



Chas Everitt



Berry Everitt



Barry Davies

FROM THE PUBLISHER

Well, we're all back safe and sound from Argentina, flushed with the success of our tango lessons and our conference (see article below on the remarkable achievements we also acknowledged while we were there) and ready to roll into what looks like it's going to be a long, hot summer for the property market.

Our coastal offices, for example, are expecting a bumper "season" as South Africans in particular celebrate the strength of our economy - and the fact that Mr Mboweni has given us a reprieve from interest rate hikes - by continuing to invest in second and even third properties. But we don't expect the demand to stop there. Many, many people choose this time of the year to relocate - whether it's across town so the children can go to a better school, across the country to take up a better position, or into the country as a returning expat or genuine immigrant bringing much-needed skills. Consequently, we are strongly advising all our upcountry sellers who are not going away themselves to leave their homes on the market this festive season, as the buyers who do come out at this time of year tend to be more serious and more anxious to close a sale.

And to ensure that our clients receive the support and assistance they need, we've focused this issue of the newsletter on sellers, and organized for ALL our offices to be open right through the holidays. In fact, we'd love to see you and discuss your property needs so please feel welcome to pop into a Chas Everitt International branch, wherever you are.

Meanwhile, we wish you all a peaceful, safe holiday and an incredible 2006 filled with every good thing you wish yourself.

Your Area Specialist:

Chas Everitt International sales agents have all the latest market information regarding local property values at their fingertips - and are committed to the highest standards of personal service when it comes to selling your home. In addition, the Chas Everitt International property group offers you, the homeowner, the best possible exposure for your property in both national and international markets. So if you are thinking of selling your home, call your nearest Chas Everitt International office today for the name of your local area specialist - or visit www.chaseveritt.com

Every month the **Property Signpost Newsletter** will be issued to all our subscribers, filled with real estate information to help you make an informed decision, whether you are buying or selling a property.

In This Week's Newsletter:

- **We have the best of the best, at your service**
- **How to keep emotions in check when selling a family home**
- **Why you should have a showhouse**
- **Think twice before you set a minimum**

Email any comments to the editor:
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We have the best of the best, at your service

Anette Rautenbach of the Chas Everitt International office in Mogale City has been named as the group's individual Champion of Champions 2005.

Rautenbach, who has to date sold more than R100 -millionworth of property, was presented with her award at a glittering prize giving ceremony held in Buenos Aires, Argentina, where the group held its annual convention this year.

The Champion Partnership award went to Christiaan Steytler and Sari Raz, who work primarily in Constantia in the Western Cape, and notched up more than R80 -million worth of registered sales in the 12 months to end September.

The accolades for the Champion Metro Office and Champion Non-Metro Office for 2005 went to Randburg and Somers West respectively, while the Randburg partnership of Paul Everitt and Michelle Taylor claimed the Champions' award for the highest number of units sold.

Gerrit Coetzee, Matthys van Niekerk and Johan Marx, also from the Randburg office, shared the award for the highest number of sole mandates achieved in 2005, while Desirè de Klerk was named as the top new agent, having notched up registered sales of more than R7-million in her first year with Chas Everitt International.

Several awards were also made during the ceremony to Master Agents in various categories, with Lyn Massey -Hicks taking top honours for selling a total of more than R250million worth of property in her career.

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How to keep emotions in check when selling a family home

Most people form emotional attachments to their homes, and the longer they live in them, the more personal value they gain. And that can become an obstacle when the time comes to sell. In fact very few people are able to dispassionately and objectively value their own homes - the majority will tend to over-value their properties. But, in all fairness, you can't expect a buyer to recompense you for the happy memories a home may hold.

What is more, your best bet if you hope to get through the emotional experience of selling a family home with your sanity intact is to take a very businesslike approach - starting with the appointment of a trained and professional agent able to give you expert advice and some impartial perspective on how much your home is really worth.

He or she will also act as a buffer between your sensitivities and the sometimes critical appraisal your beloved home will elicit from potential buyers.

Your agent should also ensure that you do not have prospective buyers tramping through your home at all hours of the day. A professional agent will make viewing appointments and give you enough notice to tidy up and to make yourself scarce, comfortable in the knowledge that the agent will look after your interests in your absence.

And, once you receive an offer to purchase, the agent will be able to guide you through the necessary legal requirements and keep you informed of progress, leaving you free to concentrate on your plans for your new home.

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Why you should have a showhouse

The showhouse concept has been criticised in recent times as being more of a marketing vehicle for the agent than the home and, in some instances, as an invitation to criminals to come in and "case" the property.

But serious buyers should still consider at least one showhouse as soon as possible after listing, because buyers are now calling the shots in most areas and they generally prefer to shop around to see what is available before making an offer.

Of course not every visitor coming to look at your property will make an offer, or even be interested in buying, but a showhouse is still an excellent way of getting potential buyers to include your property in their list of possible choices - provided you have the right agent in attendance.

Running a showhouse properly really does entail more than sitting around and handing out business cards. It takes an experienced agent to sift voyeurs from people really interested in buying the property, especially if the house attracts a lot of traffic on the showday. You will also not get much benefit out of the exercise from an agent who has not done his or her homework and knows little about you, your property, the neighbourhood and what most buyers in the area are looking for.

This is just another reason for serious sellers to choose their agent with great care.

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Think twice before you set a minimum

Home sellers who stipulate a hard -and-fast limit below which they will not consider any offers on their property may end up losing out.

It may be tempting to instruct your agent to not even show you offers below your stipulated minimum, especially in view of the huge gains in property prices registered in the recent past. But sellers should keep in mind that the property market is in constant flux and there is currently a discernible trend of resistance to high asking prices.

Buyers are concerned that although the interest rate is stable at the moment, there are still indications that upward adjustments will take place next year. Buyers are also increasingly value conscious and the banks are also being distinctly more cautious in lending.

Sellers should also be aware that an initial offer just slightly below their minimum could just be the starting point of negotiations which, in the hands of an experienced agent, may well lead to them achieving higher than -minimum price.

And, of course, price is not everything - sellers who have to relocate quickly may find a slightly lower, but unconditional, offer far better than a higher bid from a buyer who still has to obtain a home loan or sell his own property to make the deal "happen".

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