

why sell privately?



It's easier than you think to sell your home with Privateproperty.co.za. Here's how to do it and **save thousands in commission...**

At Privateproperty.co.za, we don't rely on closing a sale to get paid, so we're really interested in providing you with the best service possible. We give you all the tools you need, and we protect your best interests by getting you in direct contact with potential sellers, so you can negotiate the best deal for yourself.

Give your property maximum exposure – advertise where the buyers are...

Privateproperty.co.za is **South Africa's busiest property website** and boasts **more than 1 million visitors each month**, so your home is guaranteed loads of exposure. Add to that our fantastic new features which make your home really stand out in the crowd, and there's really no better way to advertise your house than on the web.

There's no great secret – no matter how you sell your home, a professional conveyancing attorney handles the entire transaction, so your money is guaranteed safe. You don't have to handle any scary stuff on your own – **the professionals still do the hard part.**

Check out your options before you decide which of our property listing packages will best suit your needs – we've given you all the information you'll need to make the best choice...

The amount of time your property spends on our website is dependant on which bundle you choose. If you haven't sold by the time your contract term is up, you can extend your listing for a nominal fee.

What can Privateproperty.co.za offer?

Listing with 12 Photos & Description



Our listings can display [up to 12 photo's](#) of your home, a [table of attributes](#) containing important information, such as bed and bath details, PLUS a separate [full description](#) of the property. This means that potential buyers get a good feel for your home before they even come to see it.

Help to Price your Property Right



We know it can be tough to [decide on the correct price](#) at which to market your property. Now you can get a [FREE EstiMate report](#) from our website, which gives you the information you need to make the right decision upfront.

Interactive Map



Every property listing is pinpointed to a [satellite mapping system](#) that shows exactly where your house is. Not only that, the system enables people to check out [points of interest](#) such as schools or hospitals, so they really get a good feel for your property before they even come out to see it.

Email and SMS alerts to Registered Buyers



We've got over 260 000 registered property buyers on our database, and each of them has told us their criteria for the perfect home. We send out [daily email and sms alerts](#) to every buyer whose criteria match yours, telling them about the latest properties on offer.

Attorney from our panel to Assist with Sale Agreement



When you've found a buyer for your property, you can contact your nominated conveyancing attorney from our panel to [help you with your sale agreement free of charge](#), as well as [handle your transfer](#) when you sell – so your property's in safe hands from start to finish.

Board Package



Depending on which package you opt for, we supply you with an attention-grabbing [FOR SALE board](#) as soon as you list your property for sale, with our contact number and sms details, so potential property buyers can get your details right there, on the spot.

When selling your property, it's vital that you have your home ON SHOW as often as possible. Although you need to do this on your own, we give you [5 ON SHOW boards](#) to help get potential buyers to your door, (also depending on the listing package chosen). Just remember to comply with municipal regulations when placing any boards.

Published to Partner Sites



Private Property also [publishes your property listing](#) to a number of third party websites. These include IOL Property, PriceCheck, Jump Shopping and Bidorbuy. (This only applies to certain packages).

We send a Consultant



If you need help taking the right photos of your property, or deciding on what to say about your property, then you need a consultant to come out and do your property listing for you. Depending on which package you choose, we can also do a virtual tour and floor plan, and even a video tour.

Priority Ranking on Web & Emails



People looking for property on the web often can't find enough information to make an informed decision, and end up wasting their time, because they go out to see a property they aren't really interested in.

So we've introduced a ranking system which rates properties according to their quality. The quality of a listing is determined by the features it has added to it, as well as the amount of information that is filled in.

Priority ranking applies to the website, mobi site (pprop.mobi) and all notifications that go out to buyers of properties matching their criteria. All listings with a better quality of information will appear higher on the list of properties than those of a lower ranking.

Virtual Tour and Floor Plan



When you opt for a Virtual Tour and Floor Plan, we'll send one of our trained specialists to your home to measure, draw up a floor plan and create the 360 degree images for your property listing.

Having a Virtual Tour and Floor Plan also helps to improve your property ranking, which means it gets seen online ahead of those with a lower ranking.

Video with Voice Over



When you choose a Video Tour, we'll send out one of our video specialists to create a full Video Tour of your property, over which we dub a descriptive voice-over before we add it to your listing online. We also upload the video onto other websites, such as YouTube, for even more exposure.

Having a Video with Voice Over helps to improve your property ranking, which means it gets seen online ahead of those with a lower ranking.

Auction on Private Property and Bidorbuy



In an exciting new venture, Private Property has partnered with Bidorbuy to bring you an auction option on your property listing. (There is no risk involved – ask us about the nitty gritty's if you're concerned.)

Having an Auction of your property helps to improve your property ranking, which means it gets seen online ahead of those with a lower ranking.

Featured Property on Private Property



Make your property stand out from the rest. Have your property feature in one of three slots on search pages for your area. Your property will have twice the exposure when featured which could make all the difference in a tough market.

Package Options

	One Month Basic	Six Month Basic	Virtual Tour Bundle	Full House Bundle
Listing on South Africa's busiest property Website	✓	✓	✓	✓
12 Photos and Description	✓	✓	✓	✓
Map linked to listing	✓	✓	✓	✓
Emails and SMS Alerts to Registered Buyers	✓	✓	✓	✓
Attorney from our panel to Assist with Sale Agreement **	✓	✓	✓	✓
Publish to partner sites	X	✓	✓	✓
Board Package (Valued at R250)	X	X	✓	✓
We send out a Consultant	X	X	✓	✓
Virtual Tour (Valued at R2000)	X	X	✓	✓
Floor Plan	X	X	✓	✓
Priority Ranking on website	X	X	✓	✓
Priority Ranking in notification list on Mobi site	X	X	✓	✓
Priority Ranking on new listing notification	X	X	✓	✓
Priority Ranking on show day notification	X	X	✓	✓
Video of property with Voice Over (Valued at R3000)	X	X	X	✓
Video Loaded on youtube.com	X	X	X	✓
Auction on Private Property and BidorBuy (Valued at R2000)	X	X	X	✓
Listing Valid for (Months)	1	6	12	12
Ranking	No Priority	No Priority	Medium	Highest
Bundle Cost	R 495	R 995	R 2 250	R 4 500
			SAVE R 1 495	SAVE R 4 155

Additional Options Available

Board Package (1 For Sale Sign, 5 On Show boards)	R 250
Renewal 6 months	R 500
Virtual Tour and Floor Plan	R 2 000
Video with Voice over	R 3 000
Auction on Private Property and BidorBuy *	R 2 000
Featured Property (per 4000 views)	R 200

* Listing must have either Video or Virtual tour to go on auction

** Terms & Conditions Apply