




FINEHOME
SOUTHERN AFRICA

**Why you should become a
Fine Home Franchise**

Fine Home offices across South Africa

Fine Home Southern Africa

Glen Quirk | Owner
083 452 6248
011 955 2524
14 Clare Street, Kenmare, Krugersdorp

Fine Home Agri

Sjoerd Alkema | Broker Owner
079 839 7991
323 Boundary Road, Walker's
Fruit Farms, Walkerville, Midvaal

Fine Home Aveo

Leseja Matsaung | Broker Manager
076 799 3426
18628 Platinum Close, Bramfisherville

Fine Home Aurora

Lourens Rautenbach | Broker Manger
Conrad Thiert | Broker Manager
076 316 4607 | 012 253 2270
10 Baldwin Street, Schoemansville,
Hartbeespoort

Fine Home Capital

Jackie Quirk | Broker Manager
081 504 3928
011 955 2524
14 Clare Street, Kenmare, Krugersdorp

Fine Home Capricorn

Owen Sadiki | Broker Manager
061 511 9447
Maungani Parkview Stand 324,
Thohoyandou

Fine Home Diamond

Nadine Quirk | Broker Owner
081 214 2551
14 Clare Street, Kenmare, Krugersdorp

Fine Home Elite

Werner Botes | Broker Manger
079 512 3766
016 423 7002
7 Limpopo Street, Three Rivers,
Vereeniging

Fine Home Empire

Shaun Debbes | Broker Manager
061 100 2948
17 Ocean Way, Sunset Beach, Milnerton

Fine Home Excellence

Lelani Momborg | Broker Owner
079 420 1392
064 136 6745
127 Kenneth Avenue, Greenhills,
Randfontein

Fine Home Focus

Rosabel Mututa | Broker Manager
078 078 4623
010 065 1466
612 Hunters Road, Northworld,
Randburg

Fine Home Gold

Rhona Moodley | Broker Manager
084 209 0275
391 Ondekkers Road, Florida Park,
Roodepoort

Fine Home Infinity

Reinette Balot | Broker Manager
083 898 3356
251 Woodville Street, The Meadows,
Pretoria

Fine Home Pearl

Rajesh Nathoo | Broker Manager
Shamit Bansi | Broker Manager
The Madison, 22 Umhlanga Ridge Blvd,
Corner Aurora Drive, Umhlanga Ridge,
Umhlanga

Fine Home Platinum

Andre Kleynhans | Broker Owner
083 276 1044
010 035 3636
816 Cascades Road, Little Falls,
Roodepoort

Fine Home Platinum

Ashveer Beni | Broker Manager
082 324 9934
9 Holly Street, Secunda

Fine Home Premier

Devan Venter | Broker Manger
063 684 0028
5 Boskraai Crescent, Fauna,
Bloemfontein

Fine Home Sapphire

Donnic Samuels | Broker Manager
083 358 9910
Block B, North Park, Black River Park,
2 Fir Street, Rondebosch

Fine Home Supreme

Thinus Killian | Broker Manager
082 894 7403
16 Gembok Street, Edelweiss, Springs

Fine Home Titan

Christo Maritz | Broker Manager
071 350 4193
4 Garden Business Park, 5 Ateljee
Avenue, Randpark Ridge

Fine Home Ultimate

Merissa Riadi | Broker Manger
062 605 2181
16 Gembok Street, Edelweiss, Springs

Organizational Chart



Glen Quirk

Owner / Founder

083 452 6248
011 955 2524
glen@finehome.co.za



Nadine Quirk

Co-Owner

074 509 5582
011 955 2524
nadine@finehome.co.za



Young Carr

**Regional Director
(Western Cape)**

064 369 3041
young@finehome.co.za



Shana-Lee De Koker

National Operations Manager

074 725 5586
011 955 2524
shana-lee@finehome.co.za



Dane Spangenberg

**National Rental Support and Training
Officer**

081 809 8721
011 955 2524
dane@finehome.co.za



Rainy Hunt

**National Marketing and
Communications Officer**

079 942 6915
011 955 2524
rainy@finehome.co.za



Devlin Theron

**National Marketing and
Communications Officer**

061 427 2278
011 955 2524
devlin@finehome.co.za

About us

Welcome to Fine Home Southern Africa where every day is a FINE HOME DAY!!!! Fine Home was established in 2015 by Glen George Quirk and has accomplished so much over the years to create a world where property services has always been his goal.

