

Only

Lew Geffen

Sotheby's

INTERNATIONAL REALTY

**For those who seek an
exceptional life.**

Only one real estate brand gives you that feeling. The feeling that you're in the presence of the world's best. For those who seek exceptional service and results in, there is only Lew Geffen Sotheby's International Realty.

COMPANY PROFILE

The Induction Programme has been developed solely for use by the Lew Geffen Sotheby's International Realty Franchise network.
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A brief history

Since the founding of the Sotheby's Auction House in 1744, the Sotheby's name has earned renown as a marketer of the world's most valuable and prestigious possessions. This reputation is built as much upon exceptional service to clients as on the notable luxury property such as art, antiques, jewellery and other holdings that pass through Sotheby's offices worldwide. The Sotheby's International Realty® organisation began in 1976, in part to serve clients desiring a complete package of estate disposition services, and soon became known for representing extraordinary property auctions and property sales throughout the world.

Although the South African affiliation to the Sotheby's International Realty® network began in July 2000, Lew and Sandy Geffen created the base of luxury property excellence when they opened their flagship office, Lew Geffen Estates, in 1982 in Johannesburg. Over the next 20 years the Company became a market leader in Johannesburg, with over 200 agents operating in 12 branches. Lew Geffen was inspired by one of his colleagues to investigate an association with Sotheby's International Realty® and became an Affiliate. The rest, as they say, is history.

With the input of the legendary Sotheby's International Realty® brand, the company Lew Geffen Sotheby's International Realty grew to be represented throughout South Africa. Barak Geffen (former Executive Director) led the charge to this expansion and Yael Geffen (Chief Executive Officer) spearheaded the national marketing, innovation and continued franchise expansion. Today, Lew Geffen Sotheby's International Realty has over 600 real estate agents operating throughout South Africa. Outside of the United States, Lew Geffen Sotheby's International Realty is the biggest single operation and is proud to be a member of Sotheby's International Realty® worldwide which has 1000 offices and 23,000 sales associates located in 70 countries and territories globally.



Geffen International Realty Franchises (GIRF)

The Sotheby's International Realty Master License is signed with Geffen International Realty (Pty) Ltd. Geffen International Realty Franchises signs license agreements with the appointed Franchise businesses in designated areas within South Africa. The Franchise businesses are independently owned and operated and the agreements stipulate market share goals that need to be achieved in their selected farming areas.

The franchise offices are required to cover the area in terms of the contract as well as achieve set company goals. The market share and company goals should be linked to the agents' goals in order to achieve a win/win relationship for all parties. Geffen International Realty Franchises organise regional strategic and review meetings with the franchise owners around the country on a quarterly basis. Agents also receive recognition at an awards event which is held every second quarter. The franchise owners are encouraged to hold monthly one-on-one meetings with their agents to discuss their goals and strategies.

Geffen International Realty Franchises Strategic Team

What makes a property special is more than just a price tag. At heart, we are a brand that treasures what is uniquely beautiful, as well as the simple joy of presenting to clients not just a house, but the perfect home. At Lew Geffen Sotheby's International Realty we believe that passion and dedication initiates from the top. Our team are leaders in property sales as well as in the marketing of property, delivering innovation and service distinction to South Africa's property market. The Geffen International Realty Franchises team structure at strategic level comprises of:



Lew Geffen - Chairman

Sotheby's International Realty, South Africa

Lew Geffen has been in the real estate industry since 1972 and is recognised as one of the leading experts in property in South Africa. It was his determination and success at the flagship operation in greater Johannesburg, which served as the springboard for the rollout of the national brand that today boasts throughout South Africa. Lew Geffen was responsible for negotiating the Master Franchise for the Sotheby's International Realty Master Franchise for South Africa and holds many directorships in associated real estate and allied industries.



