sentalon

FOR SOUTH AFRICAN ESTATE AGENTS

The Listing Playbook

Ten ways to find sellers and win the listing, with the scripts, the costs in rand and what the law allows.



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READ THIS FIRST

What this is, and how to use it

Nearly two in three South African agents say finding sellers is their number one need[1]. Only about one in four hit their sales target last year[1].

This playbook is every practical way we know to change that. Each play fits on one page and follows the same layout: what to do, what to say, what to count, and what the law allows.

Do not try all ten. Find your stage on the next page, start with the plays marked for it, and run them for 90 days before you add another.

What is evidence and what is practice

Nobody has measured which of these plays produces the most mandates in South Africa. Where a number comes from a study, it carries a small source number and the source is listed on the last page. Everything else is working practice: what experienced agents do, written down in order.

Nothing here is a promise of income, and it is not legal advice. Check anything you are unsure of with your principal.

WHAT ONE SALE IS WORTH TO YOU			
SALE PRICE	YOU KEEP 50%	YOU KEEP 70%	YOU KEEP 82%
R1.5m	R37,500	R52,500	R61,500
R2.5m	R62,500	R87,500	R102,500
R4m	R100,000	R140,000	R164,000
At 5% commission before VAT and before income tax[2]			

Why 5% and not 7.5%

The industry's own body has said real commissions sit between 4% and 6%, and that 6% is the exception[2]. Work your numbers on what you actually achieve.

Why sole mandates

One accountable agent, one price in the market, one story for buyers. In one Seeff branch, 70% of sales came from sole mandates[3]. In the UK, homes listed with several agents took 64% longer to sell and were 56% more likely to have the price cut[4]. No national South African figure exists.

STEP ONE

Find your stage

Your stage is set by what you keep in a year, not by how busy you are.

Sales in the last 12 months × Your typical sale price × 5% × The share of commission you keep = **What you keep a year**

Example: 12 sales × R2m × 5% × 70% = **R840,000**. That is Stage 3.

STAGE	YOU KEEP A YEAR	WHAT IT LOOKS LIKE	WHAT HOLDS YOU BACK	START WITH
1 · Referrals	**Under R300,000**	New, or selling to people you know. About seven sales a year is the national average[5].	Nobody outside your circle knows you sell here.	**Plays 1, 2, 3, 5**
2 · Farm	**R300,000 to R700,000**	Known in one area. Income arrives in bursts.	Enquiries come and go. Follow-up lives in your head.	**Plays 2, 4, 6, 8 and the callback system**
3 · Momentum	**R700,000 to R1.5m**	Consistent. You win most presentations you get.	Not enough presentations. Your hours are full.	**Plays 7, 8, 10. Test Play 9.**
4 · Advertise	**R1.5m to R3m**	The name in your suburb. You can fund steady advertising.	More enquiries than you can call back.	**Play 9, the callback system, the mandate meeting**
5 · Team	**R3m and more**	Top producer or small team, several suburbs.	Everything still runs through you.	**Play 9 across areas. Hand off callbacks.**

Why Stage 4 is the advertising line

Running seller ads properly costs R25,000 to R30,000 a month once you count the adverts and the work. That is R300,000 to R360,000 a year. For it to stay under a fifth of what you keep, you need to keep about R1.5m[6]. Below that line the other nine plays give you more for your money.

Why mandates a month misleads

Four mandates a month at R1.5m on a 50/50 split keeps about R1.1m a year. Two a month at R2.5m on an 82% split keeps about R1.5m[6]. Count rand kept, not boards up.

BEFORE THE PLAYS

Three rules behind every play

Each play finds you a seller. These three decide whether that seller signs with you.

1

Be first to call

In a 2024 US test, mystery shoppers sent more than 100 enquiries to 25 estate agencies. About 47% never got a reply, and the typical reply took 39 minutes[7]. An older study of 384 agencies found the same: 48% unanswered[8]. No South African test has been published.

A homeowner who asks one agent has usually asked three. The first one to phone gets the appointment. **Your target: a call inside five minutes, every time.**

2

Ask for the sole mandate, every time

An open mandate makes you one of several agents racing to bring any buyer at any price. A sole mandate makes you responsible for the result, which is the only position from which you can afford to market a home properly.