Glen has more than thirty years of experience in the Real Estate Industry and understands the values of customer service through property.

Goodness, Family, Trust, Excellence, Service, Bravery and Passion has led Fine Home to become one of the established Real Estate companies in South Africa. In 2018, Glen decided to franchise Fine Home, building the agency into a multi-franchise organization.

Fine Home offers an extensive footprint with dominance on leading property portals.

Our clients benefit from a bespoke service that is tailored to each customer's needs. The quality of service and commitment of our Property Practitioners have ensured that our customer retention rate is the highest in the Real Estate Industry.

Why Choose Fine Home

We are Dynamic, Professional, Fully Qualified, Highly Service Orientated, and CARE about you! Fine Home Real Estate Ethos rests on ethics, outstanding product knowledge, and individuality.

As a result of our innovative and continuous marketing efforts, we have become a familiar and sought-after brand within South Africa.

We continuously train our property practitioners in the basics of real estate, the ever-changing legal issues, and encourage our property practitioners with inspirational and motivational talks. This ensures that Fine Home property practitioners are well informed in their field. Our in-house marketing and advertising department ensures that your career and earnings will grow to new heights.

Fine Home uses a very comprehensive and up-to-date "Buyers / Tenant's Database" where we match individual buyer/tenant requirements to specific properties, and in the process minimize the timeline to source such properties.

Our aim is to provide you with remarkable and outstanding service!

Vision Statement

To become the largest leading independent real estate firm in South Africa. To deliver customer service beyond expectation, to entitle each and every franchise who embraces the Fine Home devotion to obtain financial accomplishment and quality of life deserved.

Mission Statement

To be the franchise company chosen by the public by delivering customer service beyond expectation, building customer relationships, and making real estate dreams come true.

Value Proposition

- Free log book training through our partners
- Free NQF 4 training through our partners
- Free NQF 5 training through our partners
- Free PDE training through our partners
- Free Fine Home email address
- Centralized data base
- Mentorship training in running your business ongoing
- Mentorship training in starting your own rental portfolio ongoing
- Market leading website.

Support Staff

Principal director with NQF 5
Full-time office / Administration manager
Marketing and social media specialist.

Full-time rental departments, inspections, maintenance, admin, follow-up, payment to the owner, payments to utilities, payments to levy, all queries from owners and tenants can be handled by our admin staff who are fully trained.

Training

- Regional training
- Seminars
- National training
- National awards

Business documents portal

- Sales documents
- Mandate documents
- Rental documents
- Employment documents
- SARS documents
- FICA compliance documents
- Valuation presentation pack with an action plan for your sellers
- Valuation presentation pack for your agents.

Added Value Proposition

- Sophisticated brand
- No restrictions on attorneys you want to use
- No hidden costs, caps, targets, or special penalties
- No restriction on trade
- No closed areas, work where you want
- Commission advance with no interest through our partners
- We will register and update your FFC at no cost to you subject to any penalties.

No need to reinvent the wheel

There is no need to incur the high cost in time and resources to try reinventing or refining strategies for your business. Everything you need is here. Therefore, you can focus on what you do best, while benefiting from the experience of experienced staff and focus the significant investment we continue to make in all aspects of our operations.

Mobile Connect

A mobile marketing program with a competitive advantage to get more listings from the competition and attract more buyer leads. Every property practitioner also receives a personal profile in the Mobile Connect System with a personalized text message for use on individual marketing materials as well as assisting buyers. Every buyer gets instant listing information on any listing. Plus, when they are interested in the property, the inquiry goes right to our Fine Home property practitioner.

Our core values

Quality customer service
Honesty and Integrity
Professionalism
Teamwork
Innovation and Adaptability.

Fine Home offers Franchisees a proven alternative with all the advantages of being in business for yourself, but not by yourself. By joining Fine Home, the resources to support your business are available, but without the usual disadvantages or liabilities.

The philosophy of being in business for yourself but not by yourself

Fine Home offers Franchisees unique advantages including the freedom of an independent business person and a broad range of support services.

- Retain the largest part of what you earn
- Independently negotiate your commission rates
- Build an investment portfolio without paying your broker commission
- Be as creative in your advertising as you wish
- Unlimited advertising and promotion of yourself and not only the company
- Be independent in your business decisions
- Set and achieve your own goals
- Concentrate on what is important to you
- Work closely with similarly motivated professionals.

