



Are you a New Estate Agent?

Are You Interested in a Career in Real Estate?

You need to make sure of two things:

- (1) that you choose the correct estate agency to become a member of, and
- (2) that you find out as soon as possible how to become successful as a new real estate agent.

As you are looking for information that has real substance in developing a successful real estate career, it is important that you should know that CCH is a company that cares about the agent's success. We are committed to technology, training, and resources that are available. We offer an agent friendly environment where real usable information on how to become an successful agent are continuously provided – i.e. information that has real substance in developing a successful real estate career. Training to use software etc. is either a telephone call or an e-mail away to the virtual assistant – whilst a travelling assistant to help you in your own home office is available in the Winelands & Northern Suburbs of Cape Town. CCH will assist you in changing from your present company to us in a seamless fashion. The CCH system is driven by the principals, dedicated mentor agents and the qualified assistants who act as coaches and a company that cares about the agent's success.

Please find below the things our company offers. We will support you by putting the tools into action. We will add value to your learning process via our daily updates of new trends, market information and via practical inputs of the principal and your dedicated mentor agent.

Gaining relevant information about the industry, its inner mechanisms and how it operates as well as the role players in it is very important. The real estate industry to outsiders can be perceived as being covered under a veil of myths and secrecy. It is so much more difficult to become a successful part of the real estate world than joining a structured corporate environment with a safety network and a guaranteed income. The lure of earning large commissions and your inherent driven and entrepreneurial characteristics should however not cloud your judgment. Joining an estate agency with quality and experienced members with an established network in their operational area, is more important than joining a national brand. In the real estate world you are as good or strong as your "circle of influence" – where 70% of all property sales are generated.



What makes CCH different?

The majority of agents in South Africa work on a 50/50 commission split and for a “boss” – the broker owner of the estate agency. They are all **dependent** agents who do not have total control over their own transactions. They are all obliged to adhere to structured and sometimes restrictive marketing techniques – which can be to the disadvantage of the marketability of their client’s property. Dependent agents are not in control when they negotiate commission with the sellers and most of the time has to adhere to office policy of minimum commission earnings.

At CCH the agents are independent operators who work for themselves and have total control over each transaction.

- CCH members to earn 55%, 65%, 70%, 80% or 90% of the total sales commission. Members can adjust their commission splits with a month (30 days) notice. The different models have different cash flow requirements – i.e. runs along different monthly expense accounts. A comprehensive spreadsheet is available for discussion.

CCH Associates & Affiliates					
55/45	65/35	70/30	80/20	90/10	Commission Splits
R20	R308	R458	R921	R1381	Total Monthly Costs – Administration + Internet Marketing

- High bond commission structures up to 0,4% - more than double paid by most competing agencies;
- CCH subsidizes the agent’s printed marketing expenses with part of the commission the company earns;
- CCH contributes 1% towards the agent’s long term financial security with part of the commission the company earns – as a loyalty contribution into an investment account.

Further benefits of become a CCH Member:

- On-going and relevant training material and an allocated mentor
- Administrative back-up of virtual and traveling assistants
- Working from home as part of a virtual office – when it suits you
- Long term financial advantage of an investment account
- Work time flexibility - no compulsory and unproductive office shifts



- As a CCH sales associate you become a member of an agency who is not area restricted. Members can operate in any area – irrespective of their membership to a specific CCH office.
- Adjusting the original commission split regime you have contracted when joining CCH is adjustable with a 30 days notice period - whenever it suits your personal needs or situation. This freedom does not exist with the majority of estate agencies.
- Freedom to develop your own brand within CCH – i.e. to either join CCH as a principal with your own corporate identity or to change your membership status whenever it suits you from an associate status to a CCH affiliate.

Training

CCH had been contracted to In Recognition, a leading company in the training industry, to provide during 2009/10 real estate training (RPL) – i.e. NQ4 training to CCH members. CCH had been awarded 50 SETA bursaries to the value of R300 000 for its members during this period.

CCH members are registered with the Institute of Estate Agents who provide training on an ongoing basis to estate agents at a discounted rate – both for sales and rentals.

CCH rental agents receive free TPN (Tenant Profile Network) training – as CCH is a subscribed TPN user company.

CCH legal panel of conveyancers provide monthly legal training sessions to CCH members.

CCH members receives on a daily basis training and / or motivational materials as well as industry related news and developments from CCH.

Contact details:

If you are interested in working alongside the real estate industry's most productive practitioners as part of one of the fastest-growing real estate organizations in the area, contact Etienne Labuschagne at etienne@cch.co.za or at 082 561 7065 for Cape Town Northern Suburbs or Benhard Wiese for the Boland (Winelands) and other areas at benhard@cch.co.za or at 084 6112293.

