



THE MUST-HAVE LANDLORD'S GUIDE

Harcourts

Welcome!

Letting your home is a big decision. We know. We also appreciate the significant impact on you, your family and your personal wealth. That's why we work closely with you to achieve your specific goals. We believe that this guide will share some insight into the important elements to successfully let a property in South Africa.



In association with

Harcourts



CURRENT MARKET CONDITIONS

Current market conditions significantly affect our pricing strategy. In general, tenants struggle to meet qualification criteria based on affordability within the current economic climate. In addition, lower interest rates also have shown to increase the number of first-time property buyers resulting in a reduced tenant pool.

TENANT'S MARKET

- More properties for rent than tenants looking
-
- Properties take longer to let
-
- Landlords lower their asking rental price

BALANCED MARKET

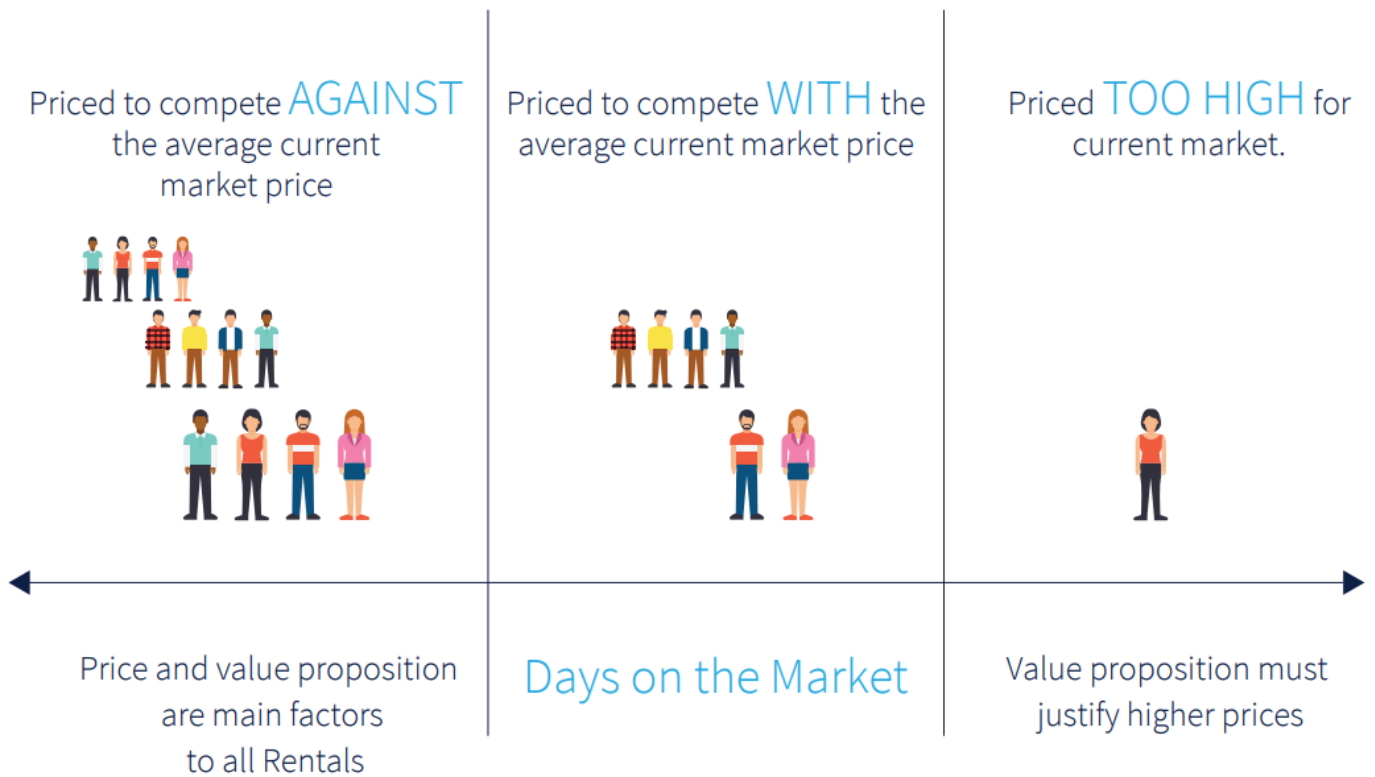
Equal number of tenants and properties

LANDLORD'S MARKET

- More tenants looking to rent than properties to let
-
- Properties are leased quicker
-
- Multiple offers increase prices achieved

DETERMINING RENTAL PRICE

How will tenants view your price and value in relation to the competitors?