FINE HOME GIVES YOU THE OPPORTUNITY TO BE THE BEST!!

Running your real estate business, the way you want to

At Fine Home we have a business program that will give you a system to run a successful estate agency practice within the Fine Home system. Build your own team of property practitioners at very low costs and see your financial success take off.

Earning all the commission and investing in your business growth the way you decide

At Fine Home you can build your own business with your own name for your own benefits.

Working alongside full-time professionals where the best can learn from the best

Fine Home is a leadership company where top Franchise Leaders can network dynamic synergy.

Your business working for you when you are on holiday

At Fine Home we have developed a business operating system that can increase your turnover , that gives you predictable returns and that works to bring you sales even when you are taking a break.

No area restrictions: No advertising restrictions, no growth restrictions, only opportunities for you to enjoy the success you dream

At Fine Home we have removed restrictions and implemented systems to facilitate your business.

Why no other system compares with Fine Home

After more than 30 years Glen Quirk has developed the Fine Home system that remains unique in the industry. No other business model in real estate comes close to duplicating what Fine Home offers its Broker / Manger. The combination of the following core factors makes the Fine Home network stand out from the others.

Reputation of brand

No other brand in real estate is perceived as representing the industry's most educated, experienced, productive, and professional real estate sales force whether the perception is coming from consumers or from within the industry itself.

Growth, momentum, continuity, and a focus on the agent

There are four other key areas where Fine Home stands above competitors: past growth, the momentum of growth, continuity of leadership, and a focus on the franchise as a customer. All are worth emphasizing to prospects. Our franchise is the most important & valuable essence of our business.

Continuity of Leadership

Underlying the unstoppable growth is another key point of differentiation between Fine Home and other real estate systems: continuity and quality of leadership.

Fine Home is owned and operated by the same real estate professional who started the organization, and the organization still runs on the same philosophy upon which it was founded the professional property practitioner is the only customer. Not the consumer, not a subsidiary company, not a trust, not a parent company, not preferred vendors, not ancillary feeder businesses, not entities with sub-licensing rights to the brand. Indeed, the Fine Home brand remains synonymous with just one thing quality property practitioner professionals.

- Maximum commissions
- Proven business system
- Advanced technology
- Fine Home Website
- Full CRM system
- Property 24
- Private Property
- Virtual Agent
- Property data system
- Company and personal profile
- Creation of marketing material.

Premier Market Presence

Premier Market Presence (PMP) is the Fine Home measure of business leadership and commitment to maximizing market share. PMP results from a large number of community-minded top-performing associates, giving superior customer service under a respected company banner.

What Fine Home PMP means to you

- More qualified property practitioners
- Enhanced public image
- Competitive edge
- Greater ease in acquiring listings
- More walk-in or call-in business
- Less time on the market for listings
- More properties sold at a better price.
- More repeat and referral business
- More commission income.

With over 8 years of Fine Home momentum, growth and associated production it can be measured in current Fine Home market strength and each new franchise generates more advertising, more referrals, more transactions and greater synergy for the entire Fine Home network. All this moves Fine Home even closer to its goal of Premier Market Presence (PMP) Fine Home is committed to community support.

Now's the time to take your real estate company to the next level

Features and Benefits of the Fine Home Website

DASHBOARD

This attractive, informative dashboard allows you to see and manage key information in your agency. View statistics, listing activities, daily reminders & tasks, and lots more. The dashboard also contains a simple but comprehensive menu system, a statistics panel, and birthday reminders.

TASK MANAGER

On-demand ability, on all key screens, to add and edit tasks and schedule them for email and SMS notifications for yourself or other property practitioners in the office. This is an integral element of our website and has extensive, easy-to-use capability.

Agency & Property Practitioner Profiles

Manage property practitioner's profiles via an easy-to-use interface with full contact details for each of your agents including personalized photo handling and profile information which is then displayed online.

Seller & Landlord (Owners) Management Residential & Commercial

Easy-to-use interface providing for adding, editing, and deleting of owners, property information, and listing details including easy-to-use photograph management.

Attractive Brochures

Create attractive brochures from a library of options that can be emailed directly from our website or saved to your local system or network for immediate or later use.

Key Events Table

Property practitioner activity is recorded in the Key Events table when listings have been added/edited, allowing users to view all activity/changes to listings as well as easy access thereto.

