

Why estate agents need to join Paddocks Club

By Prof Graham Paddock

In the current climate, there is a lot of competition in the estate agency business. One needs to stand out from this competition and those that can provide a superior service are those that will do well.

Only those estate agents who specialise in home owners' associations and sectional titles schemes need to know how these types of community schemes operate to be able to iron out any difficulties that may arise in their sale process. But for the last twenty years, all middle and upper-class housing has come onto the market as either HOAs or sectional title schemes. So, for any estate agent concentrating in newer and up-market areas, this knowledge may be very useful.

An example of the need for such information is when a buyer asks, "Can I enclose that balcony?" or, "I see all the houses are white, my wife prefers a burnt ochre colour. Will there be any problems with that?" Being able to supply these answers with the correct information will help potential buyers see the estate agent as a problem solver and someone who they can trust

Paddocks Club is an exclusive online resource for people who have a professional interest in any type of community scheme. For internet-savvy estate agency principals, Paddocks Club offers access to the information they need to understand the full range of community schemes their agents may work with.

For estate agents, membership of Paddocks Club allows them:

- (a) Access to the information they need so that they can show prospective buyers and sellers that they know exactly what is going on in these types of community schemes;
- (b) To ask questions when they come across a situation that is new to them or when a client asks them a question;
- (c) To meet and form relationships with trustees, owners, lawyers and others who share a particular interest in community schemes, and
- (d) To use the information in the Club news alerts, weekly newsletters and video tutorials in their communications to prospective clients.

In short, an estate agent who wants to stand out as an expert in sectional titles or HOAs would benefit from joining Paddocks Club. From as little as R50 per month, estate agents can find solutions to sectional title problems. For more information, please see www.paddocksclub.co.za or contact Kate on 0216854775 or kate@paddocks.co.za.