Most agents do not lose the sole mandate. They never ask for it clearly. The words are on page 16. If the seller insists on two agencies, a joint mandate is still a listing worth having. An open mandate rarely is.

3

Price with evidence

In mid-2025, three in four homes sold for less than the asking price, by 9% on average[10]. About 30% of homes sell in the first month and 60% within three[11]. Nationally the average home takes about 11 weeks to sell, and around 14 in Gauteng[10].

The agent who wins the mandate with the highest number usually loses the seller three months later. Bring the last five sales, show a range, and let the evidence set the price.

> **The words to use**
>
> You offer a **market assessment** or a comparative market analysis. Only a registered valuer may offer a valuation, and the regulator has warned agents about presenting one[12]. All your marketing material must carry the words "Registered with the PPRA"[13].

PLAY 01

Past clients and referrals

The cheapest mandate you will ever win comes from someone who already trusts you. Most agents never ask.

COST	TIME A WEEK	BEST FOR	FIRST RESULTS
Free	**2 hours**	**Every stage. Start here.**	**2 to 8 weeks**

Do this

1. **Build one list.** Every seller, buyer, show-day visitor and enquiry you have ever had: name, address, phone, date, how they know you.
2. **Mark each one A, B or C.** A would recommend you tomorrow. C barely remembers you.
3. **Contact five a day.** Start with the As. Use a reason: a transfer anniversary, a sale in their street, a rates change.
4. **Ask one question.** Not "are you selling?" but "who do you know that's thinking of moving this year?"
5. **Ask on handover day.** Every transfer ends with two requests: a Google review and one introduction.
6. **Twice a year,** offer every past client an updated market assessment of their home.

WHATSAPP TO A PAST CLIENT

Hi Thandi, it's Lerato. Two homes in your street sold this year, at R2.1m and R2.35m. Want me to send you a short note on what that means for yours? No obligation. Reply STOP if you'd rather not hear from me.

COUNT EVERY WEEK

- [ ] **Contacts made this week**
- [ ] **Introductions received**
- [ ] **Assessments requested**

WHAT THE LAW ALLOWS

You may message people who are already your clients about similar services, as long as they could opt out when you took their details and can opt out in every message. Anyone who says stop comes off the list for good.

WHERE AGENTS GO WRONG

Messaging the whole list once with "thinking of selling?" and never again.

MAKE IT WORK HARDER

Put every transfer anniversary in your calendar on registration day. It gives you a reason to call each year.

PLAY 02

Farm one suburb

Sellers call the name they have seen most often. Pick one area small enough that you can be that name.

COST	TIME A WEEK	BEST FOR	FIRST RESULTS
About R770 a month for sales data, plus printing	**3 to 4 hours**	**Stage 1 and 2**	**3 to 6 months**

Do this

1. **Choose 300 to 800 homes** where sales actually happen. Check the last 12 months of transfers before you commit.
2. **Pull the sales, street by street.** Price, date and days on the market for the last 12 months.
3. **Write a one-page street letter.** Three recent sales in that street or the next one, what they tell an owner, your photo and number.
4. **Deliver 100 a week,** by hand or by post. Come back to the same streets every six weeks.
5. **Walk it.** Every conversation goes into your list with a next date.
6. **Give it six months.** Farming fails when agents stop at week five.

THE STREET LETTER

Three homes in Cliffendale Drive changed hands this year: R2.1m, R2.35m and R2.6m, after an average of 9 weeks on the market. If you'd like to know where your home sits against those, I'll put a market assessment together for you, free and with no obligation. Lerato Botha, 082 000 0000.

COUNT EVERY WEEK

- [ ] **Letters delivered**
- [ ] **Conversations in the farm**
- [ ] **Assessments requested**

WHAT THE LAW ALLOWS

A printed letter is not an electronic message, so it does not need opt-in. Use sold prices only, never the owner's name, and stop delivering to anyone who asks. Call it a market assessment, not a valuation.

WHERE AGENTS GO WRONG

Covering 3,000 homes once instead of 500 homes eight times.