Yael Geffen - Chief Executive Officer

Sotheby's International Realty, South Africa

Yael is the CEO of Sotheby's International Realty South Africa and a member of the Board. Yael has a BA in Communications and Economics and a Master's Degree in Integrated Marketing and Communications Strategy. She has extensive experience in marketing, sales, advertising and strategic planning both in South Africa and the United States, where she worked in New York and Los Angeles for six years on global accounts such as Microsoft, Pfizer, Electronic Arts and The Academy Awards before returning home and moving into real estate. Despite her extensive previous experience Geffen joined GIRF in 2006 at apprentice level and spent the next 11 years learning every aspect of the real estate business. She has served as an Executive Director and shareholder on the Company's Board since 2010.



Sandy Geffen - Executive Director

Sotheby's International Realty, South Africa

Sandy Geffen is an Executive Director of Sotheby's International Realty South Africa, and has 30 years of real estate specialist skills with peerless experience in training and human relations. Her dedication and success together with an infinite desire to expand the brand nationally, led her together with her husband Lew, to secure the Sotheby's International Realty® master-license for South Africa.

Sandy spearheads the implementation of a host of marketing and training tools designed to enhance her property consultants' roles as leaders in property sales. She is a highly motivated speaker and is known throughout the network for her energising and focused presentations.

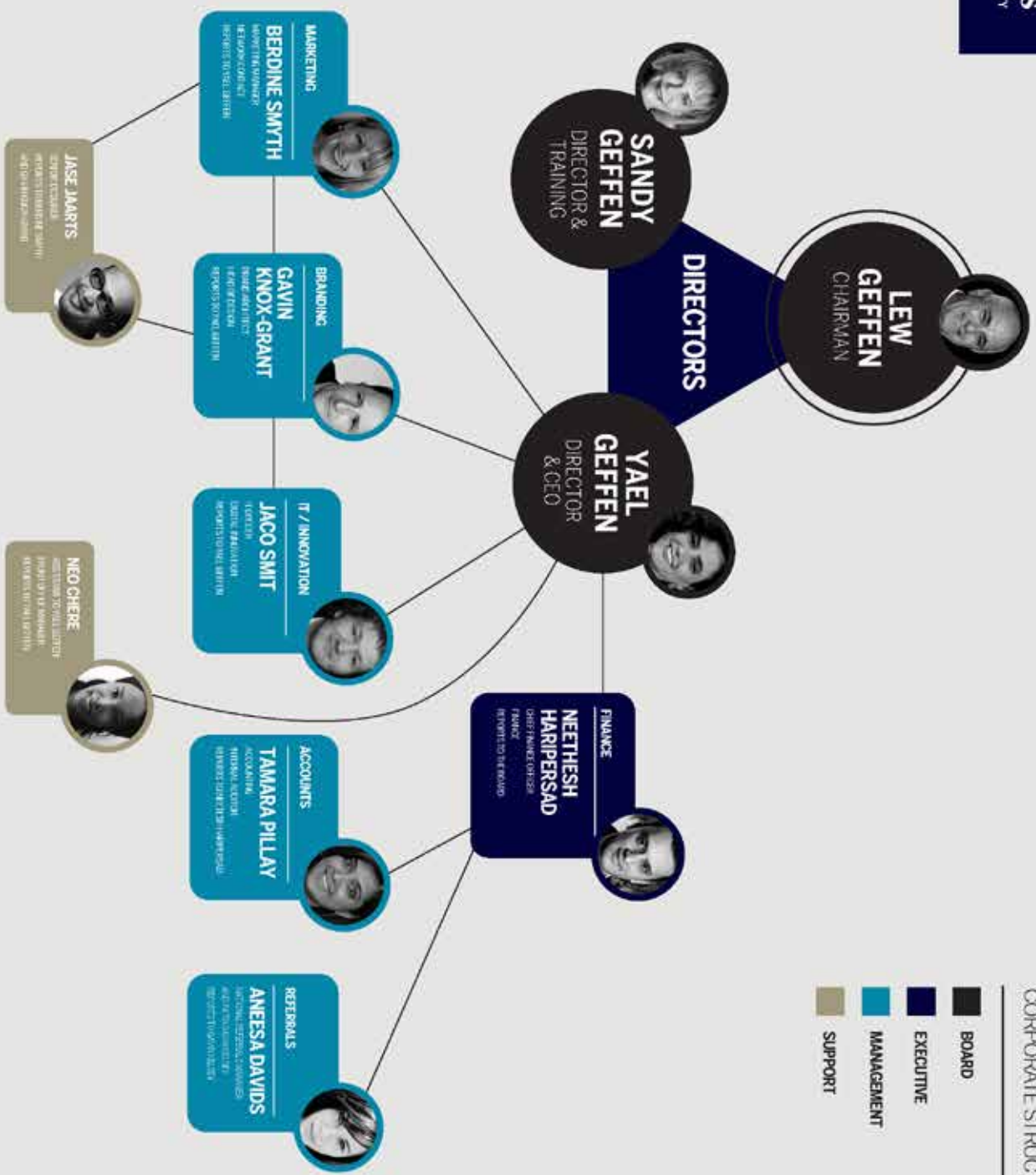
Sandy spends the remainder of her time as an ambassador for the brand dedicating her time to social responsibility. She is a trustee for Women and Men Against Child Abuse and is actively involved with the charity organisation Operation Hunger. Sandy began her career in the travel industry and then moved on to become a media manager for Kenyon Wiles advertising agency. She joined her husband Lew at Lew Geffen Estates in Johannesburg in 1982, which soon received recognition as one of the top Real Estate Agencies in Johannesburg.



