	1,500,000.00
Adrienne Zeller	Emmarentia, Greenacre	Free Standing House	2-3	3	1,300,000.00	1,300,000.00
Adrienne Zeller	Marino Seaboard	Apartment	2	2	1,500,000.00	1,500,000.00
Adrienne Zeller	Marino Seaboard	Apartment, Cluster, Free Standing House, Townhouse	3	3	1,000,000.00	1,000,000.00

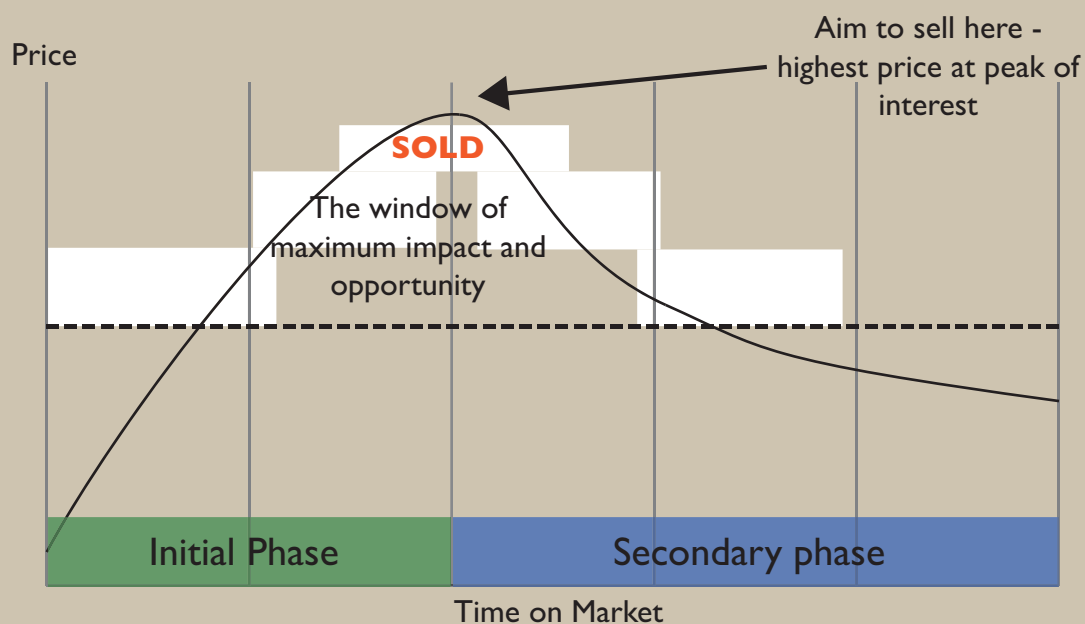


The Critical Factors

AT JAWITZ PROPERTIES, WE BELIEVE THAT THERE ARE TWO FACTORS THAT PLAY A CRITICAL ROLE IN MAXIMISING THE FINAL SELLING PRICE OF YOUR HOME!

- The first critical factor is the relationship between marketing your home; generating maximum buyer interest and the time your home stays on the market!
- In determining the price at which we take your home to the market, it is important for you to understand this relationship which is illustrated below.

Pricing to the Market, Activity & Maximising Selling Price



The Initial Phase - The window of maximum impact and opportunity!

THE INITIAL PHASE IS WHERE YOUR HOME IS NEW TO THE MARKET AND WHERE THE MARKETING OF YOUR HOME SHOULD GENERATE MAXIMUM BUYER INTEREST AND ACTIVITY.

- If your home is priced correctly to the 'Current Market', interest will be high and the market will respond with genuine and competitive offers.
- The 'Current Market' is defined as comparable homes that have recently sold and homes that are currently for sale in both your suburb and in similar suburbs, while also taking into account the unique features of your home.
- If your home is overpriced relative to the 'Current Market', you run the risk of eliminating potential genuine buyers who may have been interested in your home.

The Secondary Phase

- Homes that are overpriced and do not sell become the basis for comparison for competing homes that offer better value and that will sell in a shorter time period. This rule applies at almost any price level.
- The longer your home stays on the market, the greater the risk of receiving lower offers and eventually selling your home below current market value!

With a realistic and pro-active pricing plan based on market feedback, this scenario is completely avoidable!



The Second Critical Factor is an Exclusive Mandate

WE STRONGLY BELIEVE THAT AN EXCLUSIVE MANDATE WITH JAWITZ PROPERTIES WORKS FOR YOU FOR THE FOLLOWING REASONS:

- It allows the consultant to create a platform of competition between buyers to maximise price!
- This is very different to an open mandate which creates a platform of competition between consultants. Competition between consultants creates a race to submit the quickest offer irrespective of the price and quality of the offer.
- An exclusive mandate allows us to carefully manage the marketing and pricing of your home in conjunction with you!
- An exclusive mandate allows us to give you, our client, better feedback and communication to enable you to make the right decision at the right time about your home!
- Our buyer database and strong referral system allows us cross reference buyers between consultants and areas, increasing the likelihood of finding the right buyer faster!
- An exclusive mandate means that Jawitz Properties and your consultant can maximise the time, effort and money spent to market and sell your home!

It is in both your and our best interests to maximise the selling price of your home! We believe that with our experience, knowledge and understanding of the market, an exclusive mandate with Jawitz Properties is the right decision!



Creating Value

AT JAWITZ PROPERTIES, WE CREATE VALUE FOR YOU BY SUCCESSFULLY SELLING YOUR HOME. ONLY THEN DO WE EARN OUR BROKERAGE FEE!

At Jawitz Properties, successfully selling your home means;

- Dealing with you as our client in a manner that is professional and upholds the highest levels of ethics and integrity!
- Delivering on what we promise to do and acting in your best interests at all times!
- Taking your home to the market professionally!
- Giving you constant market feedback and communicating with you after every showday and buyer appointment!
- Pro-actively discussing with you the next step in marketing your home taking into account buyer feedback about your home and the length of time on the market!
- Achieving a price for your home that is acceptable to you and that is the best price the current market will pay!
- Working with the buyer of your home to track that all their contractual obligations are adhered to!
- Ensuring that all the terms and conditions associated with the sale of your home are discussed with you!
- Keeping you up to date after the sale is concluded about the progress of the deal to successful registration!

We believe in the quality of our brand, our company and our people. When we successfully sell your home, we will ask you to recognise the result we have delivered for you and to remunerate us accordingly!

***WE UNDERTAKE TO GIVE YOU 100% OF OUR COMMITMENT
AND IN RETURN WE ASK FOR A 100% OF YOURS!***



Showday Confirmation

PUTTING YOUR HOME ON SHOW! OVER 70% OF SALES ARE AS A RESULT OF THE BUYERS FIRST SEEING THE PROPERTY AT A SHOWDAY.

1st Showday. : Date____/____/____

Marketing Price_____

2nd Showday. : Date____/____/____

Marketing Price_____

3rd Showday. : Date____/____/____

Marketing Price Asking _____

Offers from _____

4th Showday. : Date____/____/____

Marketing Price Asking _____

Offers from _____

Notes:

* RESIDENTIAL SALES & MARKETING * RENTALS
* PROPERTY MANAGEMENT * HOME LOANS



CALL 0861 JAWITZ
www.jawitz.co.za