MAKE IT WORK HARDER

On letters to a street where you have sold, add one line by hand: "I sold number 14."

PLAY 03

Show days that find sellers

A show day is the one afternoon the whole street is allowed to walk into a house. Half the people who do own a home nearby.

COST	TIME A WEEK	BEST FOR	FIRST RESULTS
Boards and printing	**Sunday afternoon, plus 1 hour**	**Stage 1 to 3**	**1 to 6 weeks**

Do this

1. **Invite the neighbours.** On Thursday, drop 50 invitations in the surrounding streets: "Come and see what homes here sell for."
2. **Register every visitor.** Name, number, and a tick box that says you may contact them.
3. **Ask everyone one question:** "Do you own in the area?"
4. **Hand over the street sales sheet** from Play 2. It is the reason they will take your call.
5. **Follow up that evening,** while they still remember the house.
6. **Report to your seller on Monday.** Numbers through the door, what they said, what you will do next. Weekly reports are how you keep a sole mandate.

AT THE DOOR, AND THAT EVENING

"Welcome. Do you live nearby? Then you'll want this: every sale in these streets this year."

Later: "Hi Sipho, Lerato here. Thanks for coming through today. You mentioned you're in Olympus. Would it help to see what homes like yours have sold for this year?"

COUNT EVERY WEEK

- [ ] **Visitors registered**
- [ ] **Owners in the area**
- [ ] **Follow-ups sent the same day**

WHAT THE LAW ALLOWS

Your register must say why you are collecting details and give a tick box for consent to be contacted. Pointer boards are set by your municipality's by-law, and the rules differ sharply between cities. See page 20 before you plant one.

WHERE AGENTS GO WRONG

Treating the neighbours as time-wasters. They are your next sellers.

MAKE IT WORK HARDER

Leave the street sales sheet on the kitchen counter with your card. People pick up what they can take home.

PLAY 04

Boards and signage

A SOLD board is the only advert a neighbour reads every single day. It tells them who gets results in their street.

COST	TIME A WEEK	BEST FOR	FIRST RESULTS
Usually supplied by your office	**30 minutes per listing**	**Stage 2 and up**	**Builds over 6 to 12 months**

Do this

1. **Board up on day one** of every mandate, with your name, face and cell number on it.
2. **Keep SOLD up** for as long as the seller and the by-law allow. SOLD wins the next mandate. FOR SALE only wins buyers.
3. **Add a QR code** to a page offering the street's sold prices.
4. **Photograph every SOLD board** with the house behind it. That photo is your next post, your next letter and your Google update.
5. **Count the boards in your farm** each month, yours and everyone else's. Your share of boards is your share of mind.
6. **Carry the brand:** name badge, car magnet, the same photo everywhere.

ASKING TO KEEP THE BOARD UP

"The transfer goes through next month. Would you mind if the SOLD board stays up until then? It helps me find your neighbours a buyer too, and I'll take it down the day you ask."

COUNT EVERY WEEK

- [ ] **Active boards in your farm**
- [ ] **Your share of all boards**
- [ ] **Calls that mention a board**

WHAT THE LAW ALLOWS

You need the owner's permission for a board. Estates and complexes have their own rules, and some only allow accredited agents. Each city limits size, number and how long a board may stay, including SOLD boards. See page 20.

WHERE AGENTS GO WRONG

Taking the board down on the day the offer is signed.

MAKE IT WORK HARDER

The day SOLD goes up, put a note in the ten letterboxes on either side.

PLAY 05

Google profile and reviews

Before a seller calls, they search your name. What they find decides whether you get the appointment.

COST	TIME A WEEK	BEST FOR	FIRST RESULTS
Free	**1 hour to set up, 15 minutes a week**	**Every stage**	**1 to 3 months**

Do this

1. **Create your own Google Business Profile.** Google allows estate agents one as an individual practitioner, in your own name.
2. **Set your service area** to your farm suburbs and your category to real estate agent.
3. **Add proof:** SOLD board photos, you at the property, your FFC details.
4. **Ask for a review at every transfer,** buyer and seller, with the direct review link in a WhatsApp.
5. **Reply to every review** within a day, by name.
6. **Post once a week.** A sale, a street update, an answer to a seller's question.

