



# **GOLDEN TIGER REALTORS**

**You say Sell! we say Sold!!**

A black and white photograph of a luxurious interior, likely a dining room or living area. The room features ornate furniture, including a large, tufted sofa and a dining table with chairs. A chandelier hangs from the ceiling, and there are various decorative items on the walls and shelves. The overall atmosphere is elegant and sophisticated.

**The Golden Tiger Way**

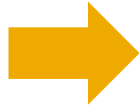
# A Real Estate Journey with Golden Tiger Realtors

We are going to ensure by the end of these modules you will understand:



# 1. MANDATES

We are firm believers in the quickest turnaround times as this helps seal the deal and show our clients we mean efficiency and quality, therefore the average turnaround time for the real estate agent should be:



Conversion of a lead to a request for appointment must be done

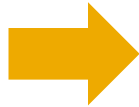
a. Thank you message to prospective client via WhatsApp



"Thank you for affording us the time to meet with you on (Date of appointment). We look forward to servicing all your real estate requirements.  
Your sincerely (Name of Agent)  
Have an Awesome day!  
Golden Tiger Realtors  
[www.goldentigerrealtors.com](http://www.goldentigerrealtors.com)

b. A reminder must be sent to the prospective client two days before the meeting

"Dear Mr/Ms XXXX, we look forward to our meeting on the (Date) at (time)"  
Your sincerely (Name of Agent)  
Have an Awesome day!  
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# 2. ETIQUETTE WHEN MEETING THE CLIENT

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Be prepared for the client, that is, sufficient research needs to be done on the property before meeting the client which should include:

- a. Virtual Agent report showing the values of similar properties in the area
- b. Desktop valuation based on Virtual Agent and other accessible information should be done on Golden Tiger letter head
- c. Picture of the house from google earth should be obtained
- d. Description of any amenities close by the property
- e. Prepare a pre populated mandate form based on the information you have
- f. Be prepared to take the client page by page through all the main regulatory aspects of the mandate form
- g. Make sure the client understand the commission structure
- h. Makes sure you agree the type of mandate with the client, that is either sole or open mandate
- i. Make sure your have a documented sale strategy for your client. The strategy will vary depending on whether the mandate is a sole or open mandate



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# 2. ETIQUETTE WHEN MEETING THE CLIENT

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Be punctual. You should be at the venue at least 15 min early. This allows you enough time to:

- a. Brand the table you will be sitting at. That is Golden Tiger folder and/or Golden Tiger water bottle etc, depending where you meeting the client
- b. Set out a copy of your presentation for the client before they arrive
- c. Take your bathroom break before client arrives
- d. Take a breather to get mentally prepared before the client arrives



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# 4. AFTER MANDATE IS SIGNED

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**All mandates, whether open or sole mandates and irrespective of value must be taken seriously.**

- Photo shoot should be arranged
- Photos/videos should be edited and presented to client with a detailed marketing plan which should include but not limited to:
  - a. Social media strategy
  - b. Show day dates
- Photo/video should be uploaded onto all marketing platforms
- Weekly report should be given to client with regards to the progress of the sale of the property, this includes:
  - a. The number of hits we received on the property on all social media platforms
  - b. Possible leads for the property
  - c. Viewings by buyers that were completed
  - d. Summary of offers made
  - e. Changes to the marketing plan if any



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# 5. BUYER APPOINTMENTS

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## When you have a potential buyer in place and would like to schedule an appointment, with the seller's approval

- Provide your buyer with a pre-qualification if they require a bond
- Cash buyers can provide proof of funds as surety
- Always ensure you arrive before the buyer, this gives you time to converse with the seller and allow them to vacate the home, buyers feel more at ease when they can view the property at their leisure
- If the seller has any pets, ensure the animals are safely locked away
- Give the buyer a courtesy call 10 minutes before the viewing to ensure they are en route and have any access codes if needed
- Once the buyer arrives, offer them water and confirm if they have received your electronic brochure of the property
- Start the viewing by taking your buyer to the selling, focal point of the house and work your way through the home. Allow your buyer sufficient time in each area and give information about the property as you walk through
- End the viewing in the front of the home and walk your clients back to their vehicle. Allow the buyer to ask any questions. At this point, you can offer the buyer more refreshments for their drive back home



**GOLD  
REAL ESTATE**  
You say See.



# 5. BUYER APPOINTMENTS

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## When you have a potential buyer in place and would like to schedule an appointment, with the seller's approval

- Provide your buyer with a pre-qualification if they require a bond. Thank the buyer for coming through and once they leave, send an electronic standardised message:

"Dear Mr/Ms (Name of Seller) we thank you for the time and access to your home. We apologise up front if we have cause any inconvenience to you. We will give feed of the buyer as he they getback to us. Should require and more information or would like us to assist with to decision on a possible offer, please free to contact me.

Your sincerely,  
(Agent name)

- Once all buyers are gone, call the seller to inform them that you are done with your viewing and they can return home
- Once the seller returns, give them feedback regarding the potential buyers and ensure them that you will come back to them with any feedback
- Thank the seller for making the time to accommodate you and the potential buyers, Send an electronic standardised message

"Dear Mr/Ms (Name of Buyer) we thank you for the time you afforded to Golden Tiger Realtors to come and view (Property Address). Should require and more information or would like us to assist with to decision on a possible offer, please free to contact me.

Your sincerely,  
(Agent name)



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# 6. OFFER BY THE BUYER

- 24 hours after the viewing, contact the buyer to ask for feedback concerning the property
- If the buyer is interested, immediately make an appointment to sign an OTP at their convenience
- Ensure you follow through on your appointment and fully complete an OTP with the buyer
- Ensure you complete all office compliance, and documents are initialed and signed off by the Principal
- Once you have a signed OTP by the principal, give feedback to your seller immediately and make an appointment as soon as possible to give the seller the signed offer
- Do not stop marketing your property and conducting viewings until the buyer's bond has been confirmed, this ensures that we have other potential buyers lined up, should the buyer not be granted a bond
- Only once all compliance and guarantee requirements are met can you present your property as Sold!
- The seller/ buyer might have their preference for a conveyancer and transfer attorneys, however, GTR has our preferred conveyancer if they do not
- Ensure that you give the seller weekly updates concerning the sale of their property



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# 6. OFFER BY THE BUYER

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## **The property has been sold, Congratulations on selling your property!!!**

- Present the seller with a congratulations gift of your choice and a voucher from Box Man or a similar service provider, this gift is well thought-out as you do not want to give the seller more items to pack up when moving but instead something valuable to successfully move
- Allow a day in between the seller moving out and the buyer moving in, this allows you to ensure the property is clean and move-in ready!
- On the day the buyer moves in, present them with branded champagne, the house's keys and remotes, and a well thought-out gift the buyer can have in their new home that will leave a lasting impression



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