



Atkins | POWERED BY **exp** TM
INTERNATIONAL REALTY

"EXPERIENCE THE DIFFERENCE"

REVOLUTIONISING THE REAL ESTATE INDUSTRY WITH OUR INDUSTRY EXPERTS.

Merging a professional client-centric approach by our highly trained and informed Brokers along with industry changing technology to offer a tailored service to our discerning clientele.

STRATEGIC MARKETING CONTENT

Partnered with South Africa's leading Real Estate marketing experts and utilising innovative marketing material tailored to each listing, leveraging this recipe allows us to enhance our exposure to specific target markets and access a diverse pool of first time homeowners, investors and families looking to purchase Real Estate.

UNPARALLELED CUSTOMER SERVICE

Our goal is to build a reputation as THE market leader in the South African Real Estate market through our innovative approach, dedicated professionalism and the unsurpassed quality of our customer service.





OUR SERVICES

STRATEGIC MARKETING CONTENT

We offer a wide range of products and services to accommodate your realty needs. Whether you're looking to buy, sell or lease a dream family home, a luxury vacation apartment or a suitable building to house a business, we not only have the sales and rental knowledge to help you make intelligent and informed decisions, but we also have a number of innovative, time-saving tools to help you narrow down your ideal property.

RESIDENTIAL SALES

Designing effective marketing strategies for generating leads, creating the plan of action to take, and executing it.

RESIDENTIAL RENTALS

Innovative marketing material tailored for each listing, enhancing our exposure to specific target markets.

COMMERCIAL SALES & LEASES

Designing a targeted marketing plan to attract investors looking to purchase long term investments. Buildings that house businesses. Providing developers and property owners with reliable and professional tenants.



OUR EXCLUSIVE MANDATE INCLUDES THE FOLLOWING MARKETING STRATEGIES:

- PROFESSIONAL PHOTOGRAPHY
- PROFESSIONAL DRONE FOOTAGE
- VIDEOGRAPHY / WALK THROUGH VIDEO TOURS
- INFORMATIVE BROCHURES
- RELIABLE AND FACTUAL MARKET REPORTS
- DIGITAL LISTING PLATFORMS INCLUDE 12 LOCAL, NATIONAL AND 34 INTERNATIONAL PLATFORMS ACROSS 60 COUNTRIES WORLDWIDE
- LUXURY LISTING PLATFORMS INCLUDE THE WORLD'S LEADING REAL ESTATE SITES ALONG THE LIKES OF "MANSION GLOBAL", BELLES DEMEURES AND THE WALL STREET JOURNAL, OFFERING YOUR PROPERTY EXPONENTIAL GLOBAL EXPOSURE
- STRATEGIC DIGITAL & SOCIAL MARKETING PARTNERED WITH SA'S TOP MARKETING AGENCIES



VACANT ERVEN MARKETING STRATEGY:

Our brokerage is one of the only Garden Route based firms that specialise in the sale of vacant land.

We understand the unique challenges and opportunities that come with selling vacant land, and have a proven track record of success in this niche market.

We are highly familiar with local zoning laws, land use regulations, and environmental considerations that can impact the value of a piece of vacant land. This allows us to accurately assess the value of the property and negotiate the best possible price for my clients.

We have partnered up with one of the Garden Route's most recognised Property Developers which has allowed us to offer clients turnkey options as opposed to a vacant erf alone, the development Firm assess the land and provides us with the most suitable plan along with rendering images which in turn offers clients the visualisation of a finished product. We have found clients tend to entertain this option more as opposed to purchasing an erf.

A largely undervalued benefit of purchasing turnkey or off plan, buyers are able to secure 100% home loans.

Unfortunately South African banks do not offer 100% home loans on vacant erven, this effectively reduces the amount of purchasers looking to buy land. Incorporating the Development Firms turnkey build with a 100% loan option broadens our buyer pool and essentially allows us more "feet through the door".



CALENDAR IMPLEMENTATION OF MARKETING STRATEGIES

REIMPLEMENT THROUGHOUT MARKETING CAMPAIGN



A GUIDELINE TO GETTING YOUR PROPERTY SOLD:

- INTRODUCTION AND VALUATION PHASE.
- PHOTOGRAPHY AND VIDEOGRAPHY.
- IMPLEMENT MARKETING STRATEGIES AND LAUNCH CAMPAIGN.
- PROACTIVE VIEWINGS AND EXCLUSIVE SHOW DAYS.
- OBTAIN OFFERS, NEGOTIATE MOST FAVOURABLE OFFER AND CLOSE.



BENEFITS OF AN EXCLUSIVE MARKETING PARTNERSHIP

CREATES BUYER COMPETITION

In order to achieve the highest possible price as buyers must compete for the property, not agents.

SECURITY

When you appoint one broker, you need only to hand out one key. An important consideration in the current climate.

