



RENTAL DIVISION

THE REAL DIFFERENCE

- Offering Landlords a fully comprehensive service aimed to satisfy their needs.
- The sophisticated Referral Network is an unrivalled source of potential tenants, both Nationally and Internationally.
- My service track record, based on credibility, sincerity and integrity is backed by 27 years of experience, highly developed marketing backup and a professional support system that has been tried and tested to deliver results.

MARK BOTHA'S PROFILE

- Entered Real Estate market in 1989
- Founded his own company BOSS Realty back in 1999 and re-established under the platinum banner now been **BOSS Platinum Real Estate**.
- Head hunted to be Branch Manager of Pam Golding Glenvista 2008-2012.
- The Rental Division administers a portfolio of properties throughout the South of Johannesburg and Alberton areas, many on behalf of absentee owners.
- Mark's own personal brand has become a house hold name in The South of Johannesburg with this comes the awareness that ensures a wide spectrum of clients who seek the services to assist them with their rental requirements.

COMPANY'S PHILOSOPHY

- To offer professional, personalised service of the highest integrity
- To maintain standards at all times and in all situations
- To maintain an excellent public image through extensive exposure
- To market effectively and innovatively.
- To be at the cutting edge of the property industry
- To be a positive and progressive participant in the New South Africa

OUR MARKETING STRATEGY FOR YOUR PROPERTY

- Assess your property and determine the optimum possible rental return.
- To qualify prospective tenants as suitable candidates for your property from our vast, National and International referral networks.
- To plan advertising you property in the local press.
- To advertise your property on our web-site.
- Endeavour to match the vast number of telephone, "walk-in" and e-mail tenant enquiries with your property.
- Make appointments for prospective tenants to view your property.
- Screening tenants, which include the relevant credit bureau checks, obtaining references from previous Lessors, if applicable and obtaining bank references where required.
- To give you feedback and progress reports as and when necessary.
- Take instructions from the Lessor in respect of drafting the Agreement of Lease, with due regard to any special conditions that may pertain to the specific property.
- Please note that we require an up-to-date copy of the latest Body Corporate or House Rules, if applicable.

MARKETING BENEFITS

Mark Botha- OFFICE

- Offices situated in prime position of Bassonia and centrally situated between The Glens and the Alberton areas.
- Substantial footfall of prospective tenants due to locality of offices.

Website

Markbotha.co.za

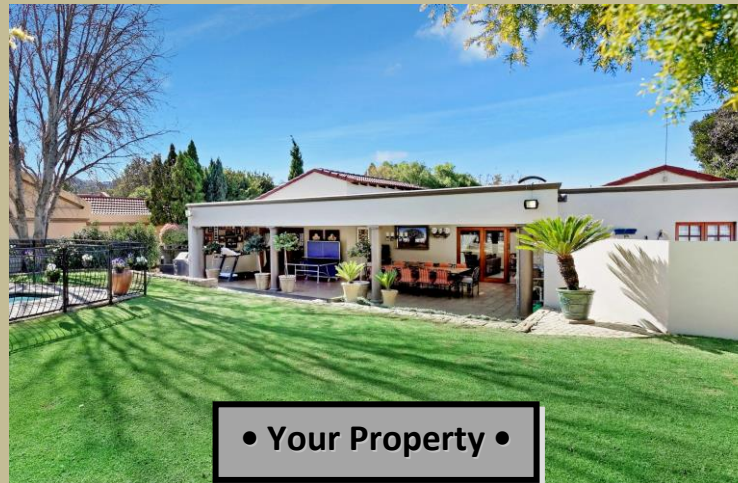
- Well positioned on Google
- Affiliated to over 30 other national websites.
- Over 1000 hits per month

International Referral Network

- Through other affiliated partners in the International Property arena

Rental Division

- Specializing in residential and commercial letting
- Over 200 properties leased / managed to date
- Full service to landlords including and not limited to screening of clients and



Marketing Brochures

- Local distribution of property Brochures including including Property Portfolio and Caxton's Newspapers generic drops

Exhibitions

- In all local shopping centers quarterly
- Ongoing regional and national Exhibitions of properties held by our affiliated partners.

Advertising

- National and Regional media Coverage
- E-mailers to existing data base built up over 24 years through successfully marketing properties.

Experienced Property Consultants

- Company ethos - integrity and Professionalism
- Formalized ongoing training Programmes
- Highly motivated

Showhouses

- Show houses nationally result in the highest number of computerized buyers and tenants on the system by category
- Exposure of the brand

Market Share

- Significant market share attained for a small independent agent/ boutique operation active in all areas and dominant in the top end of the market

BROKERAGE OPTIONS: LONG TERM RENTALS

FULL RENTAL ADMINISTRATION OF PROPERTY

- The company does the necessary credit and reference checks.
- Negotiates and draws the lease agreement with due regard to special conditions that may pertain to the property.
- Arrange for a pre-occupation inspection of the property, where possible and advise / assist the lessee to complete a defect list where required.
- See to the payment of monthly rentals by the lessee and ensure same is paid to the Lessor, less commission, via our electronic banking service.
In the event of a tenant defaulting in respect of rental and / or any other payment, negotiate, in consultation with the lessor where necessary, with the lessee in order to obtain payment and advise the lessor of steps we deem appropriate in attempting to recover same.
- Take care of necessary disbursements in respect of the property i.e. rates, levies etc and monitor the payment of the tenant's obligatory charges. (Please let us have a copy of your latest rates / water levy account)
- Inspect the property when necessary and liaise with the Lessee / Lessor in respect of any requests related to the property.
- We account to the Lessor on a monthly basis in respect of rental received, and all expenses incurred, advising, where necessary, of any maintenance / repairs required.
- Advise the Lessor at expiration of the Agreement of Lease in respect of a suggested rental increase and secure fresh tenants, if needed.
- For this option the agency/agent charges brokerage of 7% of the total lease value, plus VAT (If applicable) payable upfront and 10% of the monthly rental receivable from the lessee, in terms of the lease agreement, which is deducted from the monthly rental, received by the Agent/Agency from the Lessee.

OR

PROCUREMENT OF TENANT ONLY

The Company procures a tenant, in consultation, where necessary, with the Lessor, subsequent to having the necessary credit and reference checks done.

Negotiates and draws the lease agreement.

Other than the first month's rental, which is paid to the Agent/ Agency, the Lessee pays the rental directly to the Lessor and each party i.e. the Lessor and the Lessee are respectively responsible for enforcing their respective rights against one another in terms of the Lease Agreement.

Advise the Lessor at expiration of the Agreement of Lease in respect of a suggested rental increase and secure fresh tenants, if needed.

In this instance, 7% of the total lease value (Amount X The Period) is payable from the first month's rental to the agent/ Agency and the deposit is held by the Landlord.

Should the lease be extended beyond the initial period, the brokerage percentage is negotiable for the renewal period but generally is charged at 5 % and paid to the agent or Agency directly by the lessor.

Please note the above is subject to change without prior notice.

SUGGESTIONS TO HELP LET YOUR PROPERTY

- Present a neat well cared for home.
- Tidy up the grounds, porches, garage and yard free from refuse.
- Keep lawn trimmed, edges cut, garden cared for and well watered.
- Have a sparkling, clean swimming pool.
- Ensure fascias and all woodwork is clean and painted / varnished.
- Your front door gives a vital first impression while an agent and prospective lessee wait for you to answer the bell. Be sure it is scrubbed clean or painted if necessary.
- If any decoration is needed (especially kitchen) do it now! Bathrooms help let homes.
- make these rooms sparkle.
- Keep all steps clear of hazards.
- Don't forget to have all light sockets filled with bulbs and covered with shades if necessary
- Fix leaking taps, wash dishes, put away clothes and straighten up newspapers.
- Keep pets out of the way when showing (some people are genuinely afraid of dogs)
- Avoid having too many people present during viewing. The potential lessee will feel like an intruder and will hurry through the house. Do not allow children to tag along on the visitors' tour.
- It is preferable to leave showing to the agent. The agent has discussed the special features of your home prior to the appointment and knows the lessee's requirements. You will be called if needed.
- Don't discuss anything concerning the lease with the lessee. Let the agent discuss rental, terms, occupation and other issues with the lessee.
- Market home 2 to 3 months before desired occupation by lessee.
- Easy access is important – let us have a set of keys if property is vacant.
- Do not advertise the property yourself (Security aspect)

WHAT ARE THE STEPS IN LETTING MY PROPERTY

- 1> The Lessor mandates The agent in terms of the CPA letting mandate , based on the Agent/agency's rental assessment of the property, to let his / her property, (mandate attached).
- 2> The Agreement of Lease is concluded between the Lessor and the Lessee, having been brought together by the Estate Agent.
- 3> After signature of the lease, the Lessee makes the initial payments (the damages deposit) together with lease / administration fees and obligator stamp duty due on the lease agreement.
- 4> A copy is forwarded to the Lessee and Lessor.
- 5> Depending on the Brokerage Option chosen, we either administer the property on a monthly basis, or settle the lease in respect of a tenant procurement only.
- 6> After payment of the first months rental, the tenant takes occupation of the premises, at the commencement of the lease; if we are administering the property, we conduct the initial inspection together with the Lessee and record any defects in the premises; attaching a copy of such list to he lease agreement, if applicable.
- 7> If administered, rental is paid monthly in advance to the Agent/ Agency and paid to the Lessor less the relevant commission and VAT (if applicable) and other agreed expenses. Payments to our Lessors are done electronically.

Any issues that require attention are referred to the agent/agency by the Lessor and/or the Lessee e.g. maintenance, repairs etc. for us to obtain quotations and have the issues attended to.

Before expiry of the Lease Agreement we take instructions from the Lessor as to whether he wishes to continue letting the premises, upon which we would then convey same to the Lessee and negotiate an extension to the Lease Agreement at an appropriate rental increase (only applicable on leases longer than 12(Twelve) months and a new fixed term contract/ lease will be drafted for the renewal period in terms of the CPA. If the Lessee does not wish to renew the Lease Agreement we would, based on the Lessor's instruction endeavour to procure a replacement tenant, advising the Lessor with respect of a rental increase.

Inflated Rentals

Means Less Money
to Lessors

Creates Impression of
Bad Value

Lengthy
Negotiations

Lower Level of
Tenant Activity

Forces Rental
Reduction

Lack of Tenant
Interest

Attracts Low
Offers

The Inflated Rental Cycle

Tenants Eliminate
property without
Viewing

Makes Competing
Rental Properties Look
More Attractive

Extends Marketing
Time

Overexposed
Property

Reduces Advertising
Response

More Inconvenience
to Lessors and
current tenants

Decreases Number
of Showings