Neethesh Hariparsad - Chief Financial Officer

Sotheby's International Realty, South Africa

Neethesh has been with the company from inception, starting as the accountant and progressing to Group Financial Manager and further to his current position of Chief Financial Officer. Neethesh has a B.Comm (Honours) degree from the University of South Africa and is integral to the growth and management of the company.



Our Mission and Vision

Mission

Lew Geffen Sotheby's International Realty's mission statement is to provide a real estate service in a market place where the brand resonates with the clientele and delivers what is expected from an international brand that has a history since 1744.

"Our mission as property consultants is to sell our clients' homes at the highest net market price, in the shortest possible time, with the least inconvenience. Our integrity remains paramount when it comes to staging our clients' homes to their greatest potential and tempting the market to bid more. Whilst we sell all kinds of properties, the one common thread is that whatever property is marketed through us, the Lew Geffen Sotheby's International Realty signboard outside your clients' home immediately lifts the perception of the value of the property in the consumer's mind. Our goal is to ignite the spark of imagination that leads to a successful sale. We pride ourselves on our transparent and knowledgeable approach to ensure that our clients are adequately informed and equipped to make the right decisions."

Vision

Our vision is to be the best real estate service provider offering the most dynamic, efficient and user friendly service by offering unique properties in every single area, ranging from cottages to mansions.

"Buyers and sellers of property look for distinction in the property organisation that they choose and will most often select an organisation that both impresses and reflects their own values and aspirations. Property marketing is essentially "Show Business" but Sotheby's International Realty® has aimed at "theatre" - with all the levels of drama and passion the brand is fully capable of carrying. Properties that we proudly represent range from small residential cottages to gracious estates with a plethora of architectural designs in every part of South Africa, including game farms, award winning wine estates, golf estates, secluded country estates, to oceanfront apartments and inner city lofts."

Lew Geffen Sotheby's International Realty's code of conduct and ethics

We adhere to the Estate Agency Affairs Board's code of conduct to the best of our ability and prescribe to our staff the moral and ethical importance of such conduct. The board of directors meet on a monthly basis to address and resolve any breach in conduct and/or ethics that might have arisen.