REVIEW REQUEST ON TRANSFER DAY

Hi Thandi, it's registered! Thank you for trusting me with the sale. If you have two minutes, a Google review would mean a lot, and it helps other owners in Faerie Glen find me: [your review link]

COUNT EVERY WEEK

- [ ] **Number of reviews**
- [ ] **Profile views and calls**
- [ ] **Reviews asked for vs received**

WHAT THE LAW ALLOWS

Google's rules forbid offering anything in return for a review, and forbid asking only your happy clients. Ask everyone, offer nothing. Your profile is marketing material, so it carries "Registered with the PPRA".

WHERE AGENTS GO WRONG

Asking for reviews in one batch a year. Readers trust a steady trickle.

MAKE IT WORK HARDER

Save your review link as a WhatsApp quick reply, so asking takes five seconds.

PLAY 06

Referral partners

Some people meet sellers months before you do: the bond originator, the conveyancer, the divorce attorney.

COST	TIME A WEEK	BEST FOR	FIRST RESULTS
Free	1 to 2 hours	Stage 2 and up	2 to 6 months

Do this

1. **List ten people who hear first:** bond originators, conveyancers, estate and divorce attorneys, financial planners, movers, renovators, managing agents.
2. **Meet two a month.** Coffee, 30 minutes, ask how their work reaches them.
3. **Give first.** Send them a client before you ask for one.
4. **Hand them something useful:** a monthly sales sheet for your suburbs that they can pass to their own clients.
5. **Agree how an introduction happens.** The client says yes first, then the partner connects you.
6. **Report back on every referral,** whether or not it became a mandate.

FIRST MESSAGE TO A PARTNER

Hi Nomsa, I'm Lerato, I sell in Faerie Glen and Olympus. I send my sellers to a bond originator every month and I'd like that to be someone I know. Could I buy you a coffee next week and hear how you work?

COUNT EVERY WEEK

- [ ] Partner meetings held
- [ ] Introductions given
- [ ] Introductions received

WHAT THE LAW ALLOWS

Do not pay a share of commission to anyone who does not hold a Fidelity Fund Certificate. Pass a client's details on only with that client's consent. If you want a paid arrangement, take it to your principal first.

WHERE AGENTS GO WRONG

Asking for referrals at the first coffee.

MAKE IT WORK HARDER

Send the partner a two-line update each time their referral reaches a milestone.

PLAY 07

Listings that sell you

Sellers shop for an agent by looking at how that agent markets other people's homes.

COST	TIME A WEEK	BEST FOR	FIRST RESULTS
Portal fees, usually paid by your office	**1 hour per listing**	**Stage 2 and up**	**Immediate on every new listing**

Do this

1. **Audit your own listings** the way a seller would. Twenty or more professional photos, a floor plan, a short video.
2. **Write for the suburb,** not just the house: schools, what sold nearby, why people move here.
3. **Answer every enquiry within five minutes.** Sellers hear about slow agents from frustrated buyers.
4. **Ask every buyer:** "Do you have a property to sell first?" Many of your best seller leads arrive as buyers.
5. **Fill in your agent profile** on each portal: photo, areas, sold history.
6. **Show the result.** Mark it sold, then use the listing in your next presentation.

TO A BUYER WHO ENQUIRES

"Thanks for asking about the house in Glenwood Road. I can show you on Saturday at 10. One question so I can help properly: do you need to sell before you buy? If so, I can tell you what yours is likely to fetch before you make an offer."

COUNT EVERY WEEK

- [ ] **Minutes to answer an enquiry**
- [ ] **Buyers with a home to sell**
- [ ] **Assessments booked from buyers**

WHAT THE LAW ALLOWS

Advertise only property you hold a mandate for, and keep every detail in the listing accurate.

WHERE AGENTS GO WRONG

Phone photos and a three-line description on a R3m home.

MAKE IT WORK HARDER

Take your best listing to every mandate meeting on a tablet and scroll through it with the seller.

PLAY 08

Social posts that prove it

One format done every week beats ten ideas done once. The format that works is proof.

