

BESPOKE MARKETING STRATEGY

We value the little things that make a home

AT YOUR SERVICE

Exclusive to Fine & Country, our Bespoke Marketing Suite is designed to maximise the value of your property. We understand the art of successfully selling exquisite, premium properties, and in our experience there are three guiding principles to maximising the sale price of your property and ensuring a successful sale. Everything that we discuss with you will be one or a combination of these three elements; because when you choose us, we are dedicated to valuing the little things that make a home.

P PRESENTATION

We will present your property in the best light to ensure it looks its absolute finest.

E EXPOSURE

We will expose your property to the widest possible pool of potential buyers - locally and internationally.

S SERVICE

We will deliver a quality, reliable service to ensure you have the best possible experience.

OUR SERVICE PLEDGES

COMMUNICATION

We find regular communication ensures your sale is as smooth as possible. We will call you at least once every two weeks and visit you in person every four weeks to review the strategy and make any changes we agree are required. The monthly marketing strategy meeting is a chance to review the marketing done to date, discuss feedback from potential buyers and agree the future marketing plan.

PROFESSIONAL ACCOMPANIED VIEWINGS AND PRE-QUALIFICATION

All prospective buyers are accompanied on viewings by experienced, knowledgeable team members who are confident in promoting the benefits of your property and the local area. We financially qualify any interested party before passing an offer to you. In-house sales progression is carried out by our team and we will be on hand to assist at every stage, from offer to completion.

OFFER HANDLING

We ensure any offer is valid and any potential purchaser is fully motivated and qualified before we put an offer to you. All serious offers will be discussed with you in person with all the appropriate research done prior.

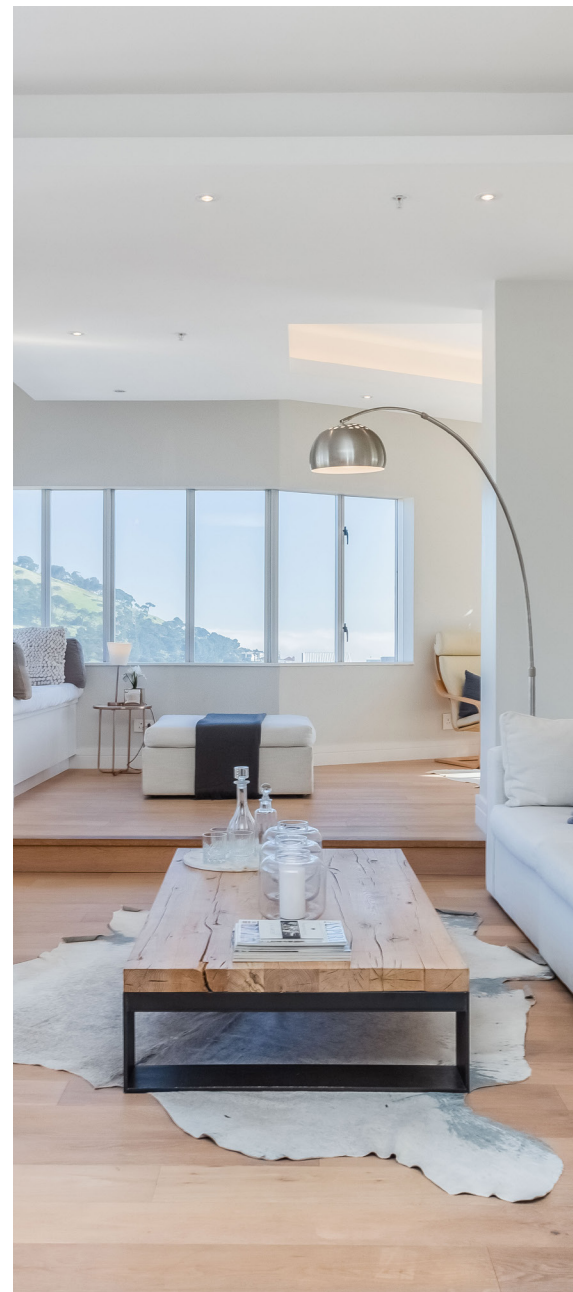
FOREIGN TRANSACTIONS

With our strategic Forex partners, we are able to efficiently assist foreign buyers with bringing funds into South Africa, obtaining the appropriate SARS tax clearances as well as the opening of the correct bank accounts and trust account transfers. If you're moving the proceeds of the sale of your property off-shore, our partners are able to advise you on the best possible solutions, provide you with competitive rates and take care of moving the funds abroad.