Populate Your Own Website

Property Solutions automatically populates your own website hourly 24/7, thus ensuring that your website designed by us is always up to date. We offer a variety of attractive website options at affordable prices to meet the requirements of large and small agencies.

Website Syndication

Capture once ... publish everywhere. No need to waste time capturing listings on different portals. Property Solutions will feed your listing info to all participating portals.

Buyer & Tenant (Contacts) Management Residential & Commercial

Easy to use interface for adding, editing, and deleting buyers and tenants and their purchasing or letting criteria.

Notes Recording & Action Dates

For all client categories & listings, record notes and set action dates for follow-up and reminders. View entries in the notes history table.

Email Handling

Communicate with your clients using ad hoc Email messages or message templates created and stored in the Message Library for quick and easy, ongoing use, including personalized bulk emailing capability. View entries in the email history table and choose to receive email reminders for follow-up.

Sms Sending

Send SMSs to any and all categories of people in your database including your owners, contacts, and colleagues. View entries in the SMS history table.

Match Listings Against Buyers / Tenants

Match your listings against your confidential buyer/tenant database using quick match functionality or a pivot table approach allows for more detailed filtering of results. Send emails and/or brochures of the results and store such email communications.

Match Buyers / Tenants Against Listings

Match your buyers and tenants against your listings using a quick match or pivot table allowing you to filter your buyers and tenants against the listing in question. Send emails and/or brochures of the results and store such email communications.

Introductions History

This feature stores in a common table in the database, who you have introduced to a particular property and their feedback. This table helps the user keep track of all properties introduced to clients

Buyer / Tenant Feedback

Record buyer/tenant feedback for particular listings in an easy-to-manage table. Share feedback reports with owners/landlords to keep them up to date with their property.

Documents Viewer

Create directories and store documents online giving you quick and easy access thereto. Directories are automatically generated by the system when a sales/rentals transaction is recorded for FICA Documents.

Financial Transactions

This module allows users to record their sales & rentals transactions (commission calculations; & splits; VAT amount); upload FICA documents; manage correspondence with attorneys and use the real estate transactions flowchart to help them manage the transaction process from start to finish.

Comprehensive Reports

We provide a comprehensive suite of reports for managing your stock, owners, contacts, mandates, agents, etc.

Training

We provide “one-to-one” training using Skype for talking and sharing of screens to help you settle quickly and easily into using our website. There is also, a comprehensive help section with manuals and other guidelines at your fingertips.

What this means:

- Property listings management software
- Property listings software
- Property sales management software
- Property practitioner software
- Client management systems
- Owner management software
- Match listings against buyers
- Property management software
- Buyer management software
- Match buyers against listings
- Customer relationship management
- Sales operations management software

Advantages To The Fine Home Franchise

1. Highest Allowable Compensation

In addition to the monetary compensation, the Franchise can enjoy the opportunity of working with other full time, successful professionals, the franchise constantly benefits from an environment of ideas, enthusiasm, success and synergy.

2. Professionalism And Experience Of Fellow Associates

Top producers like to associate with other top producers. One of the benefits of affiliation with Fine Home is that good producers tend to become much more productive when they work with and emulate the top franchise in the industry.

3. Independence And Opportunity To Be In Business For Yourself

Top franchise's want the freedom to do what they do best. Sell real estate, they do not need to be shown how to do their job, nor do they want to ask permission for everything they do. With few limitations, the Fine Home franchise is able to be very independent.

4. You Set And Attain Your Own Goals

Fine Home does not require production quotas; they have the freedom to set goals, take holidays and work under their own pressure, not someone else's.

5. Large Company Image From Signs

Most sellers equate high volume sign exposure and sales exposure and sales production with success. Because the Fine Home concept attracts only the professional top producers, the number of "For Sale" signs and real estate transactions conducted in the neighbourhood are valuable to the image of the company and generate a considerable amount of additional leads.

6. Attractive Professional Offices

A professional office atmosphere will contribute to your enthusiasm, as it presents the kind of image client's trust.

7. Voice In The Operation Of The Company

One of the many advantages of the Fine Home program is you have an opportunity to express your views on how the company should be operated. Our franchise vote to institute changes to the daily operation of the business.

8. Be Part Of An Enthusiastic Winning Team

Fine Home property practitioners are happier with their higher earnings, their unlimited budgets, and the opportunity to share in a group synergy with other highly motivated, skilled, professional property practitioners.

