



THE MUST-HAVE LANDLORD'S GUIDE

Harcourts

Welcome!

Letting your home is a big decision. We know. We also appreciate the significant impact on you, your family and your personal wealth. That's why we work closely with you to achieve your specific goals. We believe that this guide will share some insight into the important elements to successfully let a property in South Africa.



In association with

Harcourts



CURRENT MARKET CONDITIONS

Current market conditions significantly affect our pricing strategy. In general, tenants struggle to meet qualification criteria based on affordability within the current economic climate. In addition, lower interest rates also have shown to increase the number of first-time property buyers resulting in a reduced tenant pool.

TENANT'S MARKET

- More properties for rent than tenants looking
-
- Properties take longer to let
-
- Landlords lower their asking rental price

BALANCED MARKET

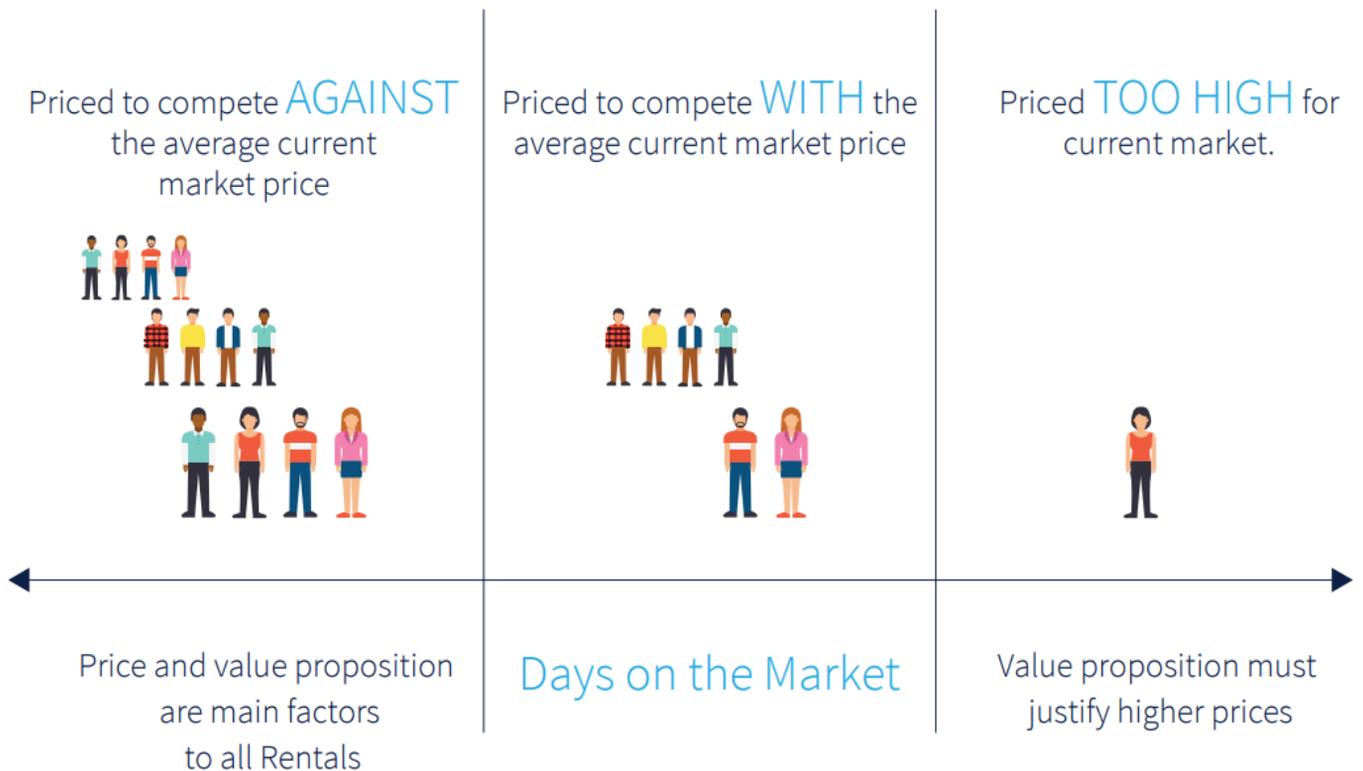
Equal number of tenants and properties

LANDLORD'S MARKET

- More tenants looking to rent than properties to let
-
- Properties are leased quicker
-
- Multiple offers increase prices achieved

DETERMINING RENTAL PRICE

How will tenants view your price and value in relation to the competitors?



