



**PROPERTY
WORLD.co.za**

Our Story

Property World is a specialised residential Estate Agency founded in 1984. The company has an extensive track record in the exclusive marketing of select developments including Dainfern Estate in Gauteng, Selborne Park and San Lameer in KZN, Matumi in Nelspruit, and Steenberg Estate in Cape Town.

With its focus now on Cape Town, current projects include the vibrant urban living precinct of Century City, the trendy Burgundy Estate, the upmarket Atlantic Beach Golf Estate, and the newly launched Oasis Life retirement brand.

The combined experience of the members of this family-owned business totals more than 100 years, bringing to the table a wealth of expertise and knowledge. The niche focus of Property World on residential sales in these developments has enabled the company to achieve a dominant position in the resale market, consistently maintaining its position as the market leader in Century City.



Our Services

Covering all aspects of residential real estate - Buying, Selling and Renting - we are able to offer our clients an all-encompassing professional service & personal experience.

How does this benefit you as a Seller?



Buying / As the designated exclusive residential agents for Rabie, the developer of Century City, every new development in the precinct since inception has been purchased through Property World. This not only cements our position and reputation in the suburb, but has given us an unmatched database and network in the area, as well as an unparalleled knowledge of the product.

Selling / As the market leaders in Century City, we always have the largest selection of listings for Buyers to choose from. Prospective purchasers will always first approach the source with the most to offer, and since we have the highest number of listings and the largest online presence, we also cast the widest net for incoming leads.

Renting / Rentals and sales go hand in hand; the one feeds the other. Our large established rental portfolio supports our sales division. Many tenants evolve into buyers, and many landlords eventually become sellers, both of which contribute to our effectiveness at getting mandates and selling listings. This gives us a continual future client base.

Our Resale Performance

Over the last 10 years, we have **averaged 63 resales per year** in Century City.

R 1,3 billion
in resales in the
last 10 years.

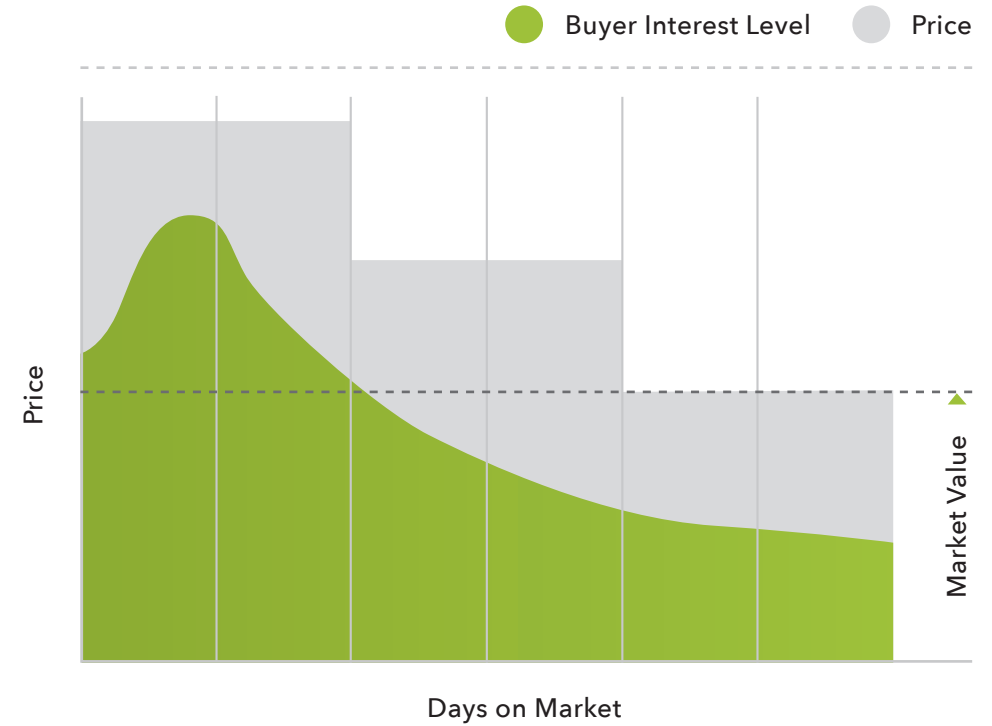
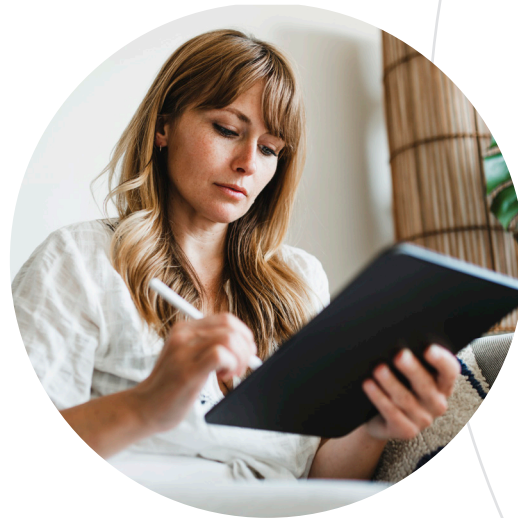


Property World
consistently maintains its
leading market share in
Century City, selling more
real estate than all other
estate agencies combined.