9. Fringe Benefits Of Affiliation With A Large Real Estate Organisation

The benefits of an accepted professional image within the community generates a considerable amount of leads.

10. Reputable Of Being Associated With A Progressive, Fast-moving Real Estate Team

It is important for you to know others in the industry respect you for your association with a professional team.

11. Opportunity To Experiment And Be Creative

The Fine Home concept allows you to greater flexibility without stringent rules and controls. You have the freedom to experiment with personal promotion, mail shots, sales techniques etc. That personally produce effective results.

12. Professional Sales Staff To Service Listings & Offer Excellent Service To Sellers & Buyers

13. All The Advantages Of Owning Your Own Company Without Disadvantages

14. Personal Pride Of Being In The Business For Yourself

Fine Home Awards

Fine Home offers annual awards to all property practitioners within Fine Home. The awards categories are as follows:

Annual Club Awards Threshold

- Newcomer Achievement Award - R 100 000 & Must have joined in the calendar year.
 - Silver Club - R 100 000 R 299 999
 - Gold Club - R 300 000 R 599 999
 - Platinum Club - R 600 000 R 999 999
 - Millionaires Club - R 1 000 000 R 1 4999 999
 - Diamond Club - R 1 500 000 +
-
- Agent of the year - Commissions earned
 - Most Units Sold Within the calendar year
 - Most units Rented Within the calendar year
 - Highest Rental Turnover within the calendar year
 - Franchise of the year - Overall performance
 - Broker Owner / Manager of the year – Commission-based, Performance and growth within their office.

Career Awards Thresholds

Fine Home Hall of Fame - R 5 000 000 & a Minimum of 5 years service with Fine Home

Chairman's Club

Individual offices will be recognized monthly for their total registered commissions earned. A Chairman's Club report will be sent out monthly listing the offices that have achieved the relevant threshold.

Chairman's Club Thresholds

Double Diamond	R 20 000 000	+	
Diamond	R 9 000 000	-	R 19 999 999
Platinum	R 6 600 000	-	R 8 999 999
Gold	R 5 000 000	-	R 6 599 999
Ruby	R 4 000 000	-	R 4 999 999
Pearl	R 3 000 000	-	R 3 999 999
Silver	R 2 000 000	-	R 2 999 999
Emerald	R 1 000 000	-	R 1 999 999
Bronze	R 350 000	-	R 999 999

Fine Home Franchise opportunities

Elite Operation	Home Operation
Branded Commercial Office	Branded Home Office
Upfront License Fee: R15 000	Upfront License Fee: R15 000
Monthly License Fee: R2 000 per location	Monthly License Fee: R2 000 per location
Gross Income Royalty Fee: 8 % on successful sales and rental transactions	Gross Income Royalty Fee: 8 % on successful sales and rental transactions
Earn 92 % commission on your own sales	Earn 92 % commission on your own sales
Franchise Agreement term: 5 Years	Franchise Agreement term: 5 Years
Property Portals: Franchisees must subscribe to Private Property, Property 24 and Property Data at their own cost.	Property Portals: Franchisees must subscribe to Private Property, Property 24 and Property Data at their own cost.
Franchise Territory to Sell/Rent: Anywhere in South Africa	Franchise Territory to Sell/Rent: Anywhere in South Africa
Office Premises: 2 km radius from another office but all agents allowed to sell or let in any radius area.	Office Premises: 2 km radius from another office but all agents allowed to sell or let in any radius area.
Passive & Bond Origination Income: Franchisees can earn up to 0,3 %. Incentive from Ooba. Property practitioner can earn 0,1% per bond on registration.	Passive & Bond Origination Income: Franchisees can earn up to 0,3 %. Incentive from Ooba. Property practitioner can earn 0,1% per bond on registration.
Recruit as many agents as you want anywhere in South Africa	Recruit as many agents as you want anywhere in South Africa

Example of commission breakdown (50 | 50 split)

R 100 000 excluding VAT
Property Practitioner on a 50 | 50 split

Property Practitioner

R50 000

- R9 000 (18% PAYE)

- R 500 (1% Managing Fee)

= R40 500 (Payable to Agent)

Broker / Manager

R50 000

- R8 000 (Royalty Fee)

= R42 000 (Gross Commission)

- R7 560 (18% PAYE)