“ Price is crucial at every stage. Overpricing costs time, money and causes frustration. ”

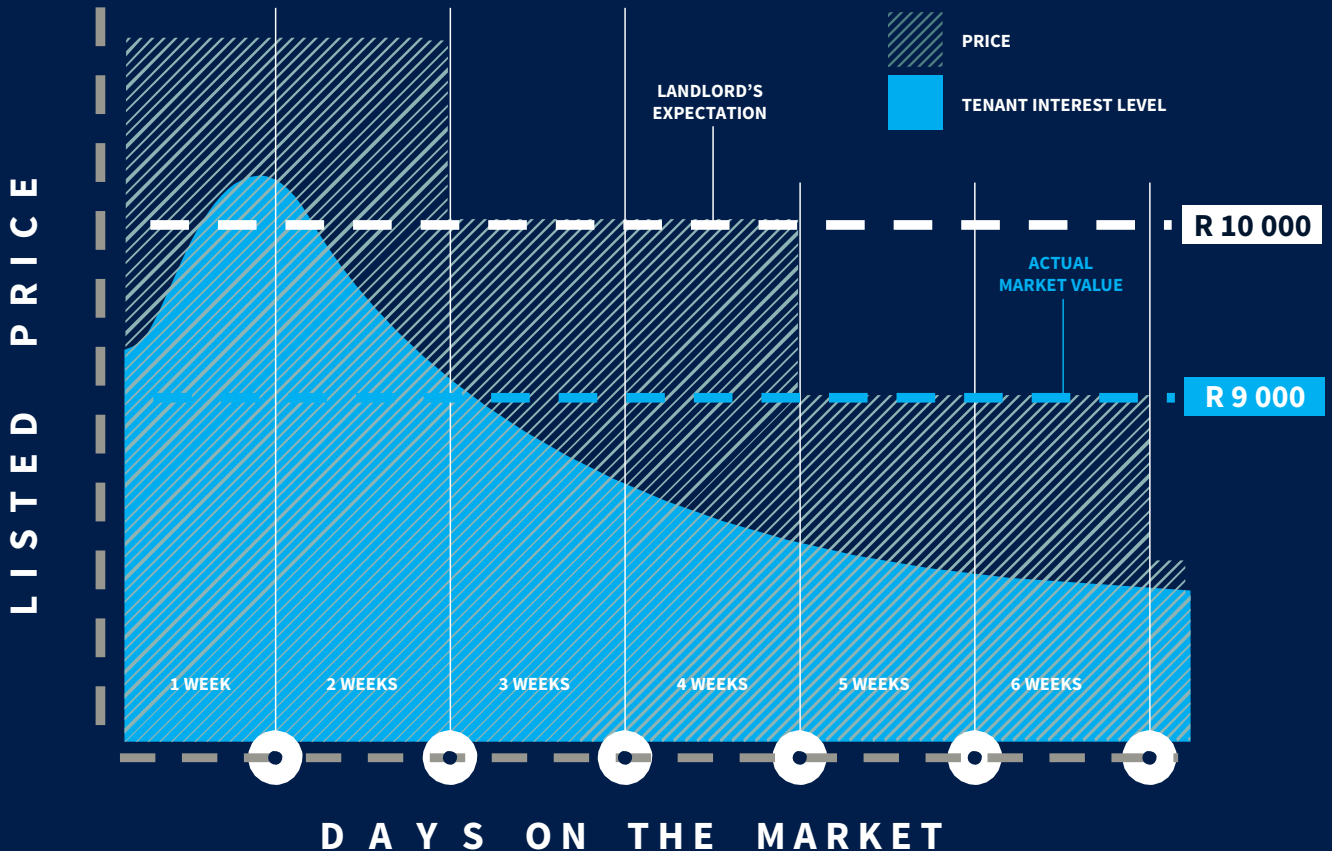
A TYPICAL TENANT JOURNEY

Tenants become price knowledgeable very quickly as they research and compare properties in the market. They have access to hundreds of websites for information on the area, prices, school zoning, access to major roads and shops. Tenants will usually apply for the cheaper option on the list of similar properties.



