

A modern, two-story house with a large glass front door and windows, set against a clear blue sky. The house has a grey concrete exterior and a wooden balcony. A green lawn with some plants and a small tree is in the foreground.

SELLERS

THE COMPLETE HOME SELLER HANDBOOK

Navigating the Process of Selling your Home

**LUX
LIV**

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SELLERS

Navigating the Process of Selling your Home

CONTENTS

01 → ABOUT US

02 → THE SELLING PROCESS

03 → THE PREP

04 → STAGING

05 → PREPARING FOR PHOTOS

06 → MARKETING

07 → LUXLIV ACTION PLAN

08 → SHOWINGS

09 → NEGOTIATE

10 → SOLD

11 → TRANSFER PROCESS

12 → MOVING CHECKLIST

13 → TALK OF THE TOWN

COMPANY PROFILE

About Us



At LUXLIV, our passion for real estate drives us to deliver exceptional service tailored to your needs. What sets us apart is our commitment to not only meet your property requirements but also support your personal goals.

With extensive experience in real estate sales, our knowledgeable team utilises cutting-edge technology and innovative marketing strategies to connect your property with active buyers. Our success is built on client satisfaction; we take pride in our honest, hardworking approach and consistently strive to exceed expectations.

Beyond our industry expertise, we believe in empowering future real estate professionals through mentorship. We're dedicated to helping others succeed, and we celebrate their achievements.

When you choose LUXLIV, you can expect personalised service, unmatched market insight, strong negotiation skills, and exclusive marketing strategies. We are committed to your success and eager to help you reach your real estate goals.



THE LUXLIV SELLING

PROCESS

From prepping your home for listing to negotiating offers, we've got it all broken down week by week, making it a breeze for you to follow.

The Timeline



PREP WORK

Personal belongings stored, staging is done, professional photos are taken.



OFFERS

We'll review any offers received on your property and ensure you have a clear understanding of the terms and conditions presented by potential buyers.

WEEK ONE

PRE-WORK

Any minor repairs (like tightening loose door handles or replacing chipped plug covers), renovations or painting is done.