SEARCH ASSISTANCE AND REFERRALS

If you're considering moving out of the area, our sophisticated referral system allows us to highlight your requirements to the most relevant Fine & Country office in your desired location and access their exclusive local knowledge. Benefit from the extensive Fine & Country global network and ensure that you receive the best service for your sale as well as for your purchase.

We know that your time can be extremely precious and so we are able to put you in touch with our agents to assist you in finding your next home anywhere in the world. From sourcing the perfect property, according to your specifications, to negotiating and facilitating an Offer, they will take care of the entire process for you.



We value EXQUISITE PRESENTATION

Every home is unique, and at Fine & Country we ensure your property looks its absolute best. Here are some of the standout ways we present your property to attract the right kind of buyers.

PHOTOGRAPHY

We insist on using only the finest photographs. We will arrange a professional photo shoot of your home and can recommend additional enhancements.

PROPERTY BROCHURE

We will create a landscape, A4 brochure to truly showcase and maximise the value of your home. These will be hand delivered to applicants on arrival at viewings and distributed to handpicked prospective buyers in the local area.

EXPERT SCRIPT WRITING

Every property has a story - it is a home; a place of memories made, hopes raised and dreams come true. Your story helps us maximise the value of your home to a buyer.

STAGING AND STYLING

We can advise you on how to present your home to maximise its true market value. On request, we will enlist the help of a professional decorator to stage your home for photography and viewings.

ACCURATE PRICING

Accurate pricing is essential in achieving a successful sale. Comparative analysis of market conditions plays a pivotal role in driving an indicative price.



*...the home is so
spacious and bright*

WORLDWIDE EXPOSURE

At Fine & Country we don't just sell property, we sell a lifestyle that our clients aspire to. People buy as much into the lifestyle of a property and its location as they do the bricks and mortar. Prospective purchasers want to understand what it is like to live in the home and surrounding environment – Fine & Country creates intelligent marketing material that attracts the right person's interest. The Fine & Country marketing suites go the extra mile to deliver first-class, high impact impressions about every home. We present your property as if it were our own.



300

locations worldwide

225

locations in the UK

TARGETED MARKETING

Directly targeting people who are able to afford your property creates early sales activity for your home.

ACTIVE LOCAL AND INTERNATIONAL PORTALS

In addition to relevant local portals, your property will feature on our Fine & Country website, providing true international exposure. Our global network also means your property benefits from additional exposure on other international platforms.

SOCIAL MEDIA

Once your property has been launched, we will create the relevant social media posts which, subject to signing an exclusive instruction, can be boosted to specific regions and to the correct target audience.

GLOBAL NETWORKING

Fine & Country is proud to be operating from over 300 locations globally. Our referral system connects hundreds of real estate agents nationally and internationally.

MAGAZINE PUBLICATION

Refined: Your property may feature at least once in our Refined magazine published every quarter, distributed throughout South Africa and published on our Facebook page to over 36 000 followers.

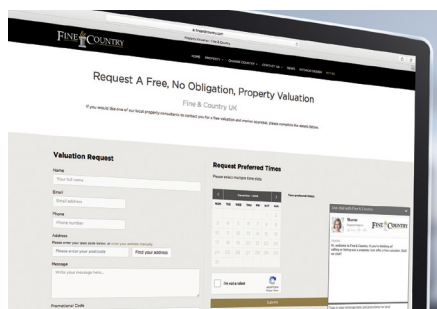
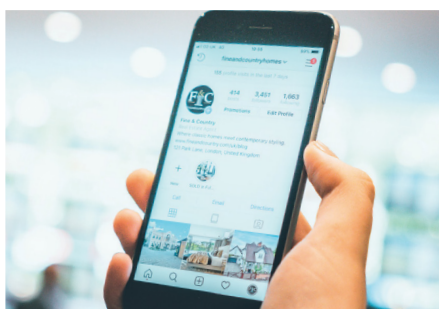
Exclusive Home Worldwide: Published by the UK, the EHW showcases the finest properties from all our international offices and is distributed worldwide through the F&C network.

NATIONAL ADVERTISING

Our national advertising strategy ensures your property will be visible to the largest possible audience.