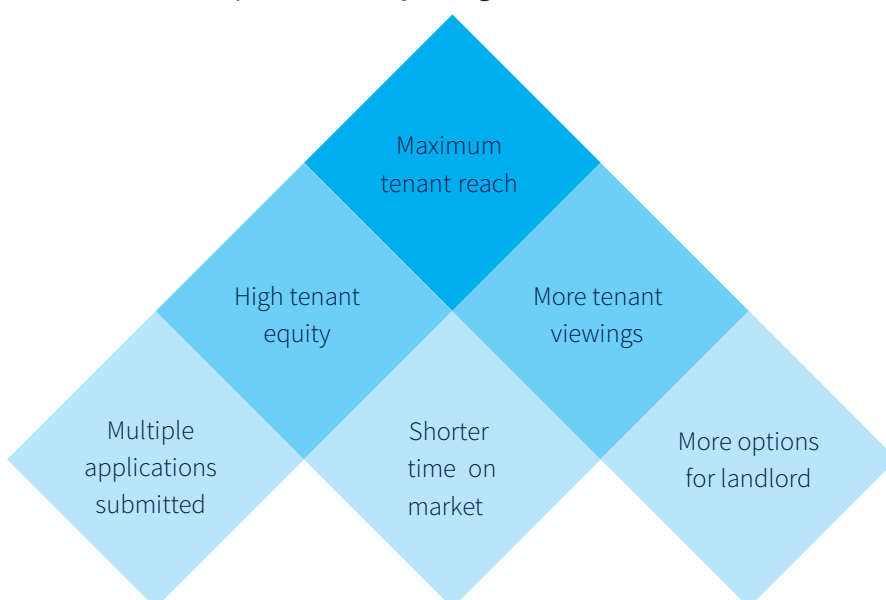
DAYS ON MARKET IMPACTS PRICE

Being flexible on price is key to a quick rental. Applicant feedback might identify specific items of concern for example security, size of rooms etc. but it always comes down to price! Someone will take the property with its flaws. The annual loss incurred due to a reduction in monthly rent will seldom exceed the potential rental loss of a vacant property if the price is right.

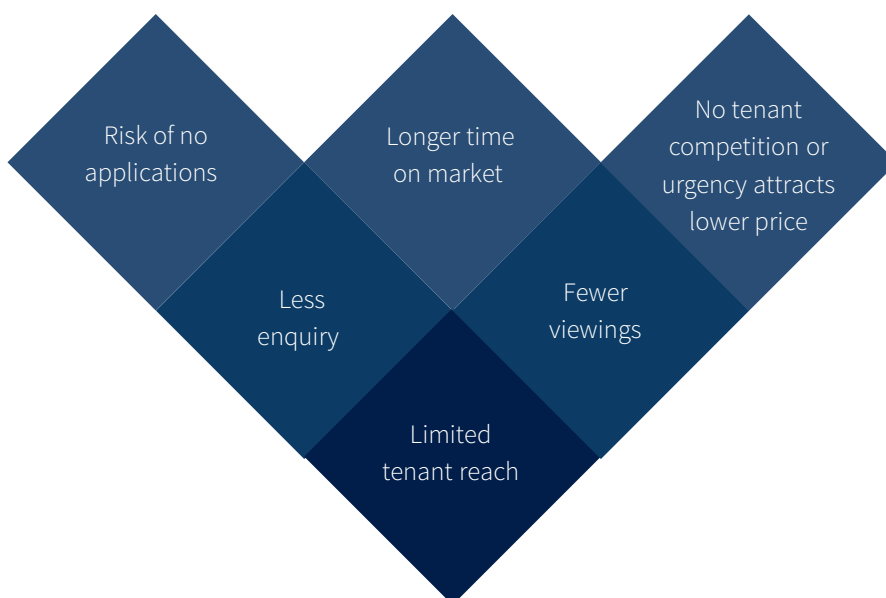


HOW TO REACH POTENTIAL CLIENTS

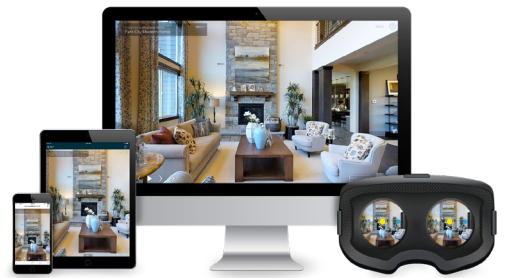
Never underestimate the power and effectiveness of good marketing tools offered by agents. The internet provides only one avenue for effective marketing. A good combination of touch and technology tools can make the property rent quicker and closer to the asking price. Professional agents should provide landlords with a comprehensive marketing plan to justify their commission and the experience they bring to the table.



--- DAYS ON THE MARKET ---



ESSENTIAL MARKETING



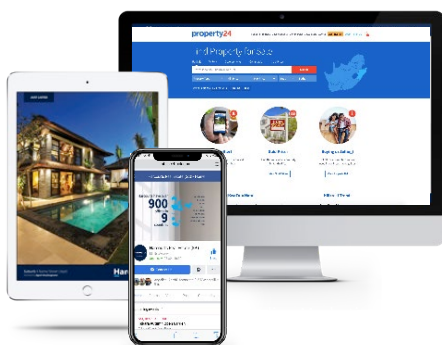
PHOTOGRAPHY & VIDEO

The first thing most potential tenants see is a photo of your home. So we'll arrange a date to take professional photos and videos (where applicable) of your property to attract maximum interest.



