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FROM BERRY EVERITT

This year has been quite a rollercoaster ride. In contrast to the uniform gloom of 2009 and 2010, the real estate industry has had to deal with big – and rapid – highs and lows this year that have left us all somewhat breathless and definitely ready for a holiday.



Property prices starting rising and then fell back again, consumer and business confidence levels started to improve as a result of local economic conditions and then plunged as the depth of the European crisis became apparent. Wages rose and debt levels fell. Then inflation started rising and borrowing declined.

The industry attracted unwanted attention at the start of the year when several high-profile companies were accused of errant behaviour, but now public confidence in agents is much improved as word spreads about the new professional qualifications and the industry is increasingly formalised. In addition, the industry as a whole has coped really well with the introduction of the far-reaching Consumer Protection Act and the new Companies Act.

Meanwhile at Chas Everitt International in particular, the year has, on reflection, held far more positives than negatives, including the fact that we are now routinely reaching monthly units sales targets that seemed impossible a year ago. We have also established a premier presence on every major internet property portal in SA, in pursuit of our belief that online marketing is the way of the future. And most of all, we have taken the time to strengthen the people-based foundations of our group in preparation for the next growth phase, starting in 2012.

But now we figure we need a break too, so now it only remains for me to wish all our readers a peaceful and relaxing holiday season, safe travel and a well-rested and happy return to work next year.

In the news this month

How to crack a hot sale this summer

Sunshine and a pretty garden are great sales aids, but you'll need more than that to wow potential buyers in the summer holiday season – most of whom would probably rather be relaxing with a long cool drink than tramping around in the heat looking at homes for sale...

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Take care to get the best off-plan deal

Whether you are buying a starter home, retirement cottage or luxury townhouse, purchasing off-plan can be tricky, and you need to take extra care to avoid disappointment with the finished product...

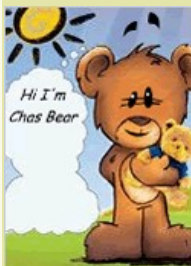
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Look out now for LEDs

The next big thing in 'green' lighting for homes, it seems, will be LEDs, which can save up to 80% of the electricity used by incandescent bulbs and up to 50% of electricity used by compact fluorescent lights (CFL)...

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Selection of most viewed Properties for November 2011

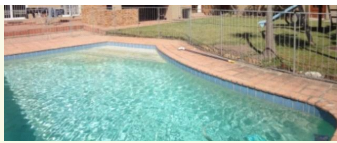


Meadowridge - R 2,075,000



Paulshof - R 1,410,000





Savannah Hills Estate - R 2,199,000



St Helena Bay - R 1,450,000



Eagle Canyon Golf Estate - R 4,795,000



Bedfordview - R 3,470,000



Douglasdale - R 1,200,000



Goose Valley - R 1,250,000



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.

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.co.za

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