We are privileged that Sotheby's International Realty's holding company (Realty Holdings Corporation) has once again been recognized as the 2015 World's Most Ethical Company® by the Ethisphere Institute, the global leader in defining and advancing the standards of ethical business practices. This is the fourth consecutive year in which Realty has received this recognition. The World's Most Ethical Companies designation recognizes those organizations that have had a material impact on the way business is conducted by fostering a culture of ethics and transparency at every level of the company. Realty is one of just 132 companies in the world honoured this year and is the only residential real estate company on the list.

As brand ambassadors, agents are required to express Sotheby's International Realty®'s professional work ethic and values when presenting and offering the marketing platform to sellers, so as not to create the wrong expectations. No agent is permitted to damage the Lew Geffen Sotheby's International Realty brand by way of misrepresentation in trying to seduce sellers to give them mandates based on incorrect information.

The Spirit of Legacy

Our formula is originally based upon the success of Lew Geffen Estates in the Gauteng areas as a market leader. It extends beyond this through Lew Geffen's personal intellectual capital, being the only heir of property doyen Aida Geffen of Aida Holdings as well as Sandy Geffen's master trainer accomplishments. After 21 years of dynamic success with Lew Geffen Estates, positioning itself as a market leader, it was time to create a platform for Lew's son, Barak Geffen (former Executive Director) and Lew's daughter Yael Geffen (Chief Executive Officer) to expand the frontier of knowledge and credibility. A formidable team was formed.

The Lew Geffen Sotheby's International Realty brand offers its partners three generations of real estate success and a wealth of entrepreneurial know-how and trade secrets.

Thinking Big

The primary and fundamental key to the individual and combined success of the team players over a half-century, has been the personal belief systems and ambitions behind each person in the team. Successful entrepreneurs know that the distance between them and their dreams is their confidence in themselves and their belief systems. They do not wait to rack up a string of achievements before they believe in themselves. It starts with their belief in themselves and with the confidence that they can materialise their dreams. They create the kind of wealth that the broad majority of the population aspire to and never expect to become a reality, by "THINKING BIG".

In order for a franchisee and agent to integrate themselves successfully into the Geffen International Realty Franchise Network, it is important that they align themselves with the culture, make their ambitions of working for themselves, but not by themselves, and creating the kind of wealth that they only dream of as a reality; the quintessential step is to change or modify their paradigm of how they see the world towards "THINKING BIG".

"THINKING BIG" is a philosophy that one lives by – it's going beyond immediate reward and takes a longer-term view of profit.

"THINKING BIG" requires a more proactive-aggressive approach towards operating and a gutsier, more risk-tolerant attitude towards creating wealth. In order to make big money, a commitment needs to be made by each franchisee and agent, to themselves, to invest in expenditure upfront. The secret to managing upfront expenditure, is to take calculated risks by putting in the necessary effort beforehand, for example by locating and reaching one's target audience effectively, rather than applying shot-gun approaches to marketing.

Lew Geffen Estates has been making large profits for many years by living by the "THINKING BIG" philosophy. The evolution of mankind has been significantly enhanced and accelerated by humans building on the knowledge of other humans throughout time. In order for ordinary people to have uninhibited vision, they can stand on the shoulders of giants. There is little benefit to be gained and enormous amounts of effort to be endured by re-inventing the wheel.

Franchising the Lew Geffen Sotheby's International Realty model has created a platform for franchisees and agents to benefit from this vast sea of knowledge and experience.

Master License

On the 24th of June 2003, the Lew Geffen Estates brand was granted a 10 year master license agreement for the Sotheby's International Realty® brand for South Africa. On the 23rd of December 2005, a further 25 year extension was granted to Lew Geffen Sotheby's International Realty.

A revision of the company branding took place which has had a tremendous impact on not only our organisation but also the national property market. By becoming part of the infrastructure of the Sotheby's Auction House and by trading exclusively and nationally under the Sotheby's International Realty® brand, the company became the one and only truly International Real Estate Brand in South Africa. This has given Lew Geffen Sotheby's International Realty an exclusive marketing channel to acquire foreign purchaser mandates with esteemed and sought after clientele.