- R 420 (1% Managing Fee)

= R 34 020 (Payable to Broker / Manager)

R 34 020 x 5 Agents = R 170 100

Royalty fee can be shared between property practitioner and broker / manager

Example of commission breakdown (70 | 30 split)

R 100 000 excluding VAT
Property Practitioner on a 70 | 30 split

Property Practitioner

R70 000

- R12 600 (18% PAYE)

- R 700 (1% Managing Fee)

= R56 700 (Payable to Agent)

Broker / Manager

R30 000

- R8 000 (Royalty Fee)

= R 22 000 (Gross Commission)

- R 3 960 (18% PAYE)

- R 220 (1% Managing Fee)

= R 17 820 (Payable to Broker / Manager)

R 17 820 x 5 Agents = R 89 100

Royalty fee can be shared between property practitioner and broker / manager

**Training Course – From Logbook to NQF 4 & NQF 5
Introduction Training
Week 1 (3-Day course)**

DAY 1 - GETTING STARTED

- Regulating bodies
- Real estate jargon
- Education regulations
- Background and overview
- Restrictions of a property practitioner
- Duties and responsibilities of a property practitioner
- Duties and responsibilities of the principal

DAY 2 - ACTS AND CODES IN RESPECT TO THE REAL ESTATE INDUSTRY

- Compliance with the PPRA Code of Conduct
- Compliance with the Estate Agents Affairs Act
- Compliance with the MLS Code of Conduct (if applicable)
- Compliance with the Financial Intelligence Centre Act
- Compliance with the Consumer Protection Act
- Compliance with the Rental Housing Tribunal
- Compliance with the Protection of Personal Information
- Compliance with the National Credit Act

DAY 3 - GETTING STARTED - LIGHTS CAMERA AND ACTION

- Job vs Career vs Business
- Wealth creation
- Skills required / Skills taught
- Sales personalities
- Minimum daily activities
- On-Boarding program
- Basic real estate
- Toolbox
- Understanding the Four Stages of Growth
- Steps to success
- Setting smart goals
- Time management / Time blocking

Training Course Doing Paperwork Week 2 (3-Day course)

- Listings
- Mandates
- Procurement Agreements
- Agreements of Sale
- Lease Agreements
- Property Condition Report i.r.o. CPA & PPB
- Addendums
- Annexures
- Material Conditions
- Suspensive Conditions
- Resolute Conditions
- Ratification Clause
- Special Conditions
- Tacit Conditions
- Latent Defects
- Patent Defects
- Voetstoets
- Fixtures and Fittings
- Occupation & Possession
- Deposits
- Proceeds

The Power of Prospecting Week 3 (2-Day course)

- The Real Estate Jungle Be Known or Get Known
- List or Crash
- Cash generators
- Database
- Sphere of influence
- Top of mind
- Be different - Be relevant
- Know your farming area
- Area demographics
- Know your competition S.W.O.T
- Working your farming area
- Introducing yourself and your company - How?
- Momentum + Consistency = INCOME
- Prospecting Sources - Why? Who? Where? When? and How?
- Plan your Work - Work your Plan
- Manage – Measure - Monitor
- Targets – Goals – Leads generation
- Marketing
- Social Media

Training Course Mandates Week 4 (2-Day course)

- “He who holds the stock, controls the market”
- Mandate Preparation and Presentation
- Different types of Mandates
- Sole/ Exclusive Mandate = Guaranteed Income “Post dated cheque”
- Objectives prior to a mandate presentation
- Scripting
- How to secure a Sole and Exclusive Mandate
- Benefits of a Sole and Exclusive Mandate
- Objection Handling during a Mandate Presentation
- Responsibilities of the seller during the Sole & Exclusive Mandate
- Responsibilities of the property practitioner during the Sole & Exclusive Mandate
- Marketing Plan Mandates
- 90 Days’ Notice
- Sellers estimated costs
- Calculating Professional Fee Net and Gross Price.
- Protecting your Professional Fee
- Overcoming objections
- Transfer Duty or VAT
- Capital Gains Tax
- Valuation Letter

Week 5 (4 Day course)

DAY 1 (WEEK 5)

- Who Controls the price?
- Listing vs Sales Price
- Reasons for overpricing
- Advantages of the correct price
- Pitfalls of overpricing
- The right price
- Valuations
- CMA
- Progression and Regression
- Property cycles
- Bull and Bear Markets

DAY 2 (WEEK 5) - WORKING WITH SELLERS

- Taking control
- Scripting interview
- Qualify the seller - Motivation Temperature Gauge
- Motivation to Sell 5 D's
- Price counselling
- Presenting the offer to the seller
- Negotiations
- Protecting your commission
- Overcoming objections
- Feedback
- Aftersales services
- Being different.