COST	TIME A WEEK	BEST FOR	FIRST RESULTS
Free	2 hours	Stage 2 and up	2 to 4 months

Do this

1. **Post one "Sold in [suburb]" story a week.** The price range, how long it took, what made it sell.
2. **Film a monthly 60-second update** on your phone, standing in the street: what sold, what it means.
3. **Answer one seller question a week.** Costs of selling, compliance certificates, how long transfer takes.
4. **Post where the suburb already is:** your own page, and community groups that allow it.
5. **Reply to every comment within the hour.**
6. **End every post with one soft ask:** "Want your street's numbers? Message me."

SOLD STORY CAPTION

SOLD in Faerie Glen. Four bedrooms, on the market for 19 days, three written offers. What made the difference: priced against the last five sales in the street, not against hope. Want to see your street's numbers? Message me.

COUNT EVERY WEEK

- [ ] **Posts published**
- [ ] **Messages received**
- [ ] **Assessments requested from social**

WHAT THE LAW ALLOWS

Get your seller's permission before you post their sale. Replying to someone who messaged you is fine. Adding people to a broadcast list without their consent is not.

WHERE AGENTS GO WRONG

Posting "Just listed!" with no price, no story and nothing to do next.

MAKE IT WORK HARDER

Film in the street, not the office. A corner people recognise does more than a logo.

PLAY 09

Paid seller ads on Facebook and Instagram

The only play that reaches owners who have never heard of you, this week. Also the one most agents get wrong.

COST	TIME A WEEK	BEST FOR	FIRST RESULTS
R10,000 to R15,000 a month to run it properly	**4 to 6 hours, plus callbacks**	**Stage 4 and 5. Test at Stage 3.**	**2 to 6 weeks**

R250–R800
per seller lead[9]

R2,000–R5,000
per appointment held, with fast callbacks[9]

R10,000–R16,000
per appointment held, without them[9]

Do this

1. **One offer:** a free market assessment, from you by name, for one group of neighbouring suburbs.
2. **One video:** 30 to 45 seconds on your phone, outside a home in the area, opening with a local sales fact.
3. **Qualify in the form.** Do you own it? Where is it? When are you thinking of selling? Is it already under a sole mandate?
4. **Aim at your area only.** 30,000 to 50,000 adults is enough for the ads to learn.
5. **Call back inside a minute.** This is where it is won or lost. See the callback system on page 15.
6. **Keep the not-ready ones.** Most sellers are 3 to 12 months away. Follow up for 90 days.

VIDEO OPENING LINE

"Eleven homes sold in Faerie Glen in the last three months, and the gap between the cheapest and the dearest was R1.4 million. If you own here and want to know where yours would land, I'll work it out for you, free."

COUNT EVERY WEEK

- [ ] **Cost per seller lead**
- [ ] **Share of leads reached in 5 minutes**
- [ ] **Cost per appointment held**

WHAT THE LAW ALLOWS

The advert and the form must carry "Registered with the PPRA" with your name and firm. The form needs a privacy notice that names you, and a separate tick box if you want to keep marketing to that person afterwards.

WHERE AGENTS GO WRONG

Boosting a listing post and phoning the leads tomorrow.

MAKE IT WORK HARDER

Put R2,000 behind your street-sales video in your farm first. If free numbers get no response, fix the offer before you spend more.

PLAY 10

The phone

Every other play ends in a phone call. The agents who win mandates are the ones who make it.

COST	TIME A WEEK	BEST FOR	FIRST RESULTS
Free	1 hour a day	Every stage	Same week

Do this

1. **Call in this order:** today's enquiries, show-day visitors, past clients, assessment requests older than 30 days, referral partners.
2. **Aim for 20 real conversations a week.** Count conversations, not dials.
3. **Open with a reason** that is about them: a sale in their street, a question they asked.
4. **End every call with a next date.** "I'll send it tonight and call you Thursday."
5. **Log it the same minute.** Outcome and next date.
6. **Do it at the same hour every day.** It only works as a habit.

OPENING A WARM CALL

"Hi Mrs Naidoo, it's Lerato Botha, we met at the show house in Selati Street last month. The house sold, and I thought you'd want to know what it went for, since you're two streets away. Do you have a minute?"