We sell **above 50%**
market share of all residential
resales in Century City.

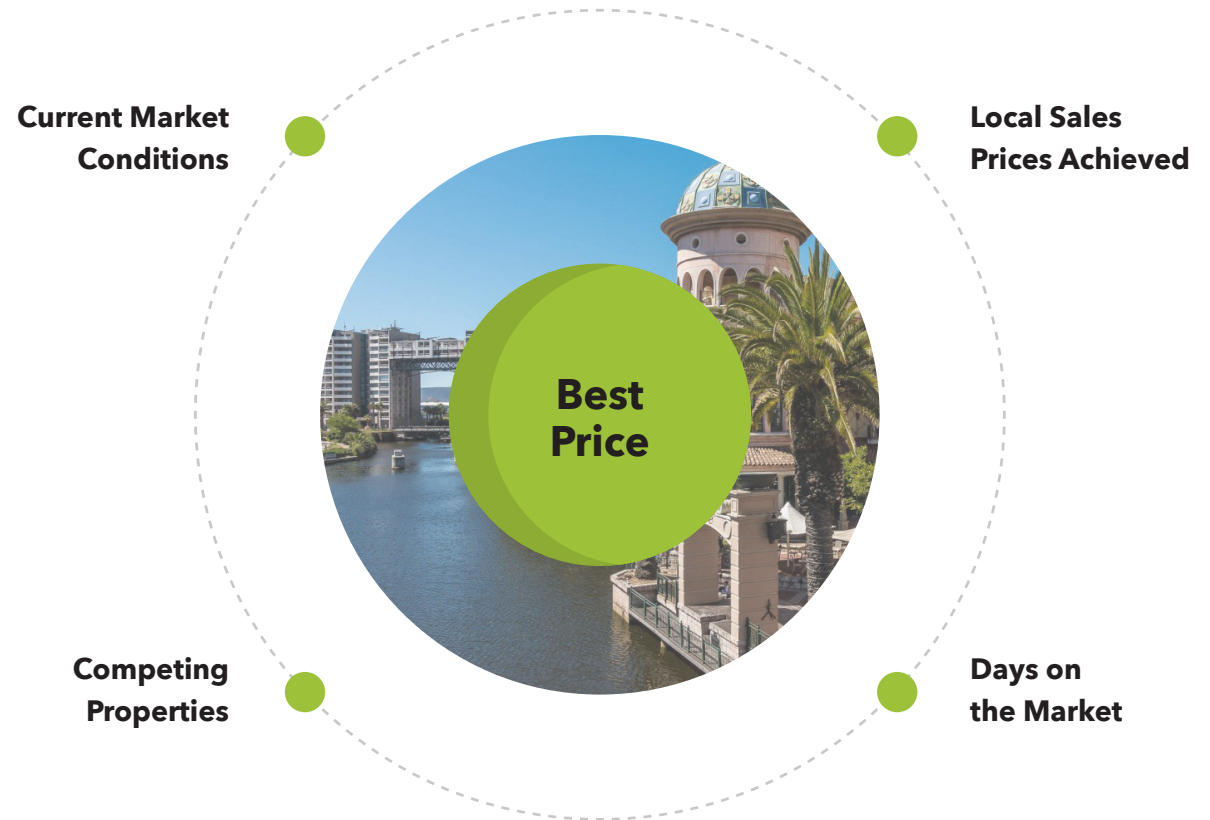
Pricing

Correct pricing is crucial for successful results. Competitive pricing will not only save you valuable time in the process, but fewer days on the market also ensures a higher selling price.



What determines market value?

We assess critical data, factors and circumstances to calculate the **most effective listing price** for your property, which is the ideal combination and blend between profit and saleability.



Open Mandate vs Sole Mandate



Open Mandate

With an open mandate, the agents are competing against each other to close any offer that comes along, regardless of it being in your best interest or not. It creates an agent vs agent scenario, rather than a buyer vs buyer scenario. This can lead to agent pressure to accept a lower offer, as well as other risks, such as:

- Agents advertising at different prices; undercutting each other
- Downgrading or belittling the property to clients that have already seen it with another agent
- Risk of a double commission claim (when more than one agent has dealt with the same client)
- Little to no loyalty or accountability

Sole Mandate

With a sole mandate, all potential buyers go through one channel. This creates an “open-cards” situation for the agent, giving them full disclosure and putting them in a stronger position to negotiate the best deal for you. The buyers compete against each other and we can ensure that the offer we recommend is indeed the best one. Our preferential marketing positions, many of which come at an additional expense, are all saved for sole mandate listings.





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(021) 555 0105

info@propertyworld.co.za

www.propertyworld.co.za

Bridgewater Plaza, 4 Conference Lane, Century City, Cape Town 7441