



## **Joining CCH as an Entrepreneurial Minded & Experienced Agent**

CCH (Cape Coastal Homes and City Country Homes) aim is to help you built your career and own business. We will give you access to the tools we successfully has been employing – but would have been difficult to maintain or to afford on your own.

We offer an agent friendly environment where real usable information on how to increase your business 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 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.

### **Tools**

A variety of tools will give you the ability to overcome issues that hinder other agents that would like to work as independent associates, empowering you to move away from a conventional 50/50 commission split scenario to up to a 90/10 commission split. Experience and successful agents are always paying a large portion of their commission towards a system which subsidizes other less successful agents. By paying half of their commission, they indirectly contribute to the maintenance of the office infrastructure as part of the business model of conventional "brick & mortar" estate agencies.

At CCH, we want you to focus on SALES – as our income depends on your success!

When you join our team you will have access to administrative support that will free up your time allowing you to make the most of your business.

- Provision of on-going and relevant training material and an allocated mentor
- Administrative back-up of virtual & traveling assistants
- An office website with a range of agent productivity tools
- Access to the widest internet coverage available (47 websites)
- The option of a personal website and domain name with powerful marketing tools
- Marketing account to manage monthly cash flow requirements
- Chance to built your own team of agents

### **Other advantages**

- Long term financial security of an investment account – fed by streams of passive income via recruiting and mentoring commission earned from new CCH



- members recruited by yourself, loyalty contributions by CCH office and referral commission by service providers
- Electronic & Printed Media Advertising at discounted rates
- 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.
- 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.

### What makes CCH different?

CCH associates earn the **highest net commission** in the industry – a spreadsheet with a comparative analysis between the different commission models available in the industry is available for discussion.

Running both a conventional and virtual office, makes it possible for CCH to allow:

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

- High bond commission structures of up to 0,4% (VAT inclusive) – more than double paid by most competing agencies;
- CCH subsidizes the 65%, 70% and 80% members printed media marketing expenses with respectively 4%, 4% and 3% of the commission the company earns;
- CCH contributes 1% of the companies commission towards the agent's long term financial security – i.e. 10% of what the company earns from e.g. 90% members as a loyalty contribution into an investment account



## **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.

Members receive on a daily basis from CCH training or motivational material as well as industry related news and developments.

### **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](mailto: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](mailto:benhard@cch.co.za) or at 084 6112293.