COUNT EVERY WEEK

- [ ] Conversations held
- [ ] Next dates set
- [ ] Assessments booked

WHAT THE LAW ALLOWS

Call people who have dealt with you or asked to hear from you. The Information Regulator's 2024 guidance treats unsolicited phone calls like other electronic marketing, which needs consent first. Bought lists, numbers copied from private-seller adverts and other agents' expired listings are a legal risk. For those owners, post a letter instead (Play 2).

WHERE AGENTS GO WRONG

Counting dials. Twenty dials can be zero conversations.

MAKE IT WORK HARDER

Book the hour in your diary as if it were a client, and stand up while you call.

THE SYSTEM

The callback system

Whatever brought the seller to you, this is what happens next. Write it down once and follow it every time.

INSIDE 60 SECONDS

Message, then call

"Hi Thandi, it's Lerato Botha. You asked about a market assessment for your home in Faerie Glen. I'm calling you now from this number."

Then phone. Ask the four questions: do you own it, where is it, when are you thinking of moving, has anyone else assessed it?

NO ANSWER

Three tries, same day

Call again after ten minutes and once more that evening. Then send two times to choose from:

"I can come past on Thursday at 5 or Saturday at 10. Which suits you?"

BOOKED

Confirm in writing

"Confirmed: Thursday 14 May, 17:00, at 12 Selati Street. I'll bring this year's sales for your street. It takes about 45 minutes."

Send your short pack the day before: recent sales and how you market a home.

THE DAY BEFORE, AND THE MORNING

Two reminders

"Looking forward to tomorrow at 5."

"On my way, see you at 5."

Appointments that are confirmed twice are the ones that happen.

NOT READY YET

Ninety days of useful

Note the month they expect to move. With their permission, send one street update a month. Call in the month they named.

"May I send you the sales in your street once a month until you're ready?"

What good looks like

In Sentalon's planning numbers for paid leads, fast callbacks and two confirmations turn 12 to 20 of every 100 leads into a booking, and 60 to 70% of those bookings into a meeting that happens[9]. These are estimates, not measured South African results.

If you cannot do it yourself

Showing a house, in a meeting, at dinner: nobody calls back in a minute alone. Use a WhatsApp Business quick reply, share the job with an assistant or a colleague, or have it done for you.

THE MEETING

Winning the mandate

Forty-five minutes, in this order. The seller should talk for the first ten.

10 MIN
Their story
Why are you moving, by when, and where to? What would make this a good sale for you?

10 MIN
The walk-through
Let them show you. Note what a buyer will love and what will be raised in an offer.

10 MIN
The evidence
Five comparable sales, three homes competing right now, time to sell. A range, not a number.

10 MIN
Your plan
Photos, portals, adverts, show days, and a written report every Monday.

5 MIN
The ask
Ask for the sole mandate in one clear sentence. Then stop talking.

THE ASK

"I'd like to take this on as a sole mandate for 90 days. One agent is accountable, buyers see one price and one story, and I can spend properly on marketing it. You get a written report from me every Monday. And if I am not doing what I promised, the law lets you cancel on 20 business days' written notice."

BEFORE YOU SIGN

The mandate must be in writing, signed by the seller, with the end date written as a calendar date and no automatic extension. You must explain in writing what happens if the seller sells privately or through another agent during the mandate, and what marketing you undertake to do.[13]

You may not accept the mandate until the seller has given you the completed, signed property disclosure form. Identify and verify your client under FICA. A seller who is a consumer can generally cancel a fixed-term mandate on 20 business days' written notice, and a reasonable cancellation charge may apply.[13]

Three things you will hear

"I'd rather use three agents."

"Three agents means three prices online and buyers playing us off against each other. With one, there is one person you can hold to account. Let's put a date on it and you judge me on the Monday reports."

"Another agent said R300,000 more."

"I'd love that for you. Here are the five sales that price has to beat. Three in four homes sold below asking last year, by 9% on average[10]. I would rather start where buyers act in the first three weeks than chase the price down."

"Will you cut your commission?"