Sotheby's - The Fine Art and Auction House

The Fine Art and Auction House, Sotheby's, which commenced operations in 1744, created the marketing and knowledge infrastructure and brand credibility to create line extensions into other products and services. Over time, the Sotheby's brand has become synonymous with the creation of wealth. Wealthy people invest in sought-after fine art, as it has the highest appreciation rate over any other investment class. Today the Sotheby's Auction House has locations in 30 countries. The Real Estate Brand, which was previously a division of the Auction House commenced operations in 1976. It was a natural progression for the Sotheby's brand to create a Real Estate Division because they had created a unique database, through the Auction House, which has an accumulated heritage of over 262 years, and represents the most sophisticated high net worth clientele in the world.

Lew Geffen Sotheby's International Realty

By acquiring the master license for the Sotheby's International Realty® brand for South Africa, the Lew Geffen Sotheby's International Realty brand has been committed to enhance the professionalism of the industry. As a company, we have the reputation of a bicentennial brand to uphold through the long standing heritage created by the Sotheby's Auction House. Our clients expect nothing less than the highest integrity, ethical conduct and an international level of service and professionalism. The brand is instantly recognizable and buyers and sellers would naturally want to transact with us due to their perception of the credibility and standard of professionalism that the Sotheby's brand expects.

Lew Geffen Sotheby's International Realty in South Africa has grown 500% in turnover since June 2003 off a relatively large base to begin with. From 5 offices and 120 Agents, we have grown to 40 Offices and 450 Agents. This growth has been fuelled by a local legacy of three generations of local success through the Geffen Family, combined with the most competent executive management team consisting of Lew, Sandy, Barak and Yael Geffen, as well as Jason Rohde (CEO), to access one of the world's most sought after and trusted brands.

The executive management team have realistically changed the face of real estate training and operation from principal to agent level with a 1000 page digital procedure manual, which is the first of its kind in this country. This digital procedure and training manual was inspired by the Sotheby's International Realty® brand granting the master license to Lew Geffen. This is the first time in Sotheby's International Realty's® history that they have elected a local operator to roll out the global brand, nationally on their behalf. This also happens to be the only instance where the Sotheby's International Realty® Brand will grant the rights to do so in future.

A warm family ethos permeates the network, which embraces values of ethics, transparency, empathy and assertiveness to provide an engaging environment for franchisees and agents to liberate themselves. This is the foundation of the discipline and international level of service that all our customers can expect.

As brand ambassadors, agents are required to express Sotheby's International Realty's® professional work ethic and values when presenting and offering the marketing platform to sellers, so as not to create the wrong expectations. No agent is permitted to damage the Lew Geffen Sotheby's International Realty brand by way of misrepresentation in trying to seduce sellers to give them mandates based on incorrect information.

The company's reputation is far more important than any one agent's or franchisee's reputation. We are in the business of creating trust and we are proud to have agents who value their reputation far more than their short term income needs and who have created the tangible rewards to prove it. Our commitment to the Sotheby's International Realty® name to uphold the integrity of the brand is paramount and any agent who fails to comply with the above values will be not be tolerated.

There is simply no room in South Africa for unprofessional and disreputable agents. Our endeavour to upgrade the professionalism within the industry will become a reality if our agent training is matched with the service our agents are providing in the field. As a result, our network has become a leading real estate network in the country.

Teamwork is also a powerful income generator in our company and the benefits to be had by consistency in service will bolster each and every agent's profile in their respective areas. Each agent can have peace of mind that their colleagues in other areas within the company also uphold our commitment to offer an exceptional service far ahead of the industry standard.

