



Your Home Seller's Guide

**FROM  
JUST  
LISTED**  
*To Sold*



# WELCOME

## LET'S GET YOUR PROPERTY SOLD

Thank you for considering R&R Real Estate. We're truly excited about the opportunity to work with you.

Selling a property isn't just about putting up a sign and waiting for offers - it's a carefully planned process that requires strategy, experience, and trust. Whether you're moving on, scaling down, or looking for something new, our goal is simple: **to make your sale as smooth, stress-free, and successful as possible.**

This presentation will walk you through:

- How we understand and market your home
- How we price strategically and negotiate powerfully
- The proven plan we use to get results
- Why choosing the right agency (and the right mandate) matters

At R&R Real Estate, we combine national reach with boutique service - meaning your home will receive both broad exposure and individual care.



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- 📍 Howick, KZN



## HELP ME GET TO KNOW YOUR HOME

Every home has a unique story, and we aim to share yours with sincerity. Before showcasing your property, we want to learn what makes it special to connect with the right buyers and emphasize its key features.

Here are a few things you can share with us:

- **What do you love most about living here?**  
(Is it the morning light in the kitchen? The view from the patio? The quiet street?)
- **Are there any hidden gems?**  
(Like a reading nook, a sun trap, or a cleverly designed space?)
- **What makes the location special to you?**  
(Proximity to schools, parks, friendly neighbours, or walking routes?)
- **Have you made any updates or improvements?**  
(Think renovations, eco features, smart upgrades, etc.)
- **Anything buyers should know that they might not see?**  
(Comforts, energy efficiency, unique layout quirks, or lifestyle perks)

These personal insights help us write more compelling listings, create stronger marketing campaigns, and ultimately find the perfect buyer. Your home isn't just a property - it's a place someone will fall in love with. Let's tell its story right.

## Why Use an R&R Agent?

Selling your home is one of the biggest financial decisions you'll ever make - and who you choose to represent you matters.

At R&R Real Estate, we go beyond listing your property. We act as your strategic partner, your local expert, and your most determined advocate.

### Here's why sellers choose R&R agents:

#### Local Knowledge That Counts

We're deeply connected to the communities we serve — from the KwaZulu-Natal Midlands to Bedfordview and beyond. Our insight into current buyer trends, neighbourhood value, and local pricing ensures your home is positioned to attract serious, qualified buyers.

#### Tailored Marketing, Not One-Size-Fits-All

Your home is unique — and so is our marketing. From professional photography and customised brochures to premium listings on Property24, Private Property, Rightmove UK, and JamesEdition, we ensure your home is seen by the right buyers, locally and internationally.

#### Proven Negotiators

We don't just bring offers — we bring results. Our agents are trained to negotiate the best possible price and terms for your property, ensuring a smooth transaction from start to finish.

#### Trusted Support at Every Step

Selling can be overwhelming. Your R&R agent will guide you through pricing strategy, marketing, show days, legal requirements, and closing — with clear communication and genuine care throughout.

#### We're Boutique – and That's a Good Thing

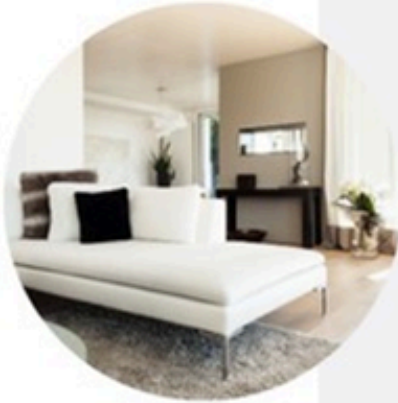
As a boutique agency, we offer personalised service, agility, and attention that bigger franchises simply can't match. Our clients aren't just numbers — they're neighbours, friends, and valued partners.

Choose an R&R agent and experience what it means to sell with confidence, care, and results.

*Let's get your home sold — the right way.*



# At R&R Real Estate, our pricing strategy is backed by data.



We consider recent sales, active competition, buyer demand, and your property's unique features to determine an accurate value.