DAY 3 (WEEK 5) - WORKING WITH BUYERS

- Sourcing buyers
- Advertising
- Show Houses and more
- Qualifying your buyer
- Needs vs Wants
- Willing and Able
- Finances etc.
- Why a buyer will buy vs Not buy?
- Closing techniques
- Overcoming objections

DAY 4 (WEEK 5) - AFTERSALES SERVICE

- Your Role is to assist the buyers and sellers
- Reason for proper communication between stakeholders.
- Registration Process
- At the office
- At the bank
- At the Bond Cancellation Attorney
- At the Bond Registration Attorney
- At the Transfer Attorney
- At the Deeds Office
- Follow-up and Feedback

Training Course Logbook and Portfolio of evidence

LOGBOOK

- Draft contract of
- Background and overview
- Scope of practical projects
- Workplace experiences
- Induction
- Product training
- Law
- Finance
- Marketing
- Leasing of property
- Management
- Administration
- Paralegal

PORTFOLIO OF EVIDENCE

- Personal section
- Induction
- Performance appraisals
- Product knowledge
- Self-development
- Law
- Finance
- Marketing
- Management
- Administration
- Paralegal
- Marketing electives finance
- Questionnaire

Once the Logbook is completed you can proceed to your NQF 4 qualification

Upon completion of the NQF 4 should the property practitioner want to continue the property practitioner can proceed to do a NQF 5 qualification.

The Marketing Campaign

The Marketing Campaign is a way for Property Practitioners to introduce themselves to the market and at the same time get to know their market and focus area in terms of what the market has to offer.

This presentation will guide the property practitioner in a step-by-step program to succeed in the campaign.

9 Steps to Marketing success:

- Identify
- Street Information
- Excel Sorting
- Agent Zone
- Virtual Agent
- Marketing Boards
- Drops
- Call
- Persistence



Blue Print to Real Estate Power

The Objectives and Goals of Blue to Real Estate Power

To reduce the frustration during the first three months when joining the Real Estate Industry by minimizing the “trial and error” and lowering the extremely vertical learning curve which ultimately results in a 60% failure rate of people entering the industry. To create a program and blueprint for success in building one’s very own Real Estate practice which guides and mentors one on a daily basis for 90 Days. Thereby guaranteeing a higher rate of success. At Fine Home Real Estate we have identified training as the key ingredient to our growth and success over the next five years. The responsibility to succeed as a result of this program is up to you. You are required to dedicate yourself to the study and mastery of the program material. You are urged to apply this information to the active pursuit of sellers, buyers, transactions, and your own personal growth.

INDIVIDUAL GOALS TO BE ARCHIVED WITHIN THE 90 DAYS

- To achieve sales of not less than R2 500 000 .00
- To obtain a minimum of 3 good quality M.L.S mandates
- To host a minimum of 2 show houses per month



Daily social media posts



Marketing Material

Personalized Flyers / Drops



FINEHOME
Capital

Buying

Selling

Renting

Fine Home Property Practitioners:

- PROFESSIONAL
- EXPERIENCED
- RELIABLE
- EFFICIENT
- QUICK #100
- COMMITTED

A Real Estate Company With a Purpose

Our aim is to provide you with remarkable and outstanding service!
Fine Home Real Estate Ethos rests on ethics, outstanding product
knowledge and individuality.

Contact us today for Professional Real Estate Advice.

011 955 2524
www.finehome.co.za
14 Clare Street, Kenmare, Krugersdorp



FINEHOME
Capital

BUYING | SELLING | RENTING

For all your property needs
Phone me today!

FREE PROPERTY VALUATIONS

011 955 2524
info@finehome.co.za
www.finehome.co.za



FINEHOME
Diamond
www.finehome.co.za

Let me help find your dream home!

As a property professional with many years of experience, I pride myself on personalized service for each of my clients in buying, selling, and renting.