Marketing channels

There is a formal listing process that needs to be adhered to as follows. First and foremost an agent must appropriately qualify a seller and franchisees are required to monitor this, as it is their priority to accept listings from agents and expend costs on the marketing of properties, and is dependent on each franchise principal's decision to either bear the cost or make it complimentary to the client.

Many sellers in a market are not qualified and are merely testing the market or are not ready to sell, even though they might make out that they are desperate to sell.

A thorough presentation has to be adhered to and even moreso unless an agent is highly experienced they must never play "God". Agents should try to get each seller who is interested in an international listing to pay for any magazine listing themselves, as this automatically qualifies them. No seller will pay marketing costs for their own property unless they are intent on selling it. Effective arguments that should be used include:

- Many sellers within our network, who in the past have been interested in finding an international buyer for their property have happily paid the international print collateral marketing costs due to the benefits that they perceived in reaching the most high net-worth clientele in the world.
- We have already spent hefty sums to secure the exclusive channel to use the Sotheby's International Realty® Brand.
- We need a sole mandate to market sellers' properties on foreign platforms and a financial commitment from sellers to pay for their own international print marketing collateral provided by us. In some cases should we sell the property via this platform, we will reimburse the seller for costs by way of reducing the commission by the costs of the advertising and depending on each case we are comfortable writing this into the sole mandate document.

If a franchisee and agent decide that it would be a good idea to use a particular seller's property to market on an international platform through the international marketing print channels, then they are required to pay for the costs themselves, provided the principals decision was not to bear any cost. This does provide evidence of our international reach and can be used as a promotional tool either do a brochure drop at certain properties within their own area to secure further mandates, or to use in mandate presentations for all agents within the franchise. In these instances, the franchisee will take into account the property, the status of the agent, the profitability of the agent and the benefits that they think will be generated through this type of promotional marketing. Even unqualified sellers can be used for this purpose.

Once a seller is qualified and accepted by the franchisee, then the following three international marketing channels may be used to create foreign buyer interest, including marketing by way of an international brochure, the international website or through Reside magazine. It is also a complementary service for us to advertise the property on the Sothebys International Realty international site (members site on express docs).

Proprietary Sotheby's International Realty® Global Marketing channels

International brochure

The property to be listed can have an international brochure and payment is only a guide as costs change frequently depending on the exchange rate and courier postage.

As two brochures are distributed to every franchise location throughout the world, these costs will vary in time as the number of franchise locations increase. Brochures are printed and distributed to the appropriate offices in the international network and to appropriate clients within the Auction house and Fine art as well as Real Estate Buyer Databases. However, the main reason for the printing of brochures is so that any request for more information on any particular property from the international office network from any international marketing channel can be efficiently and effectively handled and monitored by the sending of a brochure to that client.

In addition, any PR that is created for properties that should attract a foreign buyer are processed through the distribution of a brochure of the property to the major press publications within each of the major territories including Europe and the USA. As any foreign property consultant may receive 25% of the gross commission by way of an international referral, there is adequate incentive for that agent to ensure that the properties marketed by way of these international brochures receive comprehensive exposure to their clients interested in purchasing properties outside of their countries of habitation. Historically, the press coverage for properties marketed by way of an international brochure through the global distribution program has been one of the most effective means of selling properties, however, press coverage cannot be guaranteed. Publications that are often targeted include:

- o Architectural Digest in the USA
- o The Wall Street Journal in Europe and the USA
- o The Sunday Times, the Daily Telegraph and other UK news publications
- o Forbes and Luxury Living
- o New York Times
- o Mansion Global
- o Financial Times
- o Bloomberg
- o Other minor global news and print publications

International website

No payment is required by a seller to list their property on the Sotheby's International Realty® website, but the management of Geffen International Realty Franchises will screen all properties to ensure that they do not downgrade the Sotheby's International Realty® brand. There is no price barrier within a South African context however photography quality standards are stringent. Agents need to be careful not to promise to sellers what they cannot deliver and reputable professional photographers must be employed to take photographs of all properties within each franchise.