FEEDBACK

Accurate and regular market feedback.

DON'T EXCLUDE AGENTS

We won't exclude any other agents from the sale, they are still more than welcome to bring purchasers through us with the standard industry split.

NO UNPLEASANT SURPRISES

Wherever possible, we will introduce buyers only by appointment. You/your tenants are spared the constant necessity of cleaning and frantic tidying up.

EXPERIENCED BROKERS

We are exceptionally well trained and experienced brokers, therefore won't lose a sale through lack of expertise.



PROFESSIONAL PARTNERS

ENSURING WE STAY AHEAD OF THE GAME,
WE HAVE PARTNERED WITH THE BEST IN THE BUSINESS.



SA'S LARGEST BOND ORIGINATOR

Since it was founded in 2000, BetterBond has grown to become the largest bond originator in South Africa, with specialist experience in the property industry and more than 20 branches nationwide supporting our real estate partners and customers.





REVIEWS

KENNEDY M



Thank you for your exceptional service and going above and beyond in selling my home.

SARAH W



Out of all 3 homes we have sold in our lifetime, this time round was certainly the easiest! Thank you Daniel.

NOMSA N



Daniel was very helpful, he conducted himself professionally during the viewing and ultimately the buying of the property he was representing. We truly appreciated his services, Nomsa.

JOACHIM VDM



We used Daniel Atkins as our agent to sell a property in Parklands. My impression was that he is eager to deliver the best service possible, and was always quick to respond to queries and very professional in all regards. He came across as honest and reliable - exactly what you would want in an agent. Highly recommended.

ELIZABETH MC A



Daniel is a great estate agent very punctual in time and very open and honest.



LUXURY LIFESTYLE AWARDS 2023

BEST NEW LUXURY REAL ESTATE BROKERAGE IN SOUTH AFRICA 2023

We are thrilled to announce that Atkins International Realty | eXp has been awarded the prestigious title of "Best New Luxury Real Estate Brokerage in South Africa 2023" at the 15th Annual Luxury Lifestyle Awards in New York, USA.

This remarkable achievement recognizes our commitment to excellence, innovation, and unparalleled service in the luxury real estate industry. We are immensely proud to have been chosen as the leading brokerage in South Africa, a testament to our dedication to providing exceptional experiences and exceeding our clients' expectations.

At Atkins International Realty | eXp, we believe in redefining luxury and delivering extraordinary results. With our team of experienced professionals and extensive knowledge of the South African luxury real estate market, we offer our esteemed clients access to exclusive properties that embody sophistication, opulence, and refined living.

This prestigious award is a testament to our unwavering pursuit of excellence and our dedication to providing personalized, tailored solutions for our clients' unique needs. We are deeply grateful to our clients for their trust and support, which has allowed us to achieve this incredible milestone.

As the recipient of the "Best New Luxury Real Estate Brokerage in South Africa 2023" award, we remain committed to upholding the highest standards of service and continuously raising the bar in the luxury real estate industry. We invite you to explore our website and discover the unparalleled opportunities that await you with Atkins International Realty | eXp.





LUXURY LIFESTYLE AWARDS 2023 *15th Annual*

Dear Team of Atkins International Real Estate,

It is with great pleasure that we confirm your success and congratulate your achievement in the Luxury Lifestyle Awards 2023.

The objective of these awards is to recognize excellence across the whole range of property industry sectors and maintain the highest standards in the industry worldwide.

After a thorough research process, Atkins International Real Estate, Powered by eXp has been distinguished as one of the best in this market. Your impeccable reputation and professional performance have been recognized and acknowledged. Now we are pleased to announce, that in accordance with the results of our research and selections, Atkins International Real Estate, Powered by eXp has become a Winner of Luxury Lifestyle Awards in the category of:

Best New Luxury Real Estate Brokerage in South Africa

Please accept our heartfelt congratulations on behalf of the Organizing Committee of Luxury Lifestyle Awards upon achieving such a great result and getting your efforts recognized and celebrated. We look forward to seeing some exciting promotions of your success in the coming months, and we also hope to see you among our participants next year too.

Organizing Committee
of Luxury Lifestyle Awards

Alexander Chetchikov



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WHAT LED US TO ESTABLISH AN AFFILIATION WITH EXP REALTY?

eXp is an expansive network of Real Estate Professionals, Leaders, and Partners, holding the top spot in agency transaction count and agent count globally. By aligning with this vast global network, Atkins International Realty serves as a direct gateway to Cape Town for Foreign Investments.

At eXp, we believe in harnessing individual success through collective efforts. Our overarching vision is to bring about a positive transformation in the contemporary work landscape. That's precisely why eXp Realty has consistently been recognized on Glassdoor's Best Places to Work List for six consecutive years.

Leveraging our global community, we can propel your property to the forefront of the International Real Estate Market.





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