"Let me show you what it pays for: the photographer, the adverts, the show days and my time. If the fee comes down, the marketing is the first thing to go, and the marketing is what gets you your price."

PRINT THIS PAGE

Your weekly scorecard

Five numbers, filled in every Friday. If one stops moving, that is the play to fix.

	SELLER CONVERSATIONS	ASSESSMENTS HELD	LISTINGS SIGNED	MINUTES TO CALL BACK	REVIEWS AND INTRODUCTIONS
Aim for	20 a week	2 or more	Stage 1: 1 a month Stage 3: 2 a month	Under 5	1 of each
Week 1					
Week 2					
Week 3					
Week 4					
Week 5					
Week 6					
Week 7					
Week 8					
Week 9					
Week 10					
Week 11					
Week 12					
Week 13					

How to read it

Plenty of conversations but no assessments: your offer is weak, go back to the street sales sheet. Assessments but no mandates: work on the meeting, page 16. Slow callbacks: fix that before you spend a rand on advertising.

After 13 weeks

Work out your stage again with the sum on page 3. If you have moved up, change plays. If you have not, change one thing only and run another 13 weeks.

YOUR FIRST 90 DAYS

The plan, stage by stage

Pick your column. Do the month in front of you and nothing else.

	Stage 1 · Referrals	Stage 2 · Farm	Stage 3 · Momentum
Month 1 SET UP	• Build your one list (Play 1) • Set up your Google profile (Play 5) • Choose your farm and pull its sales (Play 2) • Contact five people a day	• Move every seller into one list with a next date • Write down your callback system and use it • Street letters to the whole farm • Board and photograph every listing (Play 4)	• Fill in the scorecard for four weeks without changing anything • Send your pack before every meeting • Audit every live listing (Play 7) • An hour on the phone daily (Play 10)
Month 2 GET SEEN	• First 400 street letters out • Two show days with neighbour invitations (Play 3) • Ask every past client for a review	• One sold story a week (Play 8) • Meet two referral partners (Play 6) • Second round of letters, same streets	• Fix your weakest number, usually callback time • Get a few hours of admin help a week • Monthly street video (Play 8)
Month 3 ASK	• Meet two referral partners • Ask for one introduction from every A contact • Second round of letters	• Test R2,000 to R4,000 of boosted posts to your farm, offering the street sales • Count what each conversation cost • Ask for the sole mandate at every meeting	• Test paid seller ads for a full 90 days, or have them run for you (Play 9) • Measure cost per appointment held • Work out your stage again
Goal	**Your first listing from someone you did not already know**	**A listing every month**	**Two listings a month, and R1.5m a year in sight**

Stage 4 and 5

You already have the habits. Your 90 days are about one thing: a steady flow of seller appointments that does not depend on your own hours. Run Play 9 with the callback system, measure cost per appointment held every week, and hand the callbacks to someone who does nothing else.

KEEP THIS HANDY

The rules on one page

A summary to work from, not legal advice. When in doubt, ask your principal.

Your marketing

- **"Registered with the PPRA"** on all letterheads and marketing material. Candidates must show their candidate status.
- **"Market assessment",** never "valuation".
- **Advertise only what you hold a mandate for,** and keep it accurate.

The mandate

- **Written and signed,** end date as a calendar date, no automatic extension.
- **Explain in writing** what happens if the seller sells without you, and what marketing you will do.
- **Disclosure form first.** No signed form from the seller, no mandate.
- **FICA:** identify and verify your client.
- **Cancelling:** usually 20 business days' written notice from the seller.

REACHING A SELLER	STATUS	THE RULE, IN SHORT
Letter by hand or post	Allowed	Not an electronic message. The owner can object, and then you stop.
Replying to someone who contacted you	Allowed	They started it. Answer what they asked.
Messaging or calling your own clients	Allowed	About similar services only, with a way to opt out every time.
Show-day visitor who ticked the box	Allowed	Keep the register as your record of consent.
One request for consent from someone new	Once only	You may ask a person once whether you may market to them.
Email, SMS or WhatsApp to strangers	Not without consent	Electronic marketing needs opt-in first.
Cold calls to strangers	Treat as not allowed	The regulator's 2024 guidance counts calls as electronic marketing. It is guidance, not yet tested in court.
Bought or copied lists	No	You cannot show consent for any name on them.