INTERNATIONAL PUBLIC RELATIONS

Our UK Media Centre is made up of a team of experienced press relations managers and copywriters, dedicated to liaising with overseas newspapers, magazines, and other media outlets to gain extensive coverage for our properties in their regional and national media.



OUR *value* SERVICE TO YOU

KNOWLEDGEABLE AGENT

Fine & Country agents pride themselves on having an in-depth knowledge of your property and the surrounding area. We will ensure that your home is expertly aligned and presented to maximise its value.

CONVEYANCING

The Fine & Country team will work with the seller's nominated legal representative to ensure that the process of the transfer is completed in the optimum time frame. We will facilitate communication between all parties and make certain that you receive a weekly report.

FINANCING SERVICE

We are able to assist clients in obtaining better interest rates through our established relationships with bond originators.

QUALIFIED VIEWINGS

Viewings will only be booked once we have a full understanding that your property is a good match for the wants and needs of a prospective buyer, who is able to proceed immediately or has the means to proceed in the future. All viewings will be arranged as per your instructions.

COMMUNICATION

Whilst some properties seem to sell overnight, the majority of properties require a sustained effort over several weeks and sometimes months to achieve a sale.

During the marketing period your Fine & Country agent will keep in touch with you regularly to discuss any changes or enhancements to the bespoke marketing plan and strategy.

SALES NEGOTIATION TO CONCLUSION

We go to great lengths to ensure an offer is valid and that the potential purchaser is fully motivated before we put an offer forward to you. All serious offers will be discussed with you. Your property will remain as "For Sale" across all marketing channels until an agreement is reached.

MAINTENANCE ASSISTANCE

We have access to a database of trusted professionals that work in your area. For a fee, these professionals are able to inspect your property and advise you on how to resolve any issues that may affect the sale price of your home.

AFTER SALE MANAGEMENT

During the offer stage – we will attempt to ensure that the purchaser has the financial ability to purchase your home. Time frames as well as relevant sale terms will be agreed. Milestones will be monitored by your Fine & Country agent to ensure that matters are completed with minimum complication.

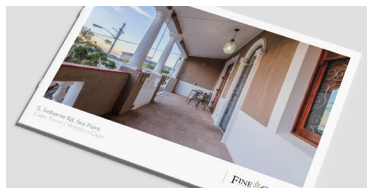


EXCLUSIVE INSTRUCTION



PROFESSIONAL PHOTOS, 3D TOUR/VIDEO

Our professional photographers and videographers ensure your property will create the right impression.



GLOSSY BROCHURE

Complete with your story and a collection of the best photographs, we will create a glossy brochure to showcase your home and reveal its true value.



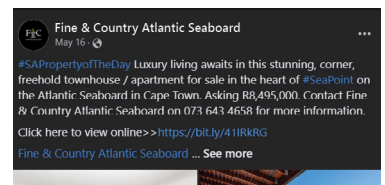
PAGE TURNER

Our online property brochure brings your property to life on the web. We also distribute a personalised HTML email to our prospective buyers, showcasing your property to our database.



INTERNATIONAL MARKETING

Priority presentation for all local and international marketing opportunities, both online and in print.



BOOSTED SOCIAL MEDIA TARGETING

Once your property has been launched we will create the relevant social media posts which can be boosted to specific regions and to the correct target audience, globally.



OPTIMAL PRESENTATION MAXIMISING EXPOSURE

We understand property. We will match buyers and sellers utilising our purpose built tools.



REFINED

Your property may feature in our Refined magazine, published quarterly, 6000 copies of which are printed and distributed by our national offices. The publication is also posted to our social media channels with exposure to over 36 000 subscribers.



EHW

Exclusive Home Worldwide, is published quarterly. Whilst inclusion is not guaranteed, your property may be put forward for consideration to advertise in Exclusive Home Worldwide.

F & C SOUTH AFRICA MESSAGE



Our commitment is to provide superior world-class service to sellers, buyers, landlords and tenants alike. We do this by partnering with property professionals, providing them with a premium brand, a global network, training and technology, thereby enabling them to deliver the best possible outcome for our clients.

THE FINE & COUNTRY
FOUNDATION

FIGHTING HOMELESSNESS



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Registered with the PPRA | Operates a Trust Account

E&OE

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