### **Why it matters:**

Overpricing can delay a sale and create buyer doubt. A well-priced home attracts more interest, serious buyers, and can even lead to multiple offers.



### **Key Pricing Factors:**

- Market Conditions: Supply, demand, and economic outlook
- Comparable Sales: What similar properties are selling for
- Perceived Value: Emotional, functional, and prestige appeal



We'll give you a realistic price range and recommend a strategic listing price to ensure maximum exposure and a confident sale. Our focus is not just listing - it's selling smart.



# CREATE A HOME TIMELINE

## Week 1-2: Preparation

- Declutter, clean, and repair.
- Stage the home.
- Complete mandate documents (sole or open).
- Complete FICA documentation.
- Professional photography and video.
- List on major portals (R&R Real Estate, Property24, Private Property, RightMove).
- Launch social media marketing and email alerts.
- Notify buyer database and WhatsApp groups.

## Week 3-6: Viewings & Marketing

- Private showings and possible open house.
- Weekly feedback reports.
- Qualify buyer leads with bond originator (e.g. Evo Midlands).

## Week 6-8: Offers & Negotiation

- Receive and review offers.
- Negotiate price and conditions (subject to bond, sale, inspection).
- Sign Offer to Purchase.

## Week 12-14: Registration & Handover

- Property registers in buyer's name.
- Utilities finalised, keys handed over.

## Week 8-12: Transfer Process

- Appoint transferring attorney.
- Buyer secures bond and pays transfer duty.
- Compliance certificates arranged.

**Note:** While most offers typically come in during Weeks 6 to 8, it's important to understand that every property is different. The agency may secure a buyer sooner, or it may take longer depending on market conditions, price alignment, and buyer interest. We remain proactive throughout and will adjust the strategy where needed to secure the best possible outcome.



# Home Prep Checklist for Photoshoots

Maximise your home's appeal in every frame

## General Prep (All Rooms)

- Open all curtains and blinds to let in natural light.
- Turn on all lights (replace blown bulbs).
- Hide cords, chargers, and remote controls.
- Remove personal items (family photos, excess décor).
- Declutter surfaces (counters, shelves, tables).
- Wipe down mirrors, windows, and glossy surfaces.
- Vacuum or mop floors and tidy carpets.
- Hide bins, laundry hampers, and pet bowls.
- Tuck away shoes, handbags, jackets, etc.

## Living Room

- Fluff and straighten cushions.
- Fold throws neatly.
- Clear coffee tables of clutter.
- Turn off ceiling fans and TVs.

## Outdoors

- Sweep patios and entryways.
- Hide bins, garden tools, or pool equipment.
- Arrange outdoor furniture neatly.
- Mow lawns and tidy flowerbeds.

## Bathrooms

- Remove toiletries and bath mats.
- Hang fresh, matching towels.
- Clean mirrors, sinks, taps, and tiles.
- Close toilet lids.

## Bedrooms

- Make beds with clean, neutral bedding.
- Clear nightstands except for one simple item (e.g. lamp).
- Hide laundry, clothing, and personal items.

**Pro Tip:** The camera sees everything. A clean, bright, neutral space always photographs best. Less is more!

# Your Custom Marketing Plan with R&R Real Estate

At R&R Real Estate, we believe every home deserves more than just a listing — it deserves a bespoke marketing strategy designed to showcase its full value and reach the right buyers.

**Here's how we market your property to achieve the best price, in the shortest time, with the least stress:**

## Professional Presentation

- High-Quality Photography & Video Walkthroughs
- We use professional photographers to capture your home's best features and create visually striking listings.
- Custom Brochures & Feature Sheets
- Buyers walk away with a professionally designed brochure that highlights your property's key selling points.

## Powerful Online Exposure

- Featured Listings on South Africa's Top Portals
- Your property is listed on Property24, Private Property, and our R&R website, with premium placement for maximum visibility.
- International Reach
- We advertise globally on Rightmove UK and JamesEdition, attracting international buyers and investors.