WEEK TWO



photo Ready

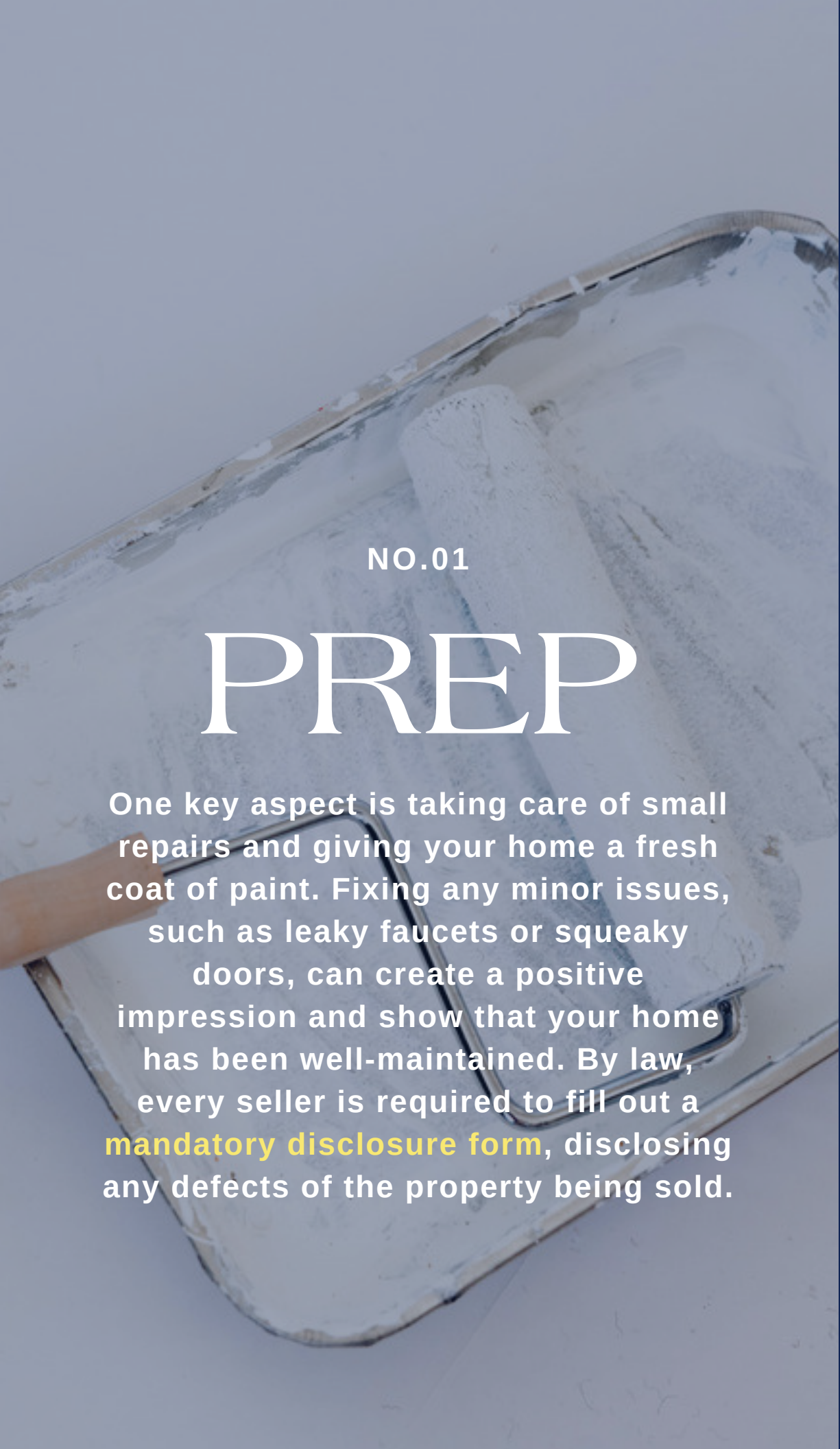
WEEK THREE

SHOW READY

Time to show off your perfectly polished home and host a couple open houses.

WEEK FOUR

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NO.01

PREP

One key aspect is taking care of small repairs and giving your home a fresh coat of paint. Fixing any minor issues, such as leaky faucets or squeaky doors, can create a positive impression and show that your home has been well-maintained. By law, every seller is required to fill out a **mandatory disclosure form**, disclosing any defects of the property being sold.

Prep to Sell CHECKLIST

GENERAL MAINTENANCE

- ☐ Oil squeaky doors
- ☐ Tighten doorknobs
- ☐ Replace burned-out lights
- ☐ Clean and repair windows
- ☐ Touch up chipped paint
- ☐ Repair cracked plaster

CLEANING + PREP

- ☐ Shampoo carpets
- ☐ Clean washer, dryer, and tubs
- ☐ Clean furnace
- ☐ Clean fridge and stove
- ☐ Clean and freshen bathrooms
- ☐ Clean and tidy entrance
- ☐ Polish door hardware
- ☐ Paint doors, railings, etc. (if needed)