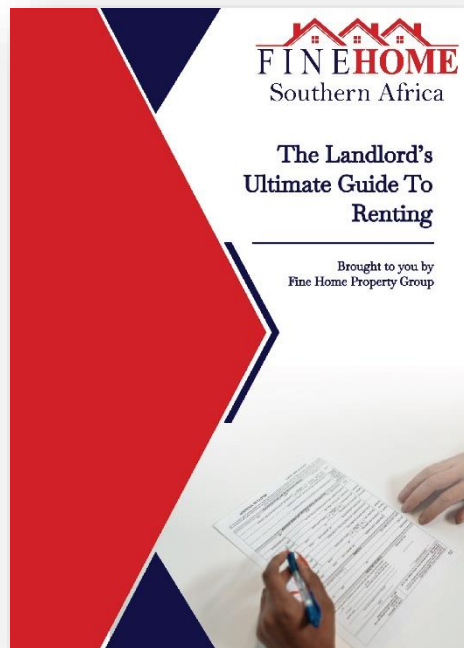
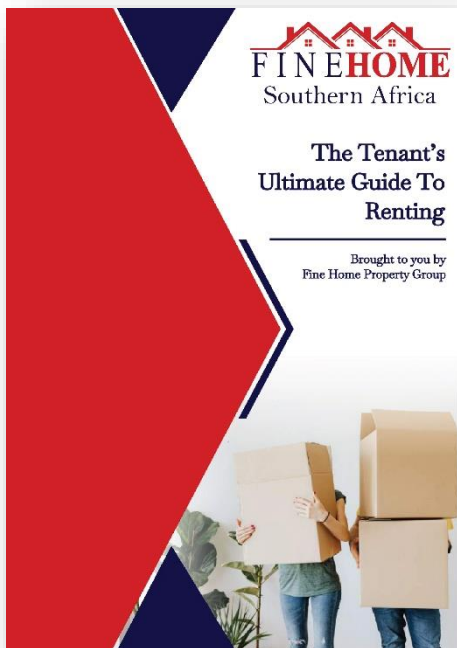
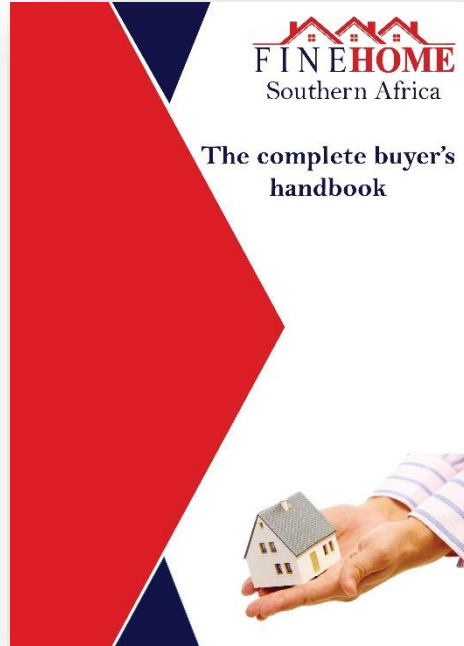
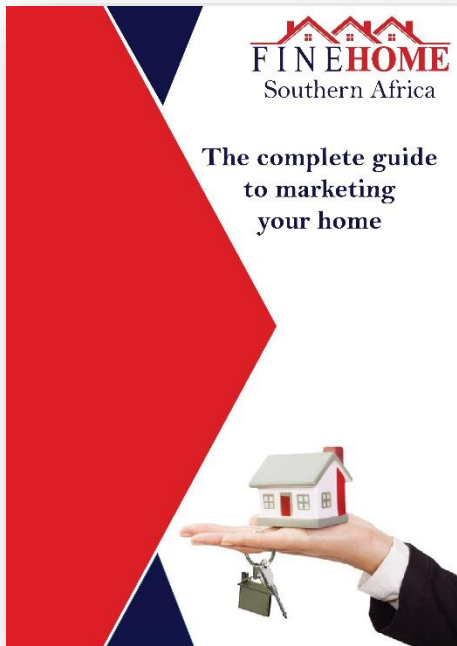
Let me help you with all your property needs

BUYING | SELLING | RENTING

Nadine Quirk | Property Practitioner
C | 074 509 5582
E | nadine@finehome.co.za

Marketing Material

Informative marketing booklets





Everyday is a Fine Home Day



FINEHOME
SOUTHERN AFRICA

www.finehome.co.za