“ Price is crucial at every stage. Overpricing costs time, money and causes frustration. ”

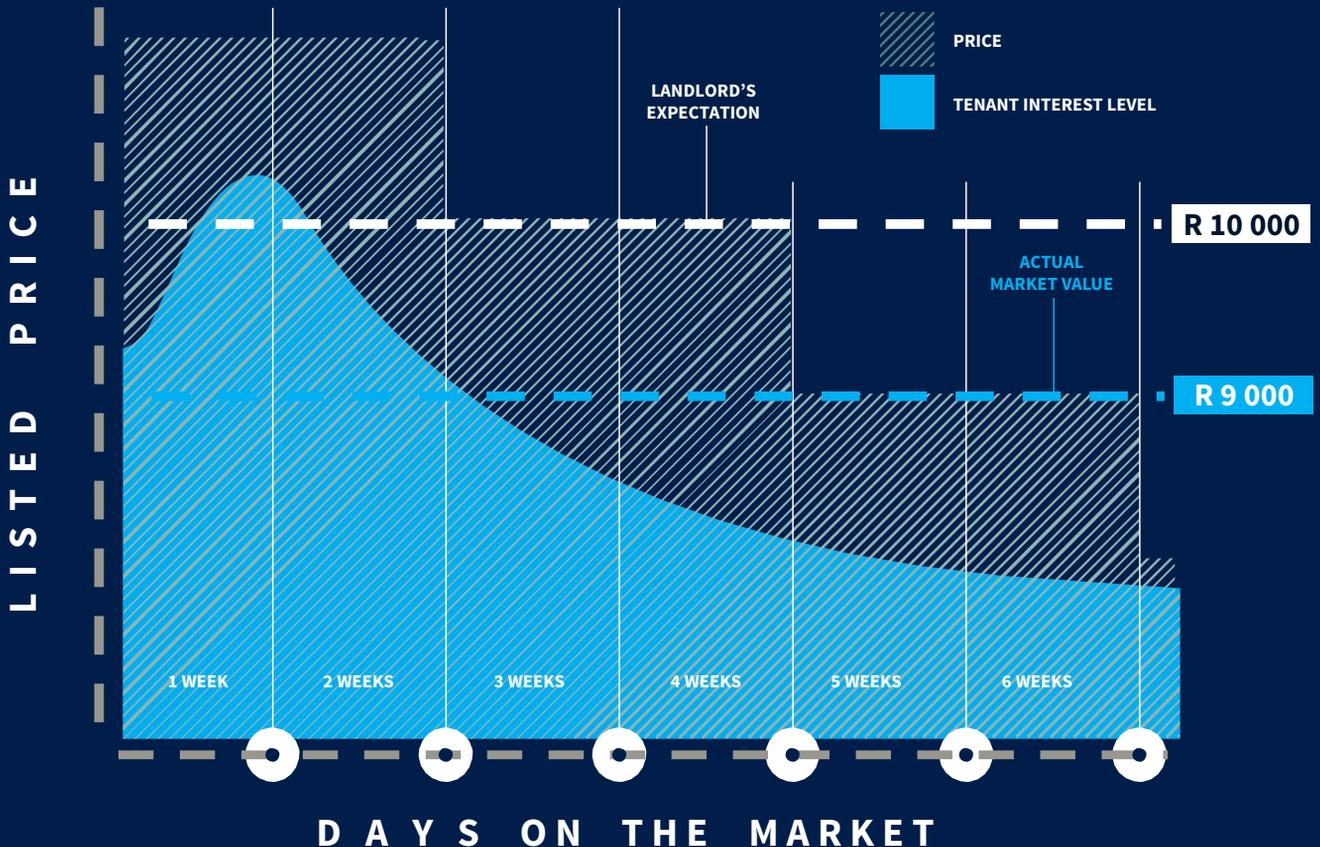
A TYPICAL TENANT JOURNEY

Tenants become price knowledgeable very quickly as they research and compare properties in the market. They have access to hundreds of websites for information on the area, prices, school zoning, access to major roads and shops. Tenants will usually apply for the cheaper option on the list of similar properties.