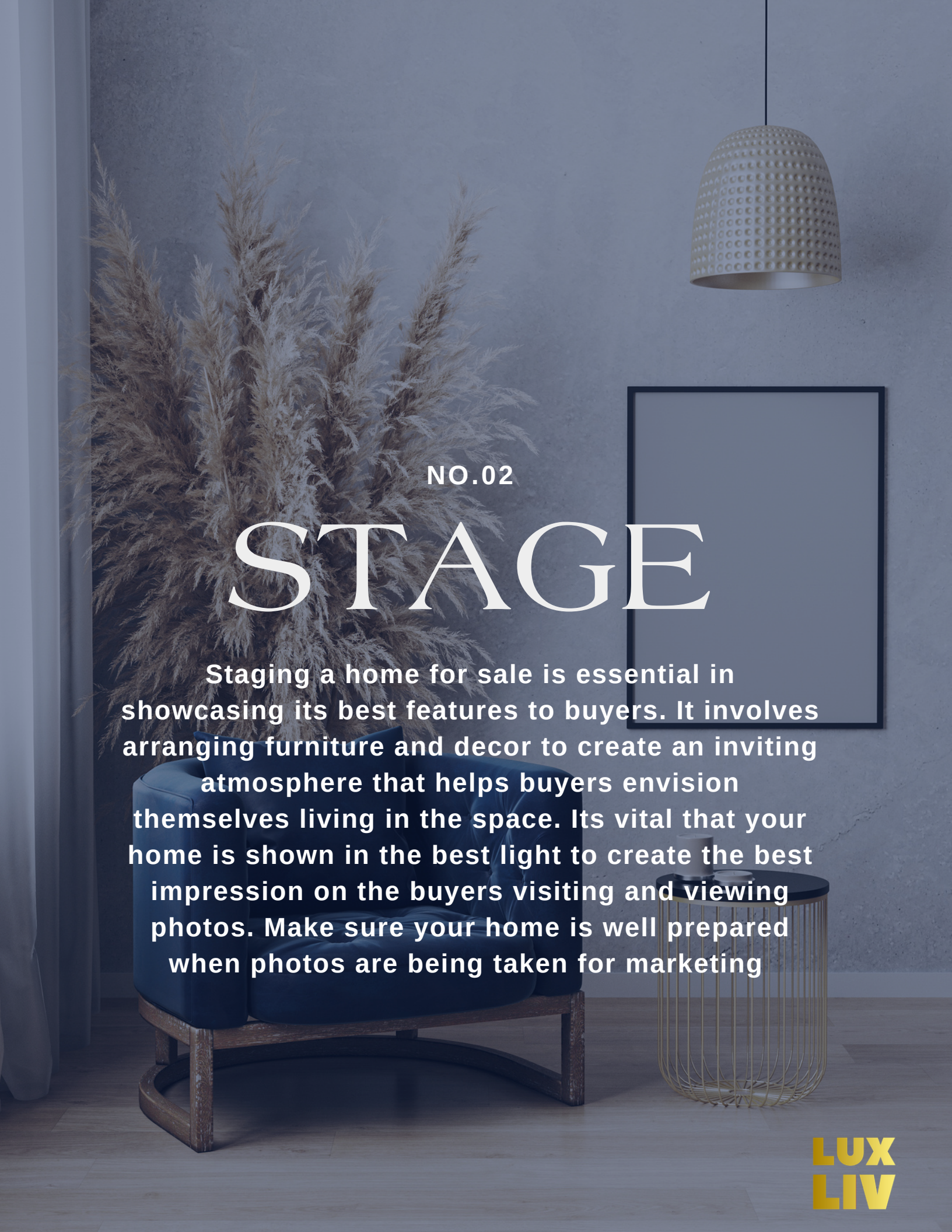


CURB APPEAL

- ☐ Trim shrubs and lawns
- ☐ Pick up any litter
- ☐ Clear walkway of leaves
- ☐ Repair gutters and eaves
- ☐ Touch up exterior paint

SHOWING READY

- ☐ Turn on all lights + fireplace
- ☐ Open drapes in the daytime
- ☐ Play quiet background music
- ☐ Clear counters and stove



NO.02

STAGE

Staging a home for sale is essential in showcasing its best features to buyers. It involves arranging furniture and decor to create an inviting atmosphere that helps buyers envision themselves living in the space. Its vital that your home is shown in the best light to create the best impression on the buyers visiting and viewing photos. Make sure your home is well prepared when photos are being taken for marketing

*Undeniable
Stats*



95% of Agents recommend Staging



The ROI for home staging can be tremendous

STAGED



Buyers are more willing to visit a staged home



Staged listings attract more views online



Staged homes spend less time on the market



Buyers find it easier to envision living in staged homes



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PREPARING YOUR HOME FOR PHOTOS

THE LIVING ROOM

- Remove all magazines ,newspapers etc.
- Declutter an excess ornaments
- Declutter the fireplace,ensure its cleaned and repaintedif needed
- Fluff and arrange cushions
- Remove kids toys
- Clear the coffee table of excess clutter
- Clean the rugs
- Store throws, blankets away



THE DINING ROOM

- Clear out the dining room table
- Arrange a centrepiece or flowers on the table top
- Evenly space out the chairs
- Remove any excess clutter
- Feel free to use decorative table setting if available

THE KITCHEN

- Ensure the kitchen sink is clear of any dirty dishes
- Put away washed dishes
- Clear out the counter tops completely
- Put away appliances and cutlery stored on the counter tops
- Hide the bins
- Clear the fridge of magnets and papers, photos etc
- Switch on all the lights



THE BEDROOM

- Make the bed. Use your decorative pillows and throw if available
- Iron the bedding
- Remove all clutter from the bedside tables
- Put away clutter, like make up etc from the dressing table
- Remove family photos from the walls
- Put away anything that is visible under the bed
- Tidy up toys in kids bedroom
- Remove stickers and posters of the walls
- Hide away bins



THE BATHROOM

- Put the toilet seat down
- Remove everything off the counter tops
- Put away floor mats
- Put away all toiletries from the shower or tub area, remove any personal items
- Remove used towels
- Make sure the shower screens are properly cleaned
- Ensure the bathroom ceiling is free of mould