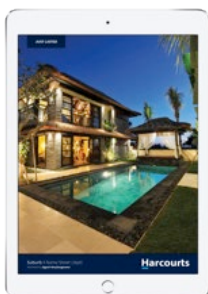
SOUTH AFRICA'S FAVOURITE SITES

Today, most tenants first start their search for property online and these websites attract up to 90% of the buyer/tenant enquiries in South Africa. Your property can be featured as a premier listing on Property 24.



WEBSITES & SOCIAL MEDIA

Our digital footprint is massive, which means more online exposure for your property and a highly focused marketing approach. We also provide exposure for your property on all of our social media platforms.

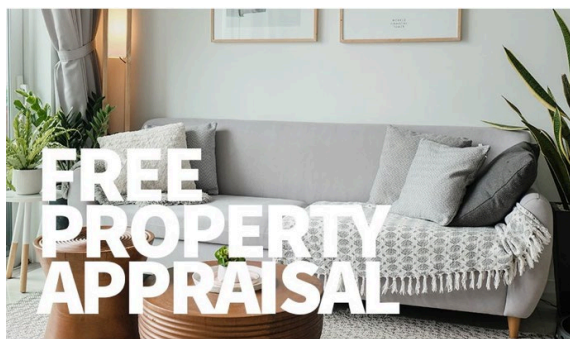


DIGITAL/PRINTED PROPERTY FLYERS

Distributing a striking and detailed flyer or digital-flyer in close proximity to your property creates extra exposure.

OUR SERVICES

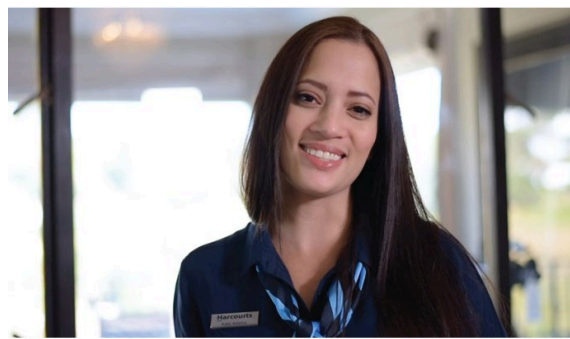
At Harcourts, we are committed to providing you with a full range of real estate services, no matter where you may be in your real estate journey. Don't hesitate to [contact us](#).



What's Your Property Worth?

If you are looking to sell your property, start by finding out how much your property is worth with our free no-obligation property appraisal.

[More Info](#) →



The Complete Selling Process

Selling your home is a big step. We want to make sure that you're well informed of the selling process and know what to expect every step of the way.

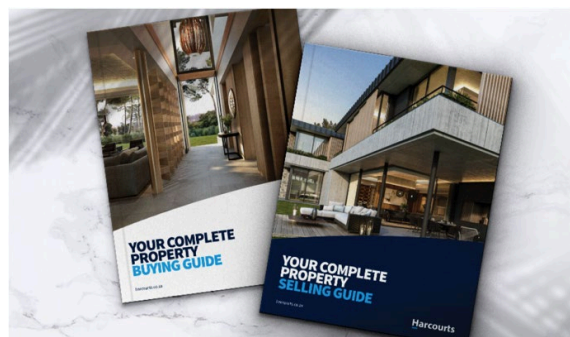
[More Info](#) →



Having Trouble Repaying Your Bond?

Harcourts South Africa, in partnership with the four major banks, have put together a Sales Relief Program that can assist you in this difficult time.

[More Info](#) →



Download Your Free Selling Guide

Download our free information booklet on selling property.

[More Info](#) →

Why Choose Harcourts?

We operate in
11 Countries

We have more than
6,060 Sales Consultants

We have
866 Offices

Our team sells
a property every
13 Minutes

Net Promoter Score
given by our sellers of
80.6**

Our team rents
a property every
15 Minutes

Our technology
offering has more than
**20 Best In
Class Systems**

We held more than
**465 Awards & 115
Networking Events**

Harcourts Academy
delivered
**385+ Learning
Opportunities**

The Harcourts Foundation
has raised more than
R104 Million
supporting over 1421 charities*

More than
R3093 Million
of home loans settled
by our finance partners

Our network has
137 Years
of experience across residential,
rural and commercial property



Based on Harcourts International network figures from Jan 1 2024 - Dec 31 2024.

*Total funds raised and provided to charities since 2008. **NPS for seller satisfaction based on responses to the Harcourts client experience survey.



In association with

Harcourts

harcourts.co.za