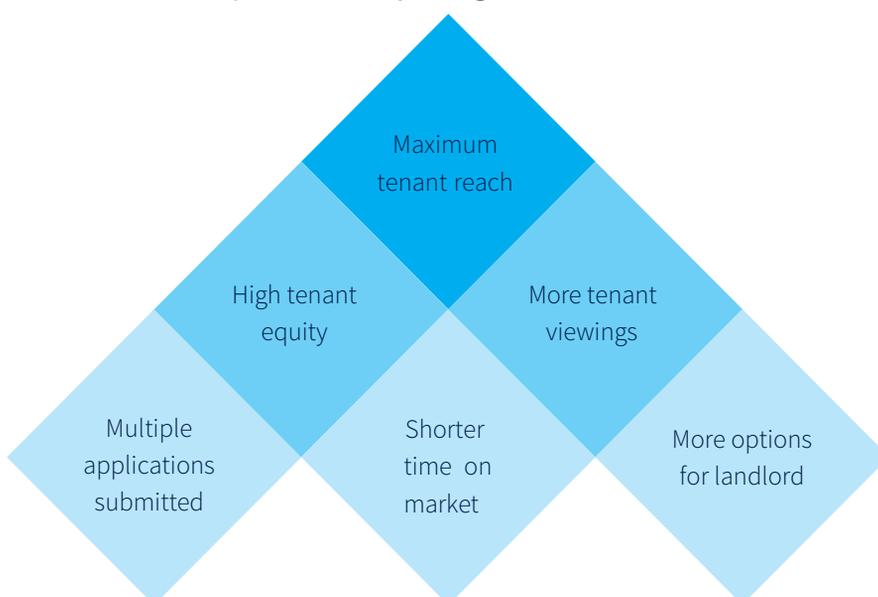
DAYS ON MARKET IMPACTS PRICE

Being flexible on price is key to a quick rental. Applicant feedback might identify specific items of concern for example security, size of rooms etc. but it always comes down to price! Someone will take the property with its flaws. The annual loss incurred due to a reduction in monthly rent will seldom exceed the potential rental loss of a vacant property if the price is right.

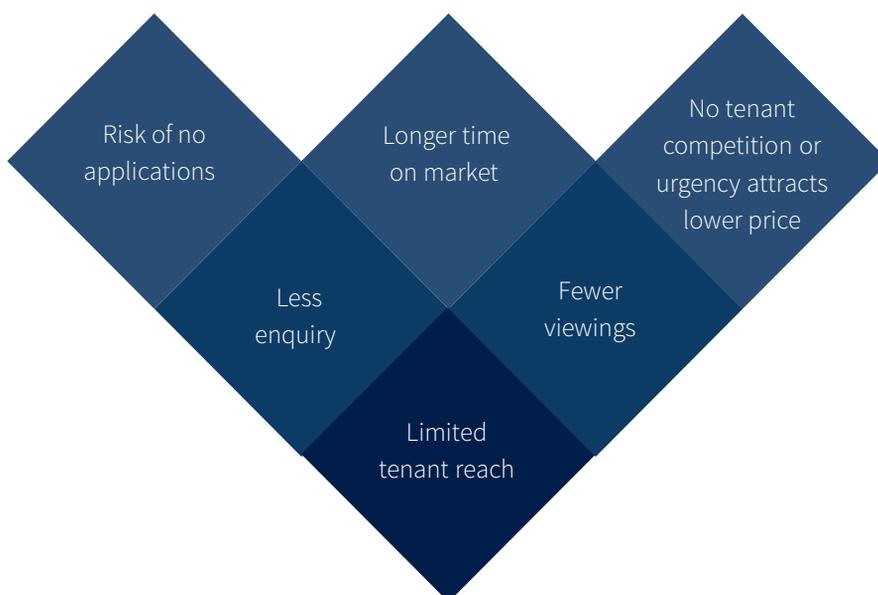


HOW TO REACH POTENTIAL CLIENTS

Never underestimate the power and effectiveness of good marketing tools offered by agents. The internet provides only one avenue for effective marketing. A good combination of touch and technology tools can make the property rent quicker and closer to the asking price. Professional agents should provide landlords with a comprehensive marketing plan to justify their commission and the experience they bring to the table.



