



# Chas Everitt growth driven from within

Organic growth has set the tone for the expansion of the Chas Everitt International property group over the past year and underlines the confidence that its franchisees have in the brand.

"In addition to the many new operations added to the group this year, we have also experienced incredible "internal" growth in terms of second franchises and satellite offices being opened by existing franchisees," notes Chas Everitt Franchising CEO Barry Davies.

"This is happening around the country as our franchisees increasingly move to expand their influence in their respective markets or take up new opportunities in neighbouring areas, and it is a strong measure of their confidence that they have a solid base to build on - franchisees don't take up second and in some cases third franchise operations unless they are successful."

As a prime example, the Cape Town Northern Suburbs franchise added the Stellenbosch operation as a second franchise, as well as opening an additional office in Kuilsrivier.

Similarly, the Bloemfontein office opened a satellite office in Langenhoven Park as well as a fully-fledged second franchise in Mossel Bay, with plans for a further satellite operation, and the Franschoek franchise extended its operations in Paarl and Worcester.

Meanwhile in the Eastern Cape, the St Francis franchisee acquired a second franchise in Jeffreys Bay and acquired a share in the new Port Elizabeth operation.

This year also saw offices in Umhlanga, Berea, Ballito and the Bluff opening in quick succession under the same KZN franchise holders.

Gauteng offices that expanded include Centurion, which opened an additional outlet at Hartbeespoort Dam; Boksburg that opened a second office in Germiston, and the East Rand

franchise which comprises four offices in Benoni, Brakpan, Springs and Nigel and is now expanding further to include Heidelberg. Furthermore the Bedfordview/ Edenvale operation added a second franchise in the Kempton Park area, and have recently taken up an option on an additional Johannesburg area.

In Mpumalanga, the Nelspruit office expanded its territory with the opening of an agency in neighbouring White River, whilst the Middelburg franchise (a recent conversion to the brand) has already opened a second franchise in Witbank and is exploring further satellite possibilities in surrounding rural areas.

In fact satellite offices in existing franchise areas are becoming a definite trend, and Christiaan Steytler of the Cape Town Southern Suburbs franchise, which recently opened satellite offices in Tokai and Constantia, sums up the phenomenon: "Most franchises consist of differing areas each with unique characteristics. Having a visible physical presence in each of these areas enables us to forge better relationships with local clients."

Another trend that became very apparent in the past year, says Davies, is the wholesale conversion of offices to the Chas Everitt International brand. Eight long established estate agencies operated by the attorney firm Swemmer and Levin on the Cape West Coast were all rebranded as Chas Everitt International outlets, and are currently finalizing plans for further operations in the Swartland, for example, as were the four offices of the East Rand franchise, which were originally part of another real estate group.

For further information on Chas Everitt call Barry Davies on 011 801 2500 or visit [www.ChasEveritt.com](http://www.ChasEveritt.com)

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Knysna  
Oudtshoorn

### GAUTENG

Vereeniging  
Soweto

### KWAZULU-NATAL

Richards Bay  
Umlazi  
Shelly Beach  
Scottburgh  
Midlands

### EASTERN CAPE

Grahamstown  
King Williams Town  
Uitenhage

### MPUMALANGA

Barberton  
Ermelo

### NORTHWEST

Potchefstroom  
Klerksdorp

### LIMPOPO

Polokwane  
Phalaborwa  
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