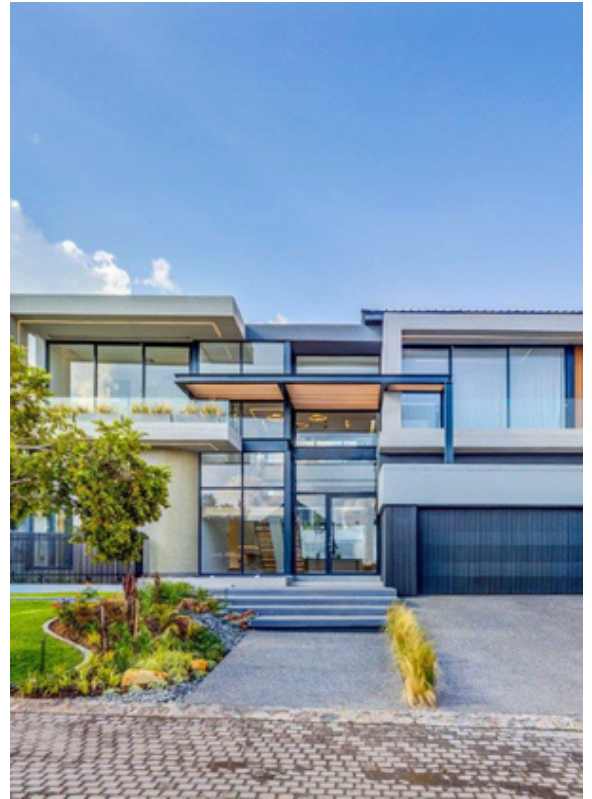


OUR PETS

- Remove pet hair from furniture
- Put away food and water bowls
- Make sure the garden is clear of pet litter and toys
- Make sure your pet is secured in a safe place

THE EXTERIOR

- Close garage doors
- Declutter the area, remove unused plants pots ,tools etc
- Cars, trailers and caravans should be removed from the driveway
- Wash the paving on the driveway if its dirty or stained
- Clean up the garden



THE GARDEN

- Ensure the pool is sparkling clean and the cover is removed
- Remove any faded or old cushions from the outdoor furniture
- The lawn should be mowed and green
- Put away all garden tools and equipment
- Put away pool supplies
- Hide the trash cans
- Clear out any toys laying around
- Clear pet litter
- Turn on water features

NO.03

MARKET

Marketing your home for sale is essential to attract buyers and increase its visibility in the market. A strong marketing campaign generates interest and urgency, leading to a faster, more successful sale.

THE LUXLIV ACTION PLAN

We will promote, advertise, and market your property in the best possible light to achieve the **best possible price in the shortest possible time**.

It is best to sell within the first 1-3 months of launching and avoid having the property on the market for longer than 6 months; thus, we keep constant communication and make incremental adjustments to our marketing strategy and pricing, with your informed consent.

- Strong social media campaigns on all social media channels

- Immersive video tours ensure our buyers fall in love with your property long before the physical viewing

- Advertise on our dedicated property showcase site: www.luxlivproperty.com and all property portals in S.A

- Advertise internationally on the luxury property site James Edition (Houses R10 million and over)

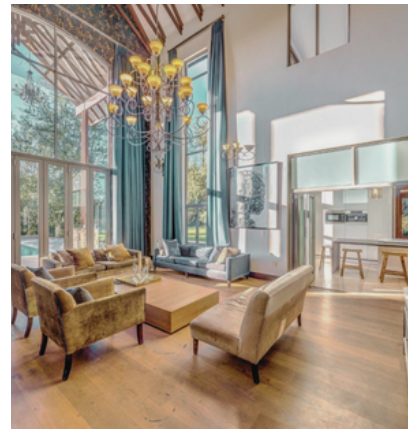
- Extensive network of stakeholders across SA and worldwide: relocation companies, investors and corporate clients with whom we have built strong relationships for over 20 years;

- Marketing landing pages, campaigns, emails, SMS and WhatsApp – striking and catchy marketing to bring viewers and keep them interested .We have a massive database collected over 20 years of property work

- Listing on 8 property portals, plus featured listings on social media platforms

- Professional photography and videography. Showhouse

- We work with reputable Property Practitioners across all agencies. That way, you avoid over exposure of the property and ensure we serve your best interests and protect you.



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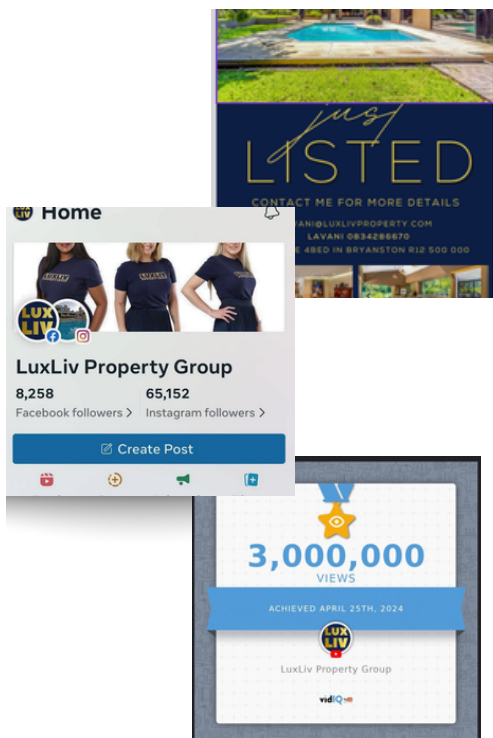
Professional Photos

From stunning exterior shots that highlight curb appeal to expertly framed interior spaces, our photos make a lasting impression.