Sotheby's Auction Preview & Sotheby's Preferred Magazine

These magazines are the most sought-after fine art and auction magazines and catalogues. They also include real estate, advertised from all Sotheby's International Realty® offices from around the world. With an average \$1 Million price tag for all jewellery, furniture and real estate advertised, this publication is read by regular buyers of the Sotheby's brand offerings.

These magazines are by far the most effective tools for creating foreign buyer interest in a property because of their global reach. The entry level of properties advertised in this magazine is at the top end of our luxury market. Sotheby's Auction Preview readership specifics - circulation: 100,000 copies globally. Costs for advertising in Sotheby's Auction Preview: \$1265 per third of a page (Subject to change). Sotheby's Preferred Magazine readership specifics - circulation: 10,000 copies distributed to affluent premier clients within the zip codes of the East Coast of the USA. Costs for advertising in Sotheby's Preferred Magazine: \$1155 per third of a page (Subject to change).

Supplementary international marketing channels

Other international publications that generate foreign buyer interest are listed below. These are not proprietary channels owned by the Sotheby's International Realty® Brand and will usually only be offered by agents to their sellers in exceptional instances where franchisees have granted permission to agents beforehand.

These include

- o Reside magazine
- o New York Times magazine
- o Global Wall Street Journal
- o The Robb Report Collection
- o The Robb Report Vacation Home
- o Country Life (UK)
- o Other International magazines

National marketing channels

Agents wanting to access national buyers may do so by way of advertising in the following national platforms:

- o Private Edition Magazine
Private Edition is targeted at and read by 18 000 of South Africa's highest net worth individuals. Lew Geffen Sotheby's International Realty have cover branding, 18 pages of advertising per issue plus a chairman's Letter. Our network distributes on average 5000 copies per quarter to clients.

- o Public Relations – local and national
The Sotheby's International Realty® Brand is most regularly quoted as the authoritative voice of the real estate industry in the media and as experts who are knowledgeable of market conditions and trends. This in turn ensures that our brand name is consistently established in the minds of homebuyers. Whilst discretion and sensitivity to a seller's needs are of paramount importance, a customised public relations campaign can be built upon a newsworthy, unique selling feature of your home.
- o National website
Our national website www.sothebysrealty.co.za showcases over 7000 homes from offices in five regions throughout South Africa. Each page of the international site is directly linked to the national website.
- o Database marketing
We communicate via a combination of sms, property consultant-to-property consultant interaction and interactive media with our comprehensive database of local, national and international buyers.
- o Cross-pollination of clients via global direct referral system
Each day, thousands of new clients are captured on our national referral system. These are cross-pollinated between properties by the agents within the local office. Referrals are fostered between offices on our global direct system on a regional, national and international basis.
- o Sophisticated glossy inserts
Glossy brochures are produced (subject to demand) and inserted into high profile newspapers on a regional basis where the investor market is targeted. While a mandate on a seller's home will receive preference, we cannot ensure inclusion, as there are many practical factors and logistics that need to be considered.

Digital marketing strategy:

- o Search Engine Optimization
With search engines driving over 90% of traffic to real estate websites, it is essential to leverage this locally. Optimise your search engine strategy and have qualified leads delivered to your site through the #1 search engine in the world, Google.
- o Mobi-Site
Now clients can find their dream home on their smart phones using our mobi-site either by sms or by scanning the QR code. All properties listed on the sothebysrealty.co.za site are automatically fed through to the mobi-site.
- o Social Media,
We use social media to connect your home to our vast community of real estate intenders and influencers from across the globe. Social media, like real estate, is about connecting people and cultivating relationships, which makes it the ideal tool for marketing your home. When used artfully, social media is not only a buzzword but a powerful marketing vehicle. It has massive global reach, as well as the ability to engage and interact in real time and create lasting connections anywhere, anytime.

