

Chas Everitt International now in heart of Constantia

Chas Everitt International's world class service will be increasingly accessible to property clients in Cape Town's southern suburbs as the real estate group continues to expand its local footprint.

The latest addition to its growing number of offices in the area is a new outlet in upmarket Constantia recently opened by the Chas Everitt International Southern Suburbs franchise.

This follows the successful opening earlier this year of the franchise's first satellite office in Tokai and, says franchise co-owner Christiaan Steytler, plans are well advanced now for the opening of additional offices in Pinelands and Simonstown as soon as suitable premises are secured.

"We feel that several more visible and accessible satellite offices, rather than one large main office, is definitely the way to go. A physical presence in a smaller area offers many benefits - including high local visibility and easier access for local clients - and gives agents the opportunity to work from an office in the area in which they specialise."

Steytler says the group's high market share in the Constantia area warrants a satellite office there - "as does our market share in Pinelands and Simonstown. We hope to secure suitable premises in these two areas soon and plan to open the new satellite offices there early next year".

The new Constantia office is situated in the Park&Shop shopping centre in Firgrove Road, Meadow Ridge. "It is a great location in the heart of Constantia Valley and there is plenty of parking available. Our new office has large display windows and is highly visible in the small but busy shopping centre. And anchor tenants such as Clicks and Woolworths draw a



steady stream of shoppers, which increase the walk-in trade."

The new outlet will field seven agents, while the Tokai satellite has four and the main franchise office in Claremont a total of 15 agents.

Meanwhile, Steytler describes the market in sought-after Constantia as "fairly busy", with a high degree of buyer interest and steady sales in the R3m to R4m price bracket.

"Sales are also taking place at the R10m to R15m level, but properties priced at R5m to R7m are sticking at the moment. Buyers in this category are very fussy and are really searching hard for value - and in their opinion many properties in this segment are overpriced."



From l to r: Pat McLoughlin (Director Hermanus) and Dean Meijer (Director Onrus).

Double take for Chas Everitt in Hermanus

Chas Everitt International has achieved a double whammy in Hermanus by opening two new franchises to cover the Overberg coastal strip from Pringle Bay to Franskraal.

The respective franchise holders, Pat McLoughlin and Dean Meijer, say the two operations are closely integrated and allow a more focused service in respect of marketing and attention to detail.

"It means we are in a position to offer expert service with area specialists concentrating on specific markets," says McLoughlin, while Meijer adds: "It also ensures a more comprehensive buyers' database and in joining forces with regard to marketing initiatives, we can entrench the brand name in our respective areas, with great benefits to our clients."

McLoughlin, who chose the area because of a generations-old family affinity with Onrus, says his franchise area, stretching

from Hermanus to Franskraal, enjoys a sustained popularity and he believes the future holds significant development potential.

"Our Hermanus office is now fully functional and the stage is set for expansion. We are in the process of establishing a satellite office in Gansbaai and plan to expand to Caledon as well."

Meijer is also planning on opening satellite offices. "We are targeting every town in our area, from Pringle Bay to Betty's Bay and Kleinmond. Our vision is to bring the total package of the famous Chas Everitt service to the doorstep of our target markets," he says.

Both have a deep-seated confidence in the local property market. Meijer says the offices are right in the hub of international investment activity while local buyers still view the area as a "fantastic investment opportunity because values are likely to increase at a steady pace".

He adds that the 2010 Soccer World Cup is expected to fan international property investment.

McLoughlin agrees that Hermanus is likely to keep attracting buyers. "The three main reasons are that it is a wonderful holiday spot, offers the prospect of retiring in beautiful and peaceful surroundings, and offers great investment potential.

"The proximity to Cape Town makes it a prime destination for weekends and short holidays, a fact that is underlined by the high holiday-home component in the area. And with prices having now stabilised, the market remains active and is demonstrating positive growth."

Both say they chose the Chas Everitt International brand because of its strong association with integrity and professionalism. "The ongoing training, the absolutely fabulous support given to agencies and agents, and a sound operational structure were also major plusses," they say.

McLoughlin concludes: "We have complete faith in the group's marketing approach and know that it enables us to offer really outstanding service to our buyers and sellers."