EAST RAND ESTATES
PROPERTIES SOLD IN A HEARTBEAT

Individual development plan

Name:	Lee Roelofse
Agency:	East Rand Estates
Full job Description:	Property Practitioner Intern

1. Key Performance Indicators (KPI/Job responsibilities)

- **ADMINISTRATIVE:**
  - Regular communication with potential clients. (Lead generation)
  - Keeping records of both buyers and sellers complete and updated. (Database)
  - Giving constant updates to the clients on the property, progress of the sale and marketing as well as conveyance.

- **MARKETING:**
  - Cold calling, (Private sellers, expired listings etc.)
  - Placing area specialist boards throughout farming area.
  - Target specific marketing (freehold, clusters, sectional title)
  - Regular marketing campaigning drops in farming area.

- **FINANCIAL PROCESSES AND SYSTEMS:**
  - Have a good understanding of various financial laws. (Capital Gains Tax, Taxes applicable to cc's companies and individuals)
  - Advising buyers on the various financing option when buying property.
  - Correct application of the FICA Act (verifying ID's, cash threshold, reporting processes and procedures.

- **PROPERTY SALES:**
  - Qualifying potential buyers.
  - Closing the sale.
  - Listing properties.
  - Advising the property aggressive and effectively.
  - Managing viewings
  - Engaging and negotiating with potential buyers.

- **RESEARCH:**

- Knowledge of all available systems like SAPTG, Lightstone, SAPTG. My Edge, Govault, RNS, etc.
- Application of tools including ad campaigns via mail, use of Property 24, Green roof, My roof, Private Property, Webbox, Find a Home, Gumtree, OLX etc.

2. A Comprehensive analysis of the proven skills, abilities and competencies including the personality type and personal values.

a) Proven skills, abilities and competencies

- Interpersonal Skills;
- Ability to develop relationships with people. (Able to communicate with people of all groups);
- Excellent communication skills;
- Computer Literate with Microsoft Word, Excel and PowerPoint;
- Have done various sales before in the Media Industry, just not property sales;
- Dale Carnegie Sales Courses;
- Very good with administration;
- Presented to top Blue Chip Companies and
- Have management experience from the previous Companies that I have worked for.
- You are listing as per your CV at what experience you have in the field of work and your career!

b) Personality type and personal values

- Outgoing and confident;
- Makes relationships easy and fast;
- Team player;
- I go the extra mile;
- Honest;
- Integrity;
- Build long term relationships, not just a sale.

3. Review of the potential threat of changes in the current real estate legislation and/or the volatile socio-politico-economic environment.

- It is not always easy to make sales in the Real Estate Industry, due to COVID, many buyers and sellers have lost their jobs due to financial constraints on businesses, buyers are now lacking affordability and sellers are wanting to sell urgently but at a high related market value to get themselves out of debt.
- Banks are reluctant to give loans because of this volatile market many are only giving 80% bonds forcing buyers to come up with large deposits not to mention the bond and transfer costs too.
- Deals are taking longer to be processed due to the Deeds Office often closing for 14 days due to COVID.

- The Estate Agent needs to research and understand a lot of ACTS, regulations and legislation in the Real Estate Sector before even contacting client as Agents can be held liable if not adhered to the EAAB and legislation requirements;
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- The all new POPI Act is now a challenge to canvas both buyers and sellers and a concern is whether we will still be able to get this information on Lightstone due to personal information constraints.
- Are we going back to the old system of sales in which we literally need to do door to door sales and canvassing.
- Land expropriation without compensation many South Africans are feeling uncertain and not purchasing property because of this.
- What is an advantage is that the interest rates are low at 7%, so it is better to buy a property than rent, as rentals are now higher the bond repayments.
- Over capitalisation of Agents in the East Rand, we are one of many.
- Not being able to take people to view properties due to COVID, we are being forced to look at more online video mechanisms.

4. Examination of opportunities available to further enhance skills and competencies

- Logbook and Intern programme
- NQF4
- PDE4
- NQF5
- PDE5
- Management Courses
- Videography of properties
- Financial courses
- Legislation course and
- Kept abreast on courses for CPD points too.

5. Goals and objectives within the real estate profession

- To gain enough experience and knowledge to be the team leader of my own real estate agency.
- To complete my Logbook within the required Year
- To complete my NQF level 4 through Services Seta keep on doing sales and more sales.
- To complete My PDE4 exam in becoming an experienced Property Practitioner (EAAB)
- Complete the NQF level 5 through Services Seta;
- Write the PDE 5 Exam to become a principle;
- Work as a Principle for 5 years and then start my own Real Estate Agency

6. Encourage career pathing and advancement

Through my goals and objectives, I can plan towards working towards my goal of eventually owning my own Real Estate Agency and would additionally need courses on Management to motivate sales staff and more on legislation.

a) **SHORT TERM GOALS**
   - Conclude my Logbook and one year internship;

b) **MEDIUM TERM GOALS**
   - Conclude my NQF level 4 to become a qualified Property Practitioner
   - PDE4 Exam
   - Conclude a Financial Management course

c) **LONG TERM GOALS**
   - Conclude my NQF Level 5;
   - PDE 5 Exam to become a Principle
   - Management course to Manage staff;
   - Updated training on the Legal environment;
   - Entrepreneurship programs to run my own Real Estate Agency.

7. Productivity for Profitability for myself and my agency

I expected to reach true profitability towards the end of my first year as property practitioner. I predict that three listings per week and two sales per month will allow me to reach my break-even point. Within the space of two years I hope to do much more sales per month to grow my own business to its highest level so that I benefit in income and so does my agency to ensure a win-win situation.

8. ACTION PLAN

Courses	Target Goal	Start	Finish
Logbook	Short Term	Sep 2019	Sep 2020
Financial Management courses	Medium Term	August 2020	October 2020
NQF level 4	Medium Term	Sep 2020	Sep 2021
PDE 4 Exam	Medium Term	October 2021	December 2021
NQF Level 5	Long Term	January 2022	January 2023
Management	Long Term	January 2023	February 2024
PDE5 Exam	Long Term	March 2023	June 2023
Legal Environment updated training	Long Term	January 2023	March 2023
Various Entrepreneurship programs	Long Term	March 2024	March 2025

This is a draft you would be doing your own Individual development plan, on working towards your career path.