Local Marketing Channels

- o Elegant sale signage

Over the last two and a half centuries, the Sotheby's brand has become synonymous with wealth creation. A seller's choice in brand affects the perceptions that buyers hold of their home. It is important for them to choose a brand that reflects their aspirations, and having a Lew Geffen Sotheby's International Realty board outside their home positively affects the perception of value that buyers will have of their home upon arrival.
- o Local property newspaper

Our marketing strategy will always be concentrated on the weekly local property newspaper. A publication that acts as the eyes and ears of the buying public. Statistics have confirmed that most homes are sold through this medium and that it performs the main selling function. Our sellers' homes will be exposed on a regular basis to reach a targeted audience of buyers available in their market.
- o Show days

There are numerous convincing reasons as to why a show day will generate more exposure for your home, compared to allowing buyers to view only through appointments.
- o Electronic showcase

A digital brochure showcasing up to thirty-six full screen colour images of a seller's home may be created. This brochure is then emailed to our national database of potential buyers and the Sotheby's International Realty® global offices, affording them unrivalled access as opposed to passive exposure in cyberspace.
- o E-card

Utilizing the Lew Geffen Sotheby's International Realty Dashboard, we wrote an in-house application which allowed our brokers to send business cards to their clients' phones, which when opened, could be directed straight back to our national website. This has proved to be very successful with over 2000 people a month being directed to our website via our E-Cards.
- o E-brochure

One of the biggest requests we had from our broker network was to be able to create themselves, within a matter of seconds, their own internal brochures, featuring their listings that could be sent directly to their clients. Once again using the Dashboard the agents can click into an E-Brochure link and simply by inserting the web reference numbers, create world class looking brochures in a matter of seconds. These brochures can then be forwarded from their own laptops directly to their clients.

Strategic partnerships:

At Lew Geffen Sotheby's International Realty we value all our partners and we take pride in providing our clients with the most bespoke real estate service. We offer this by utilising our real estate agents and strategic partners for their benefit.

Ooba is the premier bond originator of choice in South Africa and we are proud to be associated with them and their exceptional level of service. We have an exclusive partnership with Avios and their British Airways Executive Club. If a seller sells their property through Lew Geffen Sotheby's International Realty they will be able to earn Avios, travel reward points that can be converted to flights, hotels and rental cars etc. If a client exclusively mandates their home for sale for a minimum period through any Lew Geffen Sotheby's International Realty office, they will be able to earn 2 Avios for every R100 of property value sold.

In conclusion:

1. The most prestigious Global Brand combined with the Geffen Family Property Heritage which began in 1958 with Aida, who was the leading national residential property company and network in the 80's, as well as the credibility of the Lew Geffen Brand, which was established in 1982.
2. Incentivised, liberated and motivated agents proud to give a level of service that upholds to international standards of ethics, integrity and professionalism. Best of breed training is offered to the agents to equip them to focus on delivering their best service to the customer.
3. Sellers can in turn be assured that buyers will be drawn to the brand representing an international level of service.
4. Sharing of intellectual property and knowledge from credible entrepreneurs within the group on local, national and international marketing concepts and service upgrades.
5. Environment of teamwork driven by management.
6. State of the art technology in administration so that property consultants and franchisees can spend more of their time servicing clients.
7. A hands-on management philosophy with limited hierarchical structure has been established by the leadership of the company and filters throughout the network so that fast levels of service and attention to detail are actively managed and controlled.
8. The Sotheby's International Realty® brand will attract the most professional agents for the entire network, ensuring that all levels of service and referrals to other agents will remain consistent.
9. A sophisticated and established global market presence.
10. The Sotheby's International Realty® Brand has entrusted Lew Geffen Sotheby's International Realty as the master franchise for South Africa because we know how to sell properties in our local conditions. These 50 years of collective innovation and market leadership must never be forgotten or underestimated. When presenting for a mandate always use the fundamentals as per the sole mandate lecture assuring sellers of your commitment and service delivery.