Social Media

Our social media expertise ensures maximum exposure and attracts many interested buyers. By generating high visibility and creating a buzz around your property, we drive engagement and achieve successful sales. Lux Liv has over 145 500 subscribers to our social media channels and receive 3 000 000 views



**LUX
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Print Material

With beautifully designed brochures, high-quality flyers, and eye-catching postcards, we leave a lasting impression on potential buyers.

VIRTUAL HOME TOUR

Virtually allows buyers to walk through your home!



GUESS WHAT?

We like pretty and practical

We go the extra mile to ensure your home shines online and beyond. Here's a list of marketing extras we provide:

VIDEO TOURS

SHOW HOUSE

**EXPOSURE TO 145 500 SUBSCRIBES
ON SOCIAL MEDIA**

**PAID ADVERTISING FOR SOLE
MANDATES**

INTERNATIONAL PROPERTY PORTAL

10 PROPERTY PORTALS



NO.04

SHOWINGS

As a home seller, showings are a crucial part of selling, allowing potential buyers to visit and explore your property in person.

It's best to leave the home when the agent is showing the property as this allows the buyer to have an open discussion with the agent. The agent is able to answer any objections or concerns the buyer might have

Showing Tips

Tidy rooms are essential, but don't forget to declutter and make pantries, cupboards, and closets impressive too. Showings need extra care, so here's a list of tips to keep in mind for your home.



TURN ON ALL THE LIGHTS AND LAMPS



KEEP BEDROOMS TIDY AND MAKE BEDS DAILY



SINKS SHOULD BE CLEAN AND EMPTY



ALL SPACES SHOULD REMAIN UNCLUTTERED



PETS (AND TOYS) SHOULD BE OUT OF SIGHT



CARPETS AND FLOORS SHOULD BE SPOTLESS



CURTAINS DRAWN AND AMBIANCE LIGHTING ON



LAWNS MAINTAINED AND DRIVEWAYS CLEAR



TOILET SEATS SHOULD BE DOWN



A person wearing a grey coat is shown from the waist up, holding a black folder under their left arm and a smartphone in their right hand. The background is a solid dark blue-grey color.

NO.05

NEGOTIATE

Negotiating is a critical phase in selling your home, and being well-prepared can make all the difference in achieving your goals. Here's what you need to know about how negotiations work:

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When it comes to negotiating with buyer agents, your real estate agent plays a critical role in securing the best possible deal for your home. They are skilled negotiators with a deep understanding of the local market dynamics. First and foremost, they will act as your advocate, always working in your best interests.

Your agent will analyze and strategize based on market conditions and recent comparable sales to determine an optimal asking price and potential negotiation points. During the negotiation process, they will maintain open lines of communication with buyer agents, handling counteroffers and requests for repairs or adjustments. Their experience and expertise enable them to identify serious buyers and navigate the complexities of negotiations with finesse.

Rest assured that your agent will keep you informed at every stage, providing insights and guidance while respecting your decisions. Their primary goal is to achieve your most favourable outcome, ensuring a successful and satisfying selling experience.

The background image is a photograph of a modern office space. It features a prominent brick wall with two large, arched, multi-paned windows. The windows offer a view of a city with tall buildings. In the foreground, there is a long, light-colored wooden table with several modern, dark-colored chairs. The overall lighting is soft and even.

NO.06

SOLD!

Pop the champagne! It's time to throw a wild celebration, embrace all the incredible possibilities that await, and celebrate this epic milestone in your life.

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COSTS INVOLVED WHEN SELLING YOUR HOME

BOND CANCELLATION FEES

When selling a home in South Africa, the bond cancellation process involves several legal costs that sellers need to be aware of. One significant cost is the bond cancellation fee, which is managed by a bond attorney appointed by your bank. If you did not provide the bank with a 90-day written notice of your intention to sell, you might incur a penalty fee. To avoid this, it's advisable to notify your bank before listing your property. Additionally, if you are cancelling the bond within two years of a 20 or 30-year loan period, you may face another penalty. Furthermore, any homeowners' and life insurance premiums due to be debited within the next six months will still need to be paid to ensure that the insurance remains valid until the sale is finalized. Understanding these potential costs can help you better prepare for the financial aspects of selling your home.