--- DAYS ON THE MARKET ---



ESSENTIAL MARKETING



PHOTOGRAPHY & VIDEO

The first thing most potential tenants see is a photo of your home. So we'll arrange a date to take professional photos and videos (where applicable) of your property to attract maximum interest.



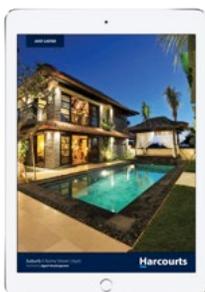
SOUTH AFRICA'S FAVOURITE SITES

Today, most tenants first start their search for property online and these websites attract up to 90% of the buyer/tenant enquiries in South Africa. Your property can be featured as a premier listing on Property 24.



WEBSITES & SOCIAL MEDIA

Our digital footprint is massive, which means more online exposure for your property and a highly focused marketing approach. We also provide exposure for your property on all of our social media platforms.



DIGITAL/PRINTED PROPERTY FLYERS

Distributing a striking and detailed flyer or digital-flyer in close proximity to your property creates extra exposure.

COVID-19



PERFECT SOLUTIONS

SAFETY FIRST.

Whether you're already on the market, needing to list your property to rent or wanting to take prospective tenants through your property, continue to use the government's latest COVID-19 guidance to ensure you can continue with your plans.



Masks must be worn at all times by all parties.



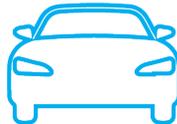
Sanitise prior to and after leaving premises. All surfaces in property must be properly sanitised.



All meetings must be done virtually as far as possible.



All the necessary protocols need to be discussed before a viewing occurs.



Clients, landlords and agents must travel to the property in separate vehicles.



No physical contact between parties showing and viewing the property.



A record of all persons who have viewed the property must be kept.



Surfaces in the property must not be touched and facilities must not be used.

OUR SERVICES

At Harcourts, we are committed to providing you with a full range of real estate services, no matter where you may be in your real estate journey. Don't hesitate to [contact us](#).



What's Your Property Worth?

If you are looking to sell your property, start by finding out how much your property is worth with our free no-obligation property appraisal.

[More Info](#) →



The Complete Selling Process

Selling your home is a big step. We want to make sure that you're well informed of the selling process and know what to expect every step of the way.

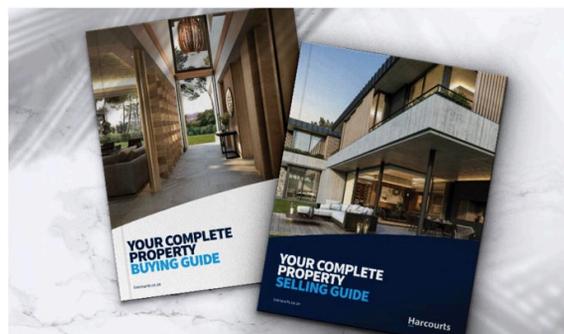
[More Info](#) →



Having Trouble Repaying Your Bond?

Harcourts South Africa, in partnership with the four major banks, have put together a Sales Relief Program that can assist you in this difficult time.

[More Info](#) →



Download Your Free Selling Guide

Download our free information booklet on selling property.

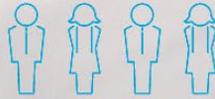
[More Info](#) →

HARCOURTS *Statistics*

TOP 5

Harcourts is one of the **top 5** real estate brands in South Africa as well as the **fastest growing** national real estate company over the past 10 years!

We have over
900
offices in
9
countries



With more than
6,700
sales consultants

Our network sold over

R275 billion

worth of
property
last year



That's **R31m** of residential, rural and commercial property sold every hour



Every **10** minutes someone buys a property with Harcourts



Every **13** minutes a tenant moves into a Harcourts managed property



We conducted more than

13,000

auctions in 2020



Our average agent rating is

4.7 stars out of **5**



The Harcourts Academy conducted more than

500

training programs in 2020



with over

5,000

attendees

The Harcourts Foundation has raised over **R60m** in 10 years for our communities



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