## Social Media Targeting

- Facebook & Instagram Campaigns
- We run targeted ads and engaging posts that reach thousands of potential buyers — including local movers and upcountry buyers looking to relocate.
- Reels & Stories
- We produce short-form, high-engagement video content to highlight your home in a fresh and relatable way.

## Strategic Buyer Matching

- Our Buyer Database
- We actively match your property with qualified buyers from our database — many of whom are actively searching and pre-approved.
- Agent-to-Agent Networking
- We share your listing within our trusted network of agents across KZN, Johannesburg, and beyond to increase exposure.

## Showdays & Private Viewings

- Staged & Scheduled to Impress
- We plan each viewing with precision, offering flexible private appointments and impactful showdays — all designed to make buyers fall in love.

## Constant Feedback & Communication

- Weekly Progress Reports
- We keep you in the loop with regular updates, viewing feedback, and clear market insights so you can make informed decisions.

**Let's craft a strategy that works. Partner with R&R Real Estate and give your home the professional exposure it deserves.**



# UNDERSTANDING MANDATES

Why a sole mandate works best

**When it comes to selling your home, the type of mandate you choose can have a big impact on the success of your sale.**

## **Open Mandate**

This allows you to list your property with multiple agencies at once. While it may seem like you're casting a wider net, it often leads to:

- Conflicting marketing messages.
- Lack of accountability.
- Duplicate listings and confusion among buyers.
- Less agent motivation and focus.

## **Sole Mandate (Our Recommendation)**

A sole mandate gives one agency the exclusive right to market and sell your property - and it comes with real advantages:

- **Focused Marketing**  
We invest more time, energy, and resources into professional photos, targeted advertising, and premium listings - because we're fully committed.
- **Clear Buyer Communication**  
All buyer enquiries are managed through one channel, ensuring no leads are missed or mishandled.
- **Better Price Protection**  
With one consistent strategy, we can protect your asking price and negotiate confidently on your behalf.
- **Accountability & Service**  
You know exactly who is responsible - and we take that seriously. You'll receive regular updates, feedback reports, and personalised support.

**It's not just about listing your home; it's about selling it smartly, securely, stress free and successfully.**

# Seller's Pre-Listing Documentation Checklist



- Copy of Approved Building Plans:** Ensure you have municipal -approved house plans, including all extensions and outbuildings.
- Title Deed:** Obtain a copy of the title deed to confirm property ownership and check for servitudes, right of ways, or title conditions.
- Municipal Rates Bill:** Provide the most recent municipal rates account for verification of rates and taxes.
- Utility Costs:** Prepare a 3-6 month breakdown of monthly water and electricity charges to help buyers estimate running costs.
- Occupational Rent Expectation:** If you plan to remain after transfer, clarify potential occupational rent.
- Mandate Agreement:** Decide on sole or open mandate; a sole mandate allows focused marketing and reduced confusion.
- Sectional Title Specifics (if applicable):**
  - Copy of Conduct and Management Rules.
  - Latest Levy Statement.
  - Financials & Insurance Policy.
  - Body Corporate contact details.
- Disclosure Document:** Complete a seller disclosure form to note defects and repairs done.
- Home Features Summary:** Provide a list of home features and recent upgrades (e.g., solar, inverter, borehole).
- Security Details:** Include alarm system info, neighbourhood watch affiliation, and gate access procedures.
- State/HOA Rules:** If in a gated estate, provide estate rules and clearance requirements.
- Tenancy Info:** If tenanted, include lease agreements and deposit status.
- FICA Documents:** Certified copies of ID and proof of address (not older than 3 months).



# LET'S GET IN TOUCH

## HOWICK

**Address:** 40 Main Rd,  
Howick, 3290  
**Phone:** 033 001 0328

## PMB

**Address:** 24 Howick Rd, Town Hill,  
Pietermaritzburg, 3201  
**Phone:** 033 001 0327

## JOHANNESBURG

**Address:** 14A Elizabeth Rd,  
Bedfordview, Johannesburg  
**Phone:** 083 230 1869

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