

NEWS

Understanding the fine print of bond origination

Green Door Advanced Home Loans (Pty) Ltd has distinguished itself with its service ethos since it entered the market for bond origination in February 2006. CEO and founder Director of Green Door, Gerrit Ellerman, was convinced that there was still space for yet another organisation in a congested market place where numerous start ups struggle against major players for market share. Ellerman was a regional manager of one of South Africa's largest retail banks. From his vantage point at the 'other side of the fence' from those requesting bond financing, he observed how often applications went awry because of an inadequate fit between the assessment of client needs and the requirements of the banks and financial institutions.

Green Door was therefore founded to offer the public a knowledgeable service that really understands the fine print of bond origination. Green Door originators know and understand the very fine print of bond origination. They are trained to view applications from both the perspective of the applicant and the perspective of the bank so that applicants get exactly what they need.

Green Door underpins their special service ethos with a collaborative and networked approach that helped them in establishing a national footprint in the space of a year. They have presentation in Pretoria, Limpopo, East and West Gauteng, Eastern Cape and Northern Natal.

Contact Green Door at 082 788 4270 or 082 498 6328

No sign of a downward trend in SA property market

Despite reports of a deceleration in sales in the wider SA residential property market in the past year, Lew Geffen Sotheby's International Realty has reported a 54% increase in turnover for the financial year ended Febru-

ary 2007. "This is despite ongoing rumours regarding a cooling of the market and buyer resistance in the wake of last year's interest rate hikes", says Barak Geffen, Executive Director of Sotheby's International Realty South Africa.

Contributing to the substantial rise in turnover was a 25% increase in the average price of homes sold by the group, which rose from R1,218 million for the previous year to R1,5 million for the last year, Geffen adds. The company outperformed the general market – the ABSA house price index showed house prices rose an average of 14% y/y in the fourth quarter of 2006, accelerating to 15.4% y/y in February. "This is a direct result of the organisation gaining more market share among astute property investors in the upper price segments who are seeking out the service delivery provided by a world-class realtor," he explains. "We are 21% up on sales volumes for the year, excluding sales volumes from new office openings.

This reinforces the increase in business being generated by our established franchisees across the country. "In the last few months leading up to the end of the financial year we concluded some of our biggest sales to date, breaking record prices along the Eastern Cape, Garden Route, Cape Town's Atlantic Seaboard and Johannesburg's most sought after suburbs".

In the last two months alone, Lew Geffen Sotheby's International Realty, Atlantic Seaboard, generated sales in excess of R120 million in value. "With buyers safe in the knowledge that interest rates are not likely to be hiked further this year, in light of the Reserve Bank Monetary Policy Committee's decision in February, we expect to see sustained buoyancy at

the lower end of the market this year. Our view is supported by recent stronger-than-expected housing market data, which has prompted many economists to upgrade their house price growth forecasts for 2007.

"Meanwhile, the heat at the top end of the market is being sustained by a constant stream of international buyers investing in what to them remain exceptional properties, in a beautiful country, at bargain prices relative to global norms."

St Francis Bay becoming destination of choice for permanent home buyers

Being an unspoilt and scenic destination, the popular coastal town of St Francis Bay, situated halfway between Knysna and Port Elizabeth, continues to draw home buyers from around the country, and from overseas.

With a number of new residential developments in the area currently well under way, now a new trend is emerging, says Richard Arderne, Pam Golding Properties' area principal, whereby a higher percentage of home buyers in these new developments are purchasing for



Exterior view of this upmarket home right on the beachfront at St. Francis Bay, on the market through Pam Golding Properties at R4,75 million.

property in Dubai, nor is there any Capital Gains Tax. The currency is the United Arab Emirate Dirham (AED or DHS), which has been fixed to the United States Dollar at a rate of 3.67 for numerous years in order to ensure currency stability. Dubai has very simple regulations regarding visas.

Thirty-three European, North American and Asian nationalities are stamped in on arrival at the airport, at no extra charge. Other nationalities can arrange visas through hotels or UAE embassies and consulates world-wide.

