



(l-r) Liz Ritten & Clint Ellice

Chas Everitt International opens in Hillcrest

Chas Everitt International has increased its foothold in the KwaZulu-Natal property market with the opening of the new Upper Highway office in the lucrative Hillcrest area.

This franchise, awarded to seasoned operators Clint Ellice and Liz Ritten, covers a wide territory that includes Kloof, Everton, Gillitts, Hillcrest, Winston Park, Forest Hills, Waterfall, Crestholme, Crest View, Summerveld, Botha's Hill, Assagay, Shongweni and West Riding.

This opening brings the number of Chas Everitt International offices in the province to five - the other four being Berea, Ballito, Umhlanga and the Bluff - with another planned for Westville in the new year.

One of the fastest-growing real estate franchise

operations in the country, Chas Everitt has a well-established Gauteng base with offices in Johannesburg, Midrand, the West and East Rand and Pretoria. It has also expanded rapidly over the past three years to encompass more than 92 offices in key sales areas of the Western Cape, Eastern Cape, Mpumalanga and Free State.

Barry Davies, CEO of Chas Everitt International Franchising, says the group realises the importance of creating an instant presence in a new market by launching a planned network of branches in short time. "We are, therefore, delighted with the new KZN office that started trading in November."

Ellice, a qualified accountant, joined the real estate industry in 2002 and teamed up with partner Liz Ritten, who won her agency's agent of the year award in 2005, to buy the franchise. The pair worked at a well-known agency in the Hillcrest area until they decided to join forces and open their own operation.

The duo have set their sights on attaining a market share in the area of around 20% within the next three to five years. "We think this is a realistic target, given the presence of other long-established brands in the area.

"We will also follow the organic growth route and to this end are aiming at opening a satellite office in Kloof within the next 12 to 18 months, followed by a satellite office in Waterfall within 18 to 24 months time," Ellice says. "The three offices will give us the ability to give a dedicated service to diverse markets and geographically will form a classic triangle."

Ellice says the local market has changed immensely over the past decade. "Eight years ago this was a sleepy village. Since then, numerous new housing estates have given new impetus to the residential property market."

The agency is currently recruiting and aims to take on six additional agents.

For more information call

Clint Ellice or Liz Ritten at

Chas Everitt Upper Highway on

(031) 765 4352 or visit www.ChasEveritt.com