COMPLIANCE CERTIFICATES

Compliance certificates required by the home seller typically include several key types to ensure the property meets safety and regulatory standards. These often include:

1. **Electrical Compliance Certificate:** Confirms that the electrical installations and wiring in the home are safe and meet local regulations.
2. **Gas Compliance Certificate:** Ensures that all gas installations, such as stoves, heaters, and gas lines, are safely installed and operational.
3. **Energized Fence Certificate:** If the property has an electrified fence, this certificate confirms that it is safely installed and adheres to regulations.
4. **Beetle (Wood-Destroying Organisms) Certificate:** Often required in some regions to prove that the property is free from infestations of wood-destroying insects.

These certificates are typically obtained by hiring qualified and registered professionals to conduct thorough inspections, ensuring the property is safe for the new owners.

ESTATE AGENTS COMMISSION

If you've employed an estate agent, which is often advised, you'll need to pay them a commission. Estate agents typically charge around 5 to 7.5% of the selling price as their fee. While this might seem like a significant expense, their expertise and negotiation skills can be invaluable. Estate agents not only help in setting a competitive price for your home but also manage the entire sales process, from marketing to closing the deal. Their ability to attract serious buyers and negotiate higher offers often results in a better deal than you might achieve on your own, making their commission well worth the investment.

REPAIRS AND MAINTENANCE

When selling a home, it's valuable to understand the seller's responsibilities and the role of a home inspection. While sellers are not legally mandated to fix defects found during an inspection, addressing these issues can be crucial for the sale to proceed smoothly. Buyers typically require a home inspection as part of the purchase agreement, and any significant problems uncovered might become a point of negotiation. By arranging a pre-listing inspection and addressing necessary repairs beforehand, sellers can enhance their home's market value and present a more attractive, well-maintained property. This proactive approach can also expedite the sale process and potentially reduce the likelihood of last-minute negotiations or deal-breakers, ultimately strengthening the seller's negotiating position.



MOVING COSTS

When planning a move, it's crucial to remember to allocate funds in your budget for hiring a moving company. While it might seem like an obvious expense, it's one that can easily slip your mind amidst the chaos of packing and organizing. Opting to move everything yourself might seem like a cost-saving measure, but it often leads to significant stress, physical strain, and potential damage to your belongings. Professional movers not only handle the heavy lifting but also bring expertise in safely transporting your items, allowing you to focus on other important aspects of your relocation. So, ensure you set aside the necessary money to cover this valuable service, making your move smoother and less stressful.

TEMPORARY ACCOMODATION

When planning a move, it's crucial to factor in the cost of renting temporary housing for the period between moving out of your old home and into your new one. This interim period can be unpredictable, often due to overlapping lease agreements, delayed closings, or renovation timelines. To avoid unexpected expenses, research short-term rental options such as month-to-month leases, or extended-stay hotels. Be sure to include all associated costs in your budget, such as utilities, deposits, and moving expenses. Planning ahead and accounting for these potential costs can help ensure a smoother transition and prevent financial strain during your move.

WHEN DO I GET THE MONEY FROM SELLING MY PROPERTY

Once the deal is closed, the documents signed, and the legal procedures complete, the equity in your home—the portion of the home loan you have already paid off—is paid to you by the transferring attorney, typically via electronic transfer into your bank account. This wire transfer usually ensures that the funds are available within 24 to 48 hours.

The big question then becomes: what will you do next with this newfound financial resource? Many individuals choose to sell their homes and use the equity received to fund the purchase of a new property. This can be an opportune moment to upgrade to a larger home, move to a more desirable location, or downsize to simplify life. Alternatively, some may opt to invest the equity in other ventures, such as starting a business, paying off other debts, or even saving for retirement. The possibilities are vast, and the best choice depends on your personal circumstances and long-term goals.

THE PROPERTY TRANSFER PROCESS

ALL YOU NEED TO KNOW ABOUT THE TRANSFER PROCESS

1

THE OFFER TO PURCHASE

- The offer to purchase is the contract between the seller and buyer that dictates the terms of the property sale. Once this is signed, the homebuying process can commence, and the buyer can apply for a home loan with the bank.

2

THE HOME LOAN IS APPROVED

- The bank assesses criteria such as the home buyer's credit record and determines whether to grant the loan. Once they approve it, the transfer process begins.

3

THE SELLER APPOINTS THE TRANSFER ATTORNEY

- The buyer may have to pay for the transfer of property, but thankfully they don't have to concern themselves with the extra admin of appointing the attorney. This is the responsibility of the seller.

4

SIGNING THE DOCUMENTS

- Thankfully, much of the process is conducted by attorneys. They prepare the relevant documents, which are then signed by the seller and buyer.
- These include FICA documents and Power of Attorney

THE BUYER PAYS THE TRANSFER FEE

5

- The transferring attorney charges a transfer fee which includes admin costs.
- The transfer fee is based on the value of the property (the higher the value, the higher the transfer cost).

THE BUYER PAYS THE TRANSFER DUTY

6

- In addition to the transfer cost paid to the attorney, there is a tax paid to SARS, dependent on the value of the property.
- Properties worth less than R1 100 000 are exempt from transfer duty.

THE TRANSFER ATTORNEY REGISTERS THE PROPERTY

7

- The transferring attorney lodges all the required documents, together with the new bond and the old bond cancellation, with the Deeds Office.

THE DEED IS REGISTERED

8

- It takes 8 to 10 working days for these to be examined and, provided there are no changes, the transaction is registered. The purchaser is now the rightful owner of the property!

BUYERS TRUST

Protect your deposit from phishing and cyber crime fraud by using the innovative verified Buyers Trust

Your deposit is invested in an investment account in your name with a reputable major bank at a competitive rate of return. There is transparency via the web app. A free bank guarantee will be issued to the transferring attorney, immediately upon receipt of the deposit



THE PROCESS AT DEEDS OFFICE

→ Day 01

Lodgement: All documents are lodged (bond cancellation, transfer, bond documents)

Day 02 →

Data, Sorting & Distribution: Documents are batched, system-captured and deed search printouts of both property and persons involved are added for reference.



Day 03 →

Level 1 Examination: The documents are distributed to a junior examiner for initial examination, endorsement, and remarks.

→ Day 07

Level 3 Examination: The documents are re-examined by an Assistant Registrar who may also reject the documents if any overlooked issues are found.

Day 04 →

Sorting & Distribution: The documents are returned and assigned to a senior examiner.

→ Day 08

Preparation Phase / Documents are "on prep" The documents are returned and issued to the respective conveyancers (bond cancellation, transfer, bond cancellation) to attend to any prep notes raised by examiners. All financials are checked, and final bank proceeds are requested. This must be finalised within 4 days failing which the documents are rejected

Day 05 →

Level 2 Examination: The documents are examined by a senior examiner. The senior examiner may pass or reject the documents.

Day 06 →

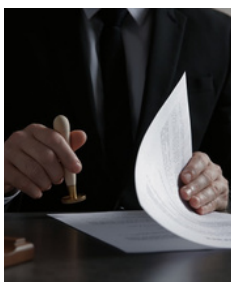
Sorting & Distribution: The documents are returned and assigned to an assistant registrar for monitoring.

→ Day 09

Putting forward for registration: Once all outstanding matters are resolved, the documents are put forward for registration. The Data Section performs final checks to ensure that no new interdicts have been noted against the persons or property since lodgement.

→ Day 10

Execution: The conveyancers appear before of the Registrar of Deeds, who signs and stamps the documents confirming registration. The transfer, new bond and bond cancellation are registered concurrently.



FICA REQUIREMENT

THE FOLLOWING DOCUMENTS ARE REQUIRED TO BE PROVIDED BY THE FIC ACT 38 OF 2001



INDIVIDUALS

- COPY OF IDENTITY DOCUMENTS
 - PROOF OF RESIDENCE (NOT OLDER THAN 3 MONTHS)
 - CONFIRMATION OF MARITAL STATUS(MARRIAGE CERTIFICATE/CONTRACT)
 - INCOME TAX NUMBER (PREFERABLY A SARS LETTERHEAD)
-



COMPANY

- COPY OF CC/ COMPANY DOCUMENTS
 - PROOF OF RESIDENCE FOR THE COMPANY(NOT OLDER THAN 3 MONTHS
 - COPY OF ALL MEMEBERS OR DIRECTORS IDENTITY DOCUMENTS
 - PROOF OF RESIDENCE OF ALL MEMBERS/DIRECTORS (NOT OLDER THAN 3 MONTHS
 - RESOLUTION BY MEMBERS/DIRECTORS AGREEING TO THE SALE AND DESIGNATING A SIGNATORY
 - INCOME TAX NUMBER: CC OR COMPANY OR VAT NUMBERS (PREFERABLY BY A SARS LETTERHEAD)
-



TRUST

- LETTER OF AUTHORITY
 - COPY OF TRUST DEED
 - COPY OF ALL TRUSTEES AND BENEFICIARIES IDENTITY DOCUMENTS
 - PROOF OF RESIDENCE OF ALLTRUSTEES AND BENEFICIARIES (NOT OLDER THAN 3 MONTHS
 - RESOLUTION BY TRUSTEES AND BENEFICIARIES TO THE SALE AND DESIGNATING A SIGNATORY
 - INCOME TAX NUMBER (PREFERABLY BY A SARS LETTERHEAD)
-

MOVING CHECKLIST

TWO MONTHS BEFORE

- Start downsizing and donating old and unwanted items
- Research moving costs and companies
- Collect school records and transfer
- Order packing supplies

ONE MONTH BEFORE

- Change your address and send moving notifications to friends and family
- Find local healthcare providers and shopping necessities
- Buy any new appliances or make plans for what to buy

TWO WEEKS BEFORE

- Contact utilities
- Finalize moving arrangements

2-3 DAYS BEFORE

- Plan expenses for moving
- Defrost your fridge
- Clean as you continue to pack
- Pack things you will need right away separately

MOVING DAY

- Do a final walkthrough
- Keep all receipts
- Pre-clean, seal any windows or doorways
- Check for damages in your new home that will need to be fixed
- Unpack and have fun!





Absolutely the best!

We have worked with her for both of our moves and she is the absolute best. She's extremely professional and honest. We have been very happy with her services and highly recommend her.

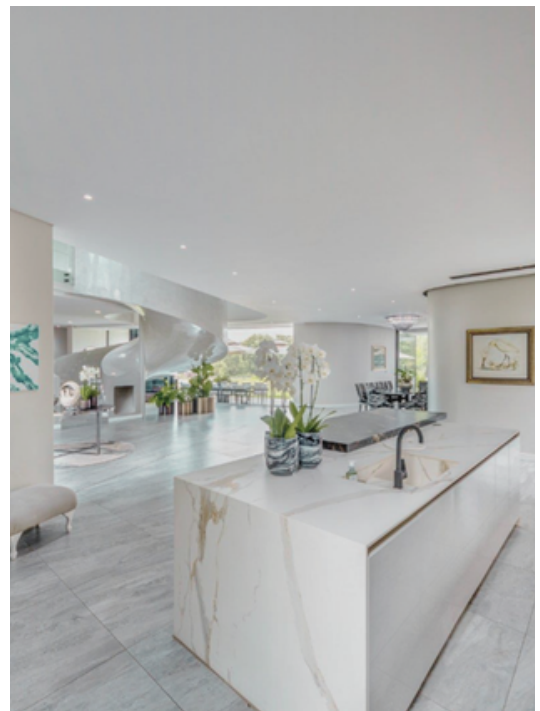
MEAGAN B

Talk *of the* Town

**Above and
Beyond!!**

I could not have managed the process of selling my property without the help from her. I am not in the country and she went above and beyond for me. She managed every step in a calm and professional way. Thank you so very much.

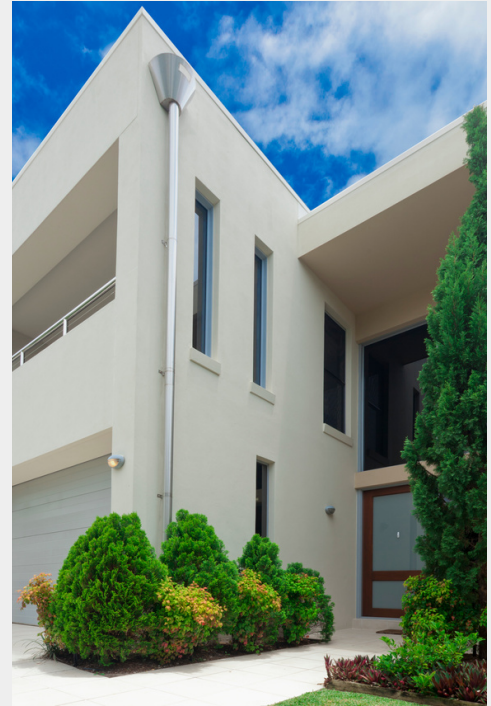
MONICA E



Knowledgeable and Professional!

The journey to look and purchase our property was made so much easier. She tirelessly and patiently directed us to many houses that fit our family requirements until we finally made a decision. We relied on her knowledge of the property market and legal requirements to complete our transaction with no difficulties. Everything was done in a transparent and very professional way.

PAULINE K



Click goals!

Expertise and dedication !

I would like to express my deepest gratitude to my estate agent Nicole, who went above and beyond in helping me to try and sell my mother's home. Throughout the process she demonstrated a remarkable level of professionalism, expertise and dedication that made all the difference in trying to find and secure the perfect buyer.

NATALIE STEPHAN

LUXLIV Property

WHO YOU WORK WITH MATTERS

A HOME IS NOT
A PLACE, ITS A

Feeling!

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