DITASA training academy – Dare to compare

To select a suitable training academy on the new entry level qualification for real estate agent, you have to score the training academy! The Development Institute and Training Academy of Southern Africa (DITASA) is proud to announce that they obtained a full score as Training Academy. DITASA has been awarded a full accreditation status as a training provider by the Service SETA. Learners that enrol with the Academy will be trained on a registered National Qualification by qualified Facilitators and evaluated by registered Assessors and Moderators.

Green Door facilitates origination for members

A unique business opportunity has been created for stakeholders in the real estate industry, said Gerrit Ellerman, CEO of Green Door Homeloans. By teaming up with the Exodus Group, headed up by Alex Fenwick and Stefan Louw, we have created a service and support offering to all Green Door offices throughout South Africa.

Green Door will capture, facilitate and manage the origination process while member offices of Green Door can focus on their core business. Members will receive start-up training as well as in-office

consulting to maximise productivity and profitability.

The Green Door model provides the opportunity for especially estate agents, attorneys and developers to integrate origination as part of their services while creating alternative income streams while using their current infrastructure. Because of the training and support offered by Green Door, current employees of members can be adequately trained so that origination can be done "in-house" while quality is ensured. Memberships are offered at highly competitive pricing while excellent bond commission percentages ensure a return on investment.

Moreland enters new era as Tongaat Hulett Developments

Well known land management and property development company, Moreland, has changed its name to Tongaat Hulett Developments. This change follows the unbundling and separate JSE listing of Hulamin and the introduction of BBEEE shareholding in both Tongaat Hulett Limited (25%) and Hulamin (15%). Tongaat Hulett has transformed into an integrated agri-processing company, including land management, property development and agriculture. For Tongaat Hulett Developments, the rebranding marks the start of a repositioning process, which includes a number of significant changes and new priorities.

It brings the 70 strong development team closer to the 35 000 strong organisation and expands the development horizons from North of Durban to SADC. Tongaat Hulett Developments will broaden its business model and product portfolio and together with empowerment partners, Ayavuna Investments, will implement the Mpakathi Trust aimed at benefiting black communities neighbouring its developments.

Tongaatt Hulett has formulated a long-term sustainable land management/planning model to ensure that commercial agricultural land is available for its agri-processing operations. When land is no longer prime agricultural land, or comes under ur-

ban development pressure, Tongaat Hulett Developments explores alternative land uses to optimise its value. These include developments, such as Zimbali, Mount Edgecombe, Umhlanga New Town Centre and Bridge City, which will link Inanda, Ntuzuma KwaMashu and Phoenix, creating a hub of economic growth. New nodes include Shogweni, Cornubia (Mount Edgecombe north), Sibaya and Zimbali Lakes, and longer term – La Mercy, Compensation Flats, Tinley Manor, Zinkwazi and Thukela. Tongaat Hulett Developments will also explore opportunities within the company's SADC land holdings.

Colliers seeks to expand

Colliers International launched the newest of the existing six divisions, Colliers Residential in May 2007. Colliers International intends on using this division as a means of injecting its valuable expertise and international networking opportunities into the South African residential market.

Colliers International is actively seeking established Estate Agencies to join in expanding the South African network. Only top performing agencies across South Africa will have the opportunity to be selected as a Colliers licensee. Colliers International has taken a fresh approach to its competitors when recruiting licensees, in that no initial license fee is charged. According to Brian Falconer – Joint CEO of Colliers Residential, the negation of the initial license fee removes the largest, and unimportant, barrier to top performing licensees to join the group.

A large joining fee is in the short term interest of the shareholders. Colliers have therefore decided to waive the initial upfront fee in the interest of attracting only the best agencies to join the existing network. Colliers embraces the value of entrepreneurial flair, and the role which it has played in establishing each of its agencies. Each agency has been operating successfully operating under its' unique procedures and relationships. Therefore, Colliers Residential is open to dual branding and not prescriptive to licensees regarding