The national opt-out registry launched in October 2026. Firms that do direct marketing must register, and from 2027 must check their lists against it. Ask your principal whether your firm has registered.[13]

KEEP THIS HANDY

Boards, city by city

Four metros, four sets of rules. Fines go to the agency, so check before you plant.

CITY	FOR SALE AND SOLD BOARDS	SHOW-DAY POINTER BOARDS
Johannesburg	600 × 450 mm at most, one per agent per property, up to 90 days.	Up to 8, on show days only, Saturday and Sunday 08:00 to 17:00, removed the same day.
Tshwane	Written consent, one per agency and three per property, up to 3 months, down within 14 days of sale.	Reported in July 2026 as allowed on the show property only. Confirm with the metro.
Cape Town	Up to 0.3 m², no approval needed. SOLD for 30 days at most.	Saturday 06:00 to Sunday 20:00, with the City's permit sticker. Six per property, two on a main road.
eThekwini	Each agent needs a yearly permit. Board shows agency, agent and FFC number. Down within 30 days of sale.	Up to 4, from Saturday 13:00 to Monday 09:00.

> **Three things that apply everywhere**
>
> Get the owner's permission in writing. Estates and complexes set their own rules and may only allow accredited agents. Take pointer boards down the same day: boards left out are what draw the fines.

By-laws change. These summaries were read in November 2026 from the published by-laws and, for Tshwane, a news report. Check your own metro before relying on them.[13]

WHERE THE NUMBERS COME FROM

Sources

1. Lightstone, end-2025 estate agent survey, published 26 January 2026: nearly two-thirds of agents named access to seller leads as their top priority; 26% met their 2025 targets.
2. Jan le Roux, Rebosa, quoted in the Mail & Guardian, 24 November 2017: actual commissions are "closer to 4% to 6%". The table is our arithmetic at 5%.
3. Seeff Atlantic Seaboard, "The power of a sole mandate": 70% of that branch's sales came from sole mandates. One branch, not a national figure.
4. TwentyEA (UK), reported in The Negotiator, 2026: homes listed with several agents took 64% longer to sell and were 56% more likely to be reduced. UK data from a commercial source.
5. Keller Williams South Africa, quoted in Property Professional, 27 June 2019: the average agent concludes about seven sales a year.
6. Sentalon's own arithmetic. Advertising plus management at R25,000 to R30,000 a month is R300,000 to R360,000 a year; divided by 20% gives R1.5m. The mandate examples assume 60% of mandates sell.
7. Mike DelPrete, "Secret shopping: 47% of online property inquiries are ignored", August 2024, United States: more than 100 enquiries to over 25 brokerages; median reply 39 minutes.
8. WAV Group and Weichert, Agent Responsiveness Study, January 2014, United States: 384 brokers in 11 states; 48% of enquiries never answered.
9. Sentalon planning estimates built from overseas benchmarks and local advertising costs. They are not measured South African results.
10. FNB Property Barometer, second quarter 2025, reported in Business Report, 8 July 2025: 75% of homes sold below asking, average reduction 9%. Time on market: about 11 weeks nationally, 13.6 to 14.1 weeks in Gauteng.
11. Lightstone, 2024 residential sales review: about 30% of sales within one month and about 60% within three.
12. PPRA communique on valuations, September 2023, as reported by PayProp and CCH: agents provide a comparative market analysis, not a valuation.
13. Property Practitioners Regulations 2022, regulation 34 (code of conduct, mandates) and regulation 37 (wording on marketing material); Property Practitioners Act 2019, section 67 (disclosure form); Consumer Protection Act 2008, section 14; Protection of Personal Information Act 2013, section 69, and the Information Regulator's guidance note on direct marketing, December 2024; Financial Intelligence Centre Act, Schedule 1; National Consumer Commission opt-out registry, launched 7 October 2026; outdoor advertising by-laws of Johannesburg (2018), Cape Town (2024) and eThekwini (2018), and for Tshwane (2024) a report in